

CORPORATE SOCIAL RESPONSIBILITY

AJIVIKA FINANCE LIMITED

Building Livelihoods Through Inclusive Finance



AJIVIKA
FINANCE LIMITED

Overview

- Our Corporate Social Responsibility initiatives are an integral part of our commitment to add value to society that benefits all stakeholders.
- We actively engage our resources, human capital and financial capital in the best interest of the communities we serve.
- Through our CSR activities, we endeavour to manage our stewardship of the environment.
- By supplementing our operating model of serving micro-credits to low income households with our CSR contributions, we produce tangible improvements in the lives we touch.

Our CSR Initiatives

- Financial Literacy Trainings
- Commitment to ensure Basic Literacy amongst all clients
- Skill Enhancement Workshops
- Micro-enterprise Development Activities
- Mental Health Awareness Workshops
- Rural Development Projects
- Digital Literacy Trainings

Financial Literacy Trainings

We regularly conduct Financial Literacy Trainings for our customers:

1. During Compulsory Group Trainings: Organised by our field officers, the aim is to raise the client's awareness of the options, choices and responsibilities in their financial matters. Clients are also adequately informed of prudent financial decisions and habits in order to help them to make informed choices with our loans.

2. Standalone Trainings for Communities: Trainings are organised by our company representatives for the benefit of the larger community. The objective is to provide awareness on important aspects of household finance and encourage savings, management of overall borrowing levels etc. We also lay emphasis on good practices to maintain a healthy credit rating. The sessions are made interactive to ensure full participation through games, quizzes, role plays, simulation exercise etc. We also give them scenarios and ask what the best strategy to adopt would be in each case.



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Basic Literacy

- Ajivika Finance Limited is committed to ensure basic literacy among all it's customers.
- Several customers who show interest in receiving loans from us, do not even know how to write their name or sign documents.
- Our field officers are mandated to impart basic literacy and to ensure that all customers are able to read, understand and write basic words in Hindi.
- We also sensitise our customers on topics like educating the Girl Child, Importance of hygiene, Mental Health & Awareness etc.

Skill Enhancement Workshops

- Under our **livelihoods programme JIVAN**, we organise skill enhancement trainings in our branches in Uttar Pradesh and Uttarakhand to enable our clients to undertake productive income generating activities.
- We actively monitor our areas of operation, closely analysing the economic landscape and the demand for various products and services within the closely inter-connected rural and semi urban communities.
- Trainings are provided to cover productive income generating activities that offer our clients visible earnings.
- Our trainings cover income generating occupations including but not limited to:
 1. **Food stalls**
 2. **Cutting and sewing**
 3. **Handicrafts**
 4. **Bangle making**

Micro-enterprise Development Activities

- We actively encourage our clients to support each other's micro-enterprises.
- Through our Loan Utilisation Monitoring systems and the active engagement of our field officers, we ensure that all loans are utilised in the best interest of our client's household.
- Our field officers are also encouraged to buy products or services from our clients, during their tenure in a particular area to promote healthy earning streams for them.

Mental Health Awareness

- Our Mental health awareness campaigns have yielded positive outcomes.
- Some of the strategies undertaken to target awareness and address stigma around mental illness include participation by family members, sensitization to treatment and social inclusion.
- Our aim is to create awareness about this crucial yet often overlooked topic in the context of highly community-oriented societies, thereby positively impacting quality of life.

Rural Development Projects

- As part of our CSR initiatives, we shall allocate a specified fraction of our profits towards Rural Development Projects in our areas of operation.
- These include construction of toilets, setting up of skill development centres, vocational training institutes, health check up camps.
- We also hope to work closely with the Central Government to ensure access to basic amenities for all our clients.

Digital Literacy Training

- We organise Digital Literacy Trainings for our clients and other members of the community to spread awareness about the convenience of cashless transactions, linking the National ID (Aadhar card) to the phone and bank account, and imparting the ability to make digital payments.
- Our purpose is to make rural households digitally literate, introduce the convenience of cashless payments to them, and add value to their quality of life.
- Having partnered with an International Mobile Payments Platform, we are currently running a Pilot for introduction of Mobile Payments in our operations.

Future Plans

- In order to further our CSR initiatives, we are planning to partner with NGOs and Social Organisations to help them distribute clothes, medicines, stationary etc. leveraging our last mile reach.
- We are also looking to with intermediaries who shall help our clients sell their produce in areas where there is high demand for such products to supplement their income.
- We are also working towards introduction of reasonably priced insurance products for our clients to help them mitigate various risks.



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