



Reflections-A Grassroot Gazette Mirror 8

July
2020

INSIDE THESE WALLS LIES A BRIGHTER TOMORROW

PANACHE

Every day in this lockdown is a lesson that we are trying to decode. Academy has been working at a sustained pace towards our goals. We have got the whole team on board to comply with the new normalcy of working together on the online platform. This created a window of opportunity for us to learn and address the challenges.

We are very happy to introduce our Regional Training Managers (RTMs) **Mr Jude Felix, Mr Prakash, Ms Monika Belekar and Mr Vital Yesudoss**. Our team is getting strengthened to spearhead the PAN India training operations of the Academy. In this edition of the newsletter, we will walk you through our programs and activities and how we are transforming ourselves according to the changing context.

From The Board :

We had our virtual Board meeting on 30th June 2020 for the first quarter of the year FY 21. The meeting enumerated our efforts and achievements in FY 20 and the progress in the first quarter of FY 21. Board has given renewed directions based on the current turn of events and we are looking forward to incorporating those valuable additions into our key focus areas.

The key highlights from the Board were:

- To capitalize on the emerging context and offer online courses in association with learning platforms such as Udemy, Unacademy, EdX etc. in areas such as Microfinance, where we hold expertise.
- To offer IBPS course on an online platform which has good scope for students hailing from rural areas.
- To design and offer a long duration Post Graduate Diploma course combining Microfinance and Insurance
- To initiate and offer webinars with the support of the Board and other eminent personalities.



“ Call for Action :

1. Please take a minute to share your feedback through Whatsapp @ +91 7094491228 or <https://bit.ly/2BeEZhG>
2. We are pleased to inform you that our Academy is organizing the **Webinar 2.0 on 24th July 2020 between 4 and 5 pm**. The webinar is on **“Weathering the Storm: Leadership during Crisis”**. We have leaders from different walks speaking in the Webinar including our Managing Trustee, **Dr. Kalpana Sankar, Prof. Arun Kumar**, HOD, Management Studies, IIT Madras, **Dr. Usha Sriram**, Senior Endocrinologist & HOD Dept of General Medicine, VHS and **Mr. Sridhar**, CEO, Helyxon Healthcare Solutions. **Mr. Chandrasekar**, ED, Belstar Microfinance Ltd has kindly consented to be the moderator.
Please register using the link below and feel free to spread the word!!
<https://bit.ly/3ewA49C>



Strengthening our Working and Review Mechanisms during this Pandemic :

We are strengthening internal communications and progress by ensuring the routine team meeting every fortnight. By engaging through smaller group discussions via online platforms has not only addressed the focus areas, strategies and priorities of the work, it also helps us boost team morale, maintain enthusiasm and energy levels. These discussions have helped us to review and follow up on the subject line and update the developments through Google meet/ Zoom meeting. Now we are confident of delivering our training sessions through Google meet for all the pan-India operations of Belstar.



Academic Programmes :

Continued Engagement with CPMM 4 Students :

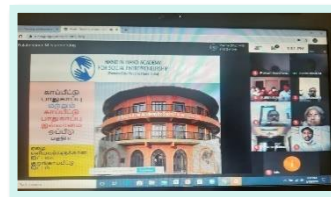
Regularly, we organised virtually interactive sessions with CPMM 4th batch students to clarify their subject related doubts, share resource materials, review their learning status and also to inform them about the commencement dates of their field internship. Meanwhile, the team kept active coordination with the HR of Belstar to ensure that the students can commence their internship safely as planned. Furthermore, a revised guideline on the field internship was prepared and shared with the students and the Belstar team. As a result, they have commenced their field internship from the 1st of July.

Online Certification Program for Sales Officers (SOs) of Belstar :

After multiple reviews and refinement of our contents, we are seeking support from the communications team to convert our verbose content into a palatable digital format. Once done, we will be launching the program shortly after discussing with the Belstar Management team. The team has begun to explore and learn the skills for the digitization of contents for preliminary levels. Parallely, the Academy is also exploring to get on board a Graphic Designer, who can help the team with the digitization process.

Mobilization of Students for Certificate Programme on Financial Services (CPFS) and Certificate Programme in Microfinance Management (CPMM) :

We stood tall and strong in continuing our efforts with mobilising the right students for our CPFS course for Muthoot Finance and CPMM course for Belstar Microfinance Ltd. The mobilisation team deployed multiple strategies to reach out to the potential students. They visited 6 Belstar branches and met all the clients who had visited the branches. About 75 SHGs were sensitized via this move. The team also worked relentlessly in the creation of an audio-visual communication message as promotion material with the support of the communications team. The message was disseminated through social media platforms.



