



INSIDE THESE WALLS LIES A BETTER TOMORROW

# Reflections-A Grassroot Gazette Mirror 6

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PANACHE

## *Desperate times call for desperate measures:*

With Covid-19 vanquishing our plans and agendas, we are working on creating an alternative strategy. While exploring different ways to keep ourselves productive amidst this challenging environment, the team stayed in touch and brought the best out of each other. We utilized this time to prepare content for our courses and training programs. We were working in synergy with Belstar, supporting their requirements, looking for opportunities to address the rising demands and needs of the organization.

### *Creating Contents :*

#### *1. CPFS Course Module (Certificate Program in Financial Services):*

Our team completed designing the course framework, structure, and session plans with the support of Dr. U.A.Balasubramanian by the end of March. We also engaged in active discussions with him and Mr. Vijay Korath, L&D – Head, Muthoot Finance, to prepare the contents for each and every session. 95% of the session-based contents are prepared. Mr. Vijay Korath is working on adding Muthoot's purview to select contents.

#### *2. Online Certification Program for COs of Belstar:*

The Academy planned for an online certification program for the COs of Belstar under the guidance of Academy Board. This plan was also shared amongst the senior management team at the Strategic plan meeting held in February 2020. We soon shaped our plan into a tangible project. After multitudes of discussions, the broader course module and structure traversed into specified content for the proposed course. 50% of our completed work is presented under ppt format. However, we are still looking for a more suitable online dissemination format.



### 3. Certificate Program on Microfinance Management.

We worked extensively on creating a paradigm on teaching methodology and references for the faculty. On the same note, we also standardized our CPMM course materials, session plans, and the pedagogy for the faculty with all these added information under 100 pages.



### 4. Wagons Learning:

The team is working on translating Wagons Learning- training content in Tamil. This will help in reaching out to wider audience, who can adapt it into their day-to-day practice.

The translation of the workbook for the COs has begun and is progressing towards the translation of ppts as well.

### 5. Training Programs for Belstar staffs on Insurance:

Following our agreement with Sahasankha, the Academy is framing up contents for the training program on Insurance. The team received basic inputs on life insurance and 'Hospicash' products which are now operational under Belstar. Based on that, the team is drafting out a micro session on insurance. The session covers insurance concepts, the importance of the life insurance products contextual to Belstar, enrollment procedure, and the claim process. It also adds similar details on the 'Hospicash' product. The session contents will be reviewed and pilot tested before rolling out.



### Career Counselling for Students:

The team continues their efforts on mobilization for the CPFS (Muthoot Finance) course. During our earlier visits to various colleges, we collected contact details of students who were interested in our course. During this lockdown, our team reached out to those **2350** students and explained them about the opportunities they can avail through our courses. We also exploited WhatsApp and emails to contact around **750** students. We hope these tele-counselling efforts turn fruitful, for the identification of potential candidates.

### Follow up with Belstar:

The Academy identified an MFIN developed advisory on "Moratorium" in Hindi. We discussed this with Mr. N.Karuppusamy, Deputy COO of Belstar to utilise the same after translating in Tamil. We soon worked on the script and voice-over. We coordinated with the HIH's Communications team to get the animated advisory in Tamil. It was passed on to Belstar for circulation amongst their client base.

The Academy is working on developing guidelines for the "Village level meeting approach" which is being piloted by Belstar in their model branches. We are in contact with the Belstar field personnel, who are directly involved in conducting these village meetings to get an experiential understanding of the situation. We had a detailed interaction with Ms. Ezhilarasi, BM of the Ekanampettai branch, Ms. Bharathi, BM of Kanchipuram West branch, Ms. Sathiammal, Credit plus Officer, and Mr. Chinnapaiyan, RM, Chengalpattu. The Academy team has collected and collated data from the field and is in the process of developing the guidelines.





## Integration:

We are working alongside Health pillar on developing a TOT manual to provide government authorised information on COVID-19. We are also addressing the common queries on COVID-19 pandemic through this manual.

We are planning to coordinate with the CLEP pillar to explore opportunities where we can support them by creating a psychosocial awareness around COVID-19. The plan is to launch an online training session on the same, that will be developed and offered by the Academy for the HIH family.

## Push on Action:

The team has planned to develop a training program on POSH (Prevention of Sexual Harassment at the workplace) Act. We have formulated the program outline and right now focusing on drafting out the contents.

## Snippet from the CPMM 4th Batch students:

Our training sessions at the Academy have given us the opportunity to dream big. With the field internship around the corner, we couldn't wait to begin! But the lockdown came out as a shocker. It was a perplexing situation to be in. The Academy's support and encouragement have helped us wade through these tough times. They regularly shared the news on the microfinance sector, study materials, online assessments and quizzes through WhatsApp network. We are also equipping ourselves to understand the critical aspects of the client's post-lockdown.

This lockdown has also given us a rare opportunity to bond with our family and that's helping us battle through our financial crisis. We look forward to the day when we can go back to normalcy, finishing the course at the Academy and finding a job.

## COVID 19, is it a sport or a reality chase?



What is happening now? Scores are kept; Graphs are drawn but did the curve flattened? Well, it is high time we quit checking the COVID 19 scoreboard. With the Pandemic and lockdown in place, the best way forward is to rise above this crisis with a productive response. As the predictions go by, it might even be part of our lifestyle for a year or two.



What should be our concern under such circumstances?

The first and foremost concern for all of us right now is liquidity. Maintaining a sustained cash flow is very important, especially the shop owners, micro-enterprises, MSMEs, and Corporates. But right now, there is very low to nil cash flow amongst them.



How do we tackle this issue?

At this juncture, the government has announced Banks to extend their exigency loan to manage the working capital, hence benefiting the borrowers. The moratorium has also been extended for three months so that the cash-out flow is arrested for time being.



How do we survive with limited cash availability?

Every time we decide on spending money let's just take a moment to analyze whether we can defer or completely avoid that purchase? We have to curb unnecessary expenditures to save up for unexpected medical expenses in near future. We could also donate a certain amount towards people in need.



How can I keep myself productive and occupied?

Make sure to read that book, you were procrastinating for a long time. Give yourself some time to attend the webinar lectures. Enroll yourself in online courses that could be beneficial to escalate your career prospects and personal growth. Let's not forget that this is an opportunistic investment that we can make for self-development. Follow us closely for a new line of online courses from the Academy.

