

Corporate

ESAF Wins ISB Fair Trade Event

The team from ESAF Swasraya Producers Company Ltd. (ESPCL), emerged winners in terms of sales volume by registering close to Rs 30,000 in sales in 3 hours at the "Mercado Redefining Retail" Fair Trade event held at International School of Business, Hyderabad. Six fair trade member organizations participated in the competition and six leading Indian B schools including IIM A, ISB, XLRI, and Mudra managed the sales promotion, design and merchandising of the stalls. All the B school teams gave a



'Swadeshi Mantra' stall of ESAF at ISB Fair Trade Event

presentation on the topic 'Retail Trigger'. The stall of ESAF was named 'Swadeshi Mantra' and was managed by ISB students, who organized innovative promotional efforts through Facebook. T. Muralidharan, Country Manager, Hivos, Mallikarjuna, Executive Director, FTF-India and P. Sridharan Nair, Vice President, FTF-India were in the panel to select the winners. Panel discussions, fashion shows etc. were some other events organized as part of the program.

ESAF signs MoU with MicroEnergy Credits

ESAF signed MoU with MicroEnergy Credits Corporation, USA, on 29th Oct, 2011. MicroEnergy Credit is a financial intermediary, which links Microfinance institutions to the carbon markets when they lend for clean energy. Founded in 2007 and based in the United States in Seattle, WA, MicroEnergy Credit works with Microfinance Institutions and Carbon Emission Reducers around the world. MicroEnergy Credit provides a comprehensive set of services which enable leading Microfinance Institutions to rapidly launch sustainable clean energy lending programs. These clean energy programs include products vital to the livelihood and well being of microfinance clients including solar lighting, efficient and clean cook stoves, water purification and efficient housing. When the clean energy lending portfolio reaches critical mass, MicroEnergy Credit buys the carbon emission reductions, and sells them on the carbon markets. MicroEnergy Credit funds its own services through these proceeds, and then passes the majority of the carbon proceeds to the Microfinance Institution to scale up the clean energy lending program. K. Paul Thomas, Managing Director, ESAF said that "carbon funding will be used to reinvest into the clean energy program for marketing and client education, after-sales customer service and maintenance, clean energy program staff training, and lowering interest costs to the client".

ESAF SHG Federation Holds State General Body Meeting

ESAF SHG Federation State General Body meeting was held on October 29, 2011 at Town Hall Thrissur. P. C. Chacko, Member of Parliament, inaugurated the program. During his inaugural address, P.C. Chacko paid rich tributes on the social development orientation of the Organization and concluded that ESAF would definitely find a place in history for their commitment towards social development. K.V. Dasan, Dist. Panchayath President, distributed a wheel chair to a disabled person. M.P. Vincent, MLA, Thrissur, and



P.C Chacko inaugurating ESAF SHG Federation State General Body Meeting

I.P. Paul, Mayor, Thrissur also spoke on the occasion. Polls to the SHG Board were also conducted during the day. Sreedevi Venugopal, Lathamani and Sreekumary were elected to the Board as new members in place of the retiring members Suja Saji, Usha Chandran and Saraswathy Venugopal.

ESAF gets $\beta+$ rating by MCRIL

ESAF Microfinance was selected as the first MFI in India by M-CRIL to undergo the Responsible Finance Rating (RFR) as per the methodology developed by them in line with International best practice norms. After analyzing the financial and social parameters, ESAF Microfinance was graded $\beta+$ by the rating agency. The report appreciated the strong adherence of the company towards double bottom line and mentioned that associated development activities have given the company the competitive edge. For Responsible Finance Rating, 4 MFIs from across the globe were shortlisted for conducting the pilot. Other than ESAF, ASHI from Philippines, Buussaa Gonofaa from Ethiopia and CRAC Prifinanzas from Peru were selected for conducting the pilot.

Download MCRIL Report:
Visit www.emfil.org or go to: www.goo.gl/Kb4rC

ESAF organizes training program for unemployed youth

ESAF organized a training program for unemployed youth at PWD Rest House, Nadapuram. Sunil Kumar, Circle Inspector, Nadapuram and Noble, Sub Inspector, Nadapuram Police Station were the chief coordinators of the program. The Chief Resource Person for the 2-hour program was Manu Melwin Joy, Manager, Training. Manu narrated to the audience the success stories of ESAF clients and the impact microfinance created in their lives. As majority of the audience were women, they were keen to know about ESAF and its initiatives.



