



Reflections: A Grassroots Gazette Mirror 4

March 2020

INSIDE THESE WALLS LIES A BRIGHTER TOMORROW

PANACHE



We extend a hearty welcome to **Mr N Ramaswamy** as the Director of the Academy. With his guidance we will move towards stronger synergy-building activities with Belstar and other group entities to achieve our goals.

On The Board:

The meeting with the Board of Trustees of Academy was held on 18th February 2020 at our corporate office in Chennai. Two new members - Dr U A Balasubramanian, a veteran in the field of training and development from the banking sector and Ms C Madhumathi, an expert from HR development were inducted into the board. The Board-Meeting was presided by **Dr Kalpana Sankar** as Chairperson, **Mr R Sridhar**, **Dr U A Balasubramanian** and **Ms C Madhumathi** envisioning a well-defined road map for the growth and development of the Academy. The Board also lent support and guidance to set the plans and priorities of the Academy for the academic year 2020-21.



Strategies and Visions for 2020-2021:

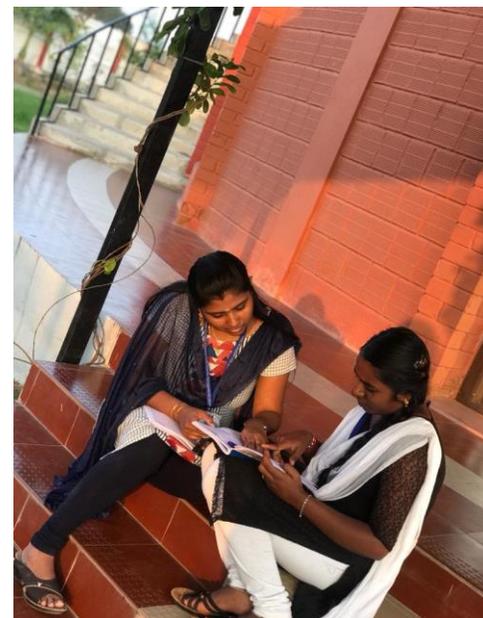
Earlier this month during Hand in Hand India's Strategy meet, Mr C Kumar presented the plans and visions of the Academy for the year 2020-21. One of the important suggestions that stood out was about the integration of Academy's plans with the pillars. This can help build synergy among the group entities to mutually benefit each other. Highlights:

On Academic courses:

- Course for Muthoot Finance
- Course for Credit Officers
- Course for Executive Operations
- Certification program for Credit Officers
- Course for Varashakti Housing Finance
- A flagship program on Social Entrepreneurship

Training and Development:

- Induction and Refresher training for Belstar
- Refresher training for Varashakti Housing Finance
- Refresher training for MSME
- NGO Capacity Building programs
- Employability skills program
- Digital contents of the training programs.



Education for Everyone:

Microfinance Mania:

The 3rd batch students of Certificate Program in Microfinance Management (CPMM) got successfully rolled out of the course on 19th February. They were excited, to step into the "world of opportunities" as Belstar employees. Students were oriented to embrace the changes of stepping out of their academic spaces to become successful professionals. Placement interviews by Belstar HR team inducted the pass-outs from the Academy premises. The Academy wished all the budding talents, oodles of happiness and success their way.

We had an enthralling evening with the launch of CPMM 4th batch with 20 students. Every student's dreams got a step closer to reality with all the encouragement and motivation from their senior batch. Students were impressed by the inspiring speeches given by Mr C Kumar, Dean of the Academy and Mr C Meenakshisundaram, General Manager, Belstar Microfinance Limited. A very interesting poem by **Mohammad Rumi (1207 – 1273)** was read by Mr C Kumar, to the students:

"I am born with potential; I am born with goodness and trust; I am born with ideas and dreams; I am born with greatness; I am born with confidence; I am born with courage; I will defeat the problem and succeed; I am born with wings; So, I am not meant for crawling; I have wings, I will fly; I will fly and fly".

Bethink Betimes:

"Great vision without great people is irrelevant."

- *Jim Collins*

Muthu was a really shy diploma graduate who joined the Academy with dreams to set his career path right. Being the breadwinner of the family, his thoughts always brooded over the unfortunates of his family. But these two months at the Academy molded him to look beyond the misery. He started formulating his plans systematically with the constant guidance from the Academy team. He says that **"Interactions with the Academy team and the community during field placement made me oversee my lacuna and focus my energy positively towards my goal"**.

Our highly confident 26 year old academican, **Rajeshwari** says that **"As a Woman, I feel that field work jobs with the community at Belstar is more culturally relatable to my family than the lucrative IT jobs"**. Dedicated Academy team has helped, reorient her career path.