Transformation of our Training functions during Pandemic :

Working closely with Belstar Microfinance Ltd, Varashakti Housing Finance and Sahasankha, Academy is creating more innovative spaces for newer training sessions during this pandemic.

Training Programmes for Belstar:

Training on Micro Insurance:

Coincidentally we inaugurated our training on Micro Insurance for Belstar and Varashakti on the same week of National Insurance Awareness Day (June 28th).

In this backdrop, we have developed content and sought approval from the Belstar management. We pilot tested our insurance online session in relevance to the Belstar team. A total of 13 branches from different locations covering MP, Karnataka, Kerala and TN were identified. The training on insurance was initially offered by the faculty members, and our newly recruited RTMs observed the proceedings. After gaining confidence in the subject content, the RTMs started handling a few sessions on their own. A total of 117 participants including SOs, BMs, BAs and CEs of Belstar participated. The Academy is collating the feedback from the pilot sessions. We are coordinating with the L & D department of Belstar on preparing a training calendar to roll out full-fledged sessions to cover the entire staff members of Belstar.

Some facts about Insurance Awareness in India :

With Insurance penetration at 3.7% (2018) India faces a substantial Insurance gap. India's life insurance gap is the second largest in Asia. Indians lag in insurance coverage due to 1. Lack of Awareness, 2. Lack of Clarity and 3. Lack of proper perception. Hence it is important to bridge the Insurance gap by providing awareness and building better perception to the public and the socioeconomically disadvantaged communities.

Virtual Training on Safety Protocols during COVID-19 Pandemic :

Academy takes a special interest in instilling social responsibility among the citizens. We worked with Belstar to organise sensitization sessions on COVID-19 contextualising it to the working atmosphere. The response was overwhelming as RMs, Zonal Heads, COO of SHG vertical and Business Head of Belstar participated and encouraged us to take the session forward with all the staff members of Belstar. Our colleague Dr Parvatha handled the lecture keeping in mind the requirements and understanding of the participants.

Content Development on Specialised needs for Belstar:

We have identified four other subjects including **Village Level Network, Promotion of enterprises through local resources, Yoga for stress relief and MSME** about the COVID 19 context. The content was developed and shared with Belstar Management. The team is awaiting for the schedule from Belstar. We have also shared our content on POSH to Belstar for uploading into their HRMS to facilitate staff's self-learning opportunities.

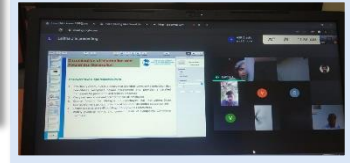
Induction Training to Staff members of Belstar :

Our RTMs have also started conducting the induction training programs for the 37 new employees of Belstar, who had joined during the lockdown period (April – May). Our RTMs extended a warm welcome call and subsequently, began to share with them the induction modules and encouraged the new joiners to be more proactive. Following this drill, our RTMs kept the interaction going by explaining them the contents individually or in smaller groups. Now they are trained for role-based modules.



Content on Time Management :

"A stitch in time saves nine". Time Management is very essential to build blocks of success. Incorporating this ideology amongst the SOs of Belstar is a challenging task and we wanted to take that up and train them towards that. Furthermore, we worked on digitizing the prepared content with the support of an external vendor. We are also preparing content on the same lines for BMs and RMs which will soon be up and about for training sessions.



Training on Prevention of Sexual Harassment (POSH) policy and workplace guidelines for Varashakti :

We inaugurated our POSH training venture with Varashakti through online. The training consisted of several standpoints on how negligence happens. The session was kept interactive and engaging by our Faculty Ms J Lalitha. The training content was tailor-made to suit organizational needs. Through three exclusive online training sessions, we covered all the staff of Varashakti. Now, we are looking for new opportunities to collaborate.

Content Development for Training on Insurance for Varashakti :

Based on CMT mam's advice, we explored opportunities for training the staffs of Varashakti on Insurance. The senior management team from Varashakti enumerated that all the training could proceed only after due approval from ICICI Lombard, as they are their strategic partner and service provider. Once we were done with the formalities, we moved forward to create content for the training session and shared the same with Varashakti. We are awaiting their nod for rolling out the online training sessions.

Coordination and Support for Health Pillar :

We extend and continue our support for the health pillar through helpline calls and tele-counselling. Dr Parvatha adds that "Every call had genuine concern and doubts based on the everyday encounters". She also recalls that every caller had that fear of contracting COVID-19. Discussing with the other panel members handling the helpline calls she also says that people are desperately looking for hopes and measures to eradicate this disease. They happily agreed that helpline calls via virtual spaces has helped to offer efficient psychosocial support and spread awareness on being socially responsible. They believe that this could be a right move in building a society without stigma and fear towards COVID-19.

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