Prathiba is this empathetic physics post graduate, recently lost her father, who was the soul support-system of the family. She boldly took all the responsibilities on her shoulders and sacrificed her father's job for her sister; as she was just a 12th pass out. She relied completely on the CPMM course for her career and source of income. **"I am really happy that I made this decision by choosing Academy as my career choice. Constant guidance and support from the team has helped me set my foot strong and made me feel so close to my goals"**.



Newbies:

This 24years old diploma graduate, **Inbaraj** from Thoothukudi talks all high about the finance sector. He is really interested in setting his priorities on field work to learn the intricacies of the job from the grassroots. His outlook towards community development through financial services is so well defined and motivating.

Amarajothi, a young commerce graduate from Kamuthi, Ramanathapuram District is looking at this opportunity to study at the Academy, as her first step in becoming a financially self-sustained woman.

Kousalya looks at this course curriculum as something very close to her expectations. She is super excited to kick start her career from the Academy.

Arunkumar is an ambitious engineer all set to embark on his journey towards the financial sector. He appreciates the unique blend of this course.



Inside Insurance:

On Roll Board: All the 16 students enrolled in the PGD-GIM course passed out securing an Overall Grade Point Average (OGPA) ranging between 6.71 - 9.57 out of 10.00. The students are already placed at Chola MS.

My current assignment is very challenging and at the same time really enjoyable as well because it lets me connect with a lot of people. As I developed a strong bond with my mentors, they still guide me through all my hurdles.

- **Mr Ramesh Aravind (PGD GIM Topper 2019-2020)**

*From working in an unauthorized sector to working with Chola MS, my life has transformed completely only because of my mentors from the academy- **Mr Prakash (PGD GIM 2019-2020)***

Training and Development:

“Human resources are like natural resources ; they're often buried deep. You have to go looking for them ; they're not just lying around on the surface. You have to create the circumstances where they show themselves.”– Ken Robinson

Academy surfaced on follow up training for the credit officers in 17 batches, one batch for the branch accountants and two batches for the branch managers. The follow up training encompassed sessions to identify the trainee's progress and also helped them revisit the plans they made during their refresher training. The participants were encouraged to identify the reasons behind their fallbacks and were also motivated to share their experiences. The training also focused on sensitizing the trainees on how to create a performing team. Clearly, there was visible improvement in their business performance, reduction of non-OTR & OD and their adherence to the organization's code of responsible lending in comparison to their refresher training portfolio.

Total number of participants in February 2020: 392



COVID-19 OUTBREAK – STEPS TO PROTECT YOURSELF AND OTHERS

For more information on getting-workplace ready for COVID-19- click below https://www.who.int/docs/default-source/coronavirus/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7_6

Wash your hands

Wash your hands with soap and running water when hands are visibly dirty

If your hands are not visibly dirty, frequently clean them by using alcohol-based hand rub or soap and water

Protect yourself and others from getting sick

Wash your hands

- after coughing or sneezing
- when caring for the sick
- before, during and after you prepare food
- before eating
- after toilet use
- when hands are visibly dirty
- after handling animals or animal waste

Protect others from getting sick

When coughing and sneezing cover mouth and nose with flexed elbow or tissue

Throw tissue into closed bin immediately after use

Avoid close contact when you are experiencing cough and fever

Avoid spitting in public

Clean hands with alcohol-based hand rub or soap and water after coughing or sneezing and when caring for the sick

If you have fever, cough and difficulty breathing seek medical care early and share previous travel history with your health care provider

What is Brewing?

Modelling new Course:

Partnering with Belstar, the Academy is sculpting a course that will enable deployment of trained credit officers for effective performance in the field. This course will largely be fulfilling the expansion plans and needs of Belstar in Tamil Nadu.

Schematizing:

Mr. Vijay Korath, the L & D Head of Muthoot Finance visited the Academy on 28th February to discuss on the curriculum design for the envisaged “Certificate Program in Financial Services” (CPFS) that focuses on preparing aspiring youth for the entry level job placement with Muthoot Finance. Dr U A Balasubramanian, guided us through the discussions.

Mull over Mobilisation:

“The Capacity to Learn is a gift ; the Ability to learn is a skill ; the Willingness to learn is a choice”

The mobilization team of the Academy- Ms M Prema, Mr R Dhanraj and Mr C Boopalan campaigned along the rural blocks, semi urban locations and colleges to meet the students and explain about them about our courses and the perks of it. The team adopted a number of outreach strategies to leverage the field presence of Belstar, by participating in job fairs, visiting colleges and also utilizing social media. We approached the parents and students on career counselling front and kept the discussions open ended to let them choose their career's course of direction. We are executing the different strategies for mobilizing students for CPMM and CPFS courses. For CPFS, we are more location specific as per Muthoot placement cell's guidance and requirements.

We heartily welcome Mr C Boopalan into our marketing team.

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