Training program for unemployed youth in progress at Nadapuram

NCAER Research Study

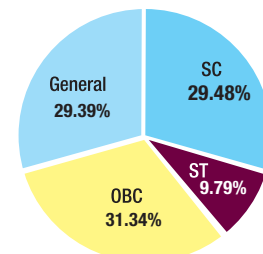
A study conducted by National Council of Applied Economic Research Centre (NCAER) in 5 urban centres and semi rural areas, on assessing the effectiveness of small borrowings in India, indicated that 64 % of individuals who borrow from money lenders, own bank accounts leading to the conclusion that access to savings account with a bank does not guarantee access to credit from bank. The study concludes that indebtedness is not likely to link with MFIs as MFI Loans are mostly used for productive purposes (Kolkatta highest with 63%).

Fact File

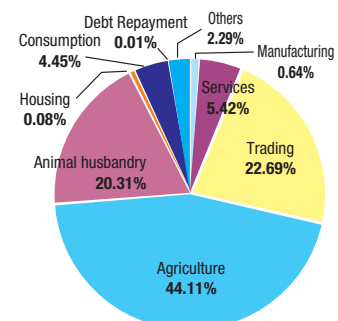
As on 30th September 2011

	Figures in Millions 1\$ is ₹ 45.00
Group Lending	
Districts	35
Branches	148
Centers	25908
Members	420700
Active Borrowers	291189
Current portfolio	₹ 1886.58 (\$ 36.16)
Own portfolio	₹ 1872.36 (\$ 35.88)
Managed portfolio	₹ 14.22 (\$ 0.27)
Repayment Rate	96.24%
PAR > 30 days	1.98%
Portfolio Distribution	
Income Generation Loan	₹ 1,724.45 (\$ 33.05)
General Loan	₹ 152.23 (\$ 2.92)
VVY Loan	₹ 8.58 (\$ 0.16)
Housing Loan	₹ 1.31 (\$ 0.03)
Personnel Strength	
Loan Officers / Field Staff	931
Total Staff	1496
During the Month	
New Clients	5,717
Amt. Disbursed	₹ 407.21 (\$ 7.80)

Client Distribution by Social Status



Client Distribution by Activity



ESAF Launches 'Pehchan' card scheme

Employee welfare is always the prime motive of ESAF management and when it comes to 'Pehchan cards' scheme, by Employees State Insurance Corporation (ESIC), it is no different. Employees State Insurance Corporation (ESIC) has introduced two magnetic striped 'Pehchan cards' to insured persons and their family members as a part of Rs 1,200-crore information technology enablement project called 'Project Panchdeep', being executed by Wipro Limited. With the help of 'Pehchan card' the insured person

and his or her family can avail of cash and medical benefits from any institution of ESIC throughout India anytime. The card has a lifelong validity and change of place or change in employment does not warrant fresh registration. ESAF has availed the system for our employees and the inauguration was done by ESAF Managing Director, K. Paul Thomas by handing over the pehchan cards to Sreejith from Finance Department.



K. Paul Thomas handing over the pehchan card to a staff

ESAF Organizes National Pension Scheme Workshop

A two day workshop on National Pension Scheme was carried out on 11th and 12th of October, 2011 as part of educating Area Managers about the benefits of the product and Middle Management on the various operational aspects of the scheme. Rakesh Sharma, DGM, PFRDA was the Chief Resource Person and he shared the major objectives of the project along with the road map to make that happen. Sunil Samuel, Asst. Vice President, NSDL, was the co-faculty and shared information regarding the operational and technical aspects of the scheme. 18 Area Managers from Kerala zone, 21 top level executives from the Head Office, 4 zonal representatives from Tamil Nadu and the entire IT and SIT team attended the program in various groups.



Rakesh Sharma delivering his lecture during the training session

ESAF Participates in Ode to Earth and Fair Trade Exhibition, New Delhi



A still from ESAF stall at Lodhi road, New Delhi

ESAF CI team Organizes Design Workshop

To encourage the concept of making cities livable for children, A design workshop was organized on Oct 11, 2011 at Hotel LB Sadar, Nagpur By ESAF and Health Bridge. The concept behind the workshop was to develop designs of play equipments for children with special needs. George K. John, General Manager, ESAF, welcomed the stake holders and explained briefly about the project.

The workshop was inaugurated by Sandeep Joshi, Standing Committee Chairman, NMC. During his inaugural address Joshi said that NMC would definitely take the privilege of developing an inclusive park and he would like to see that in 3 months time the designs developed would be put into action as NMC is sensitive to the needs of special children. Stakeholders like the children, teachers from special schools, psychologists, rehabilitation therapists, architects, and NGO representatives participated in the program and shared their views on inclusive parks and the designs. S. R. Mate, Junior Engineer, Garden Department, NMC also took part in the workshop and gave his valuable contributions.

Corporate Social Responsibilities

ESAF Organizes Skill Training Programs

ESAF organizes Skill training programs for soap and soap powder and plastic coir products making at Amballur branch. A skill training program with the support of NABARD was organized at Vakathanam. A skill training program on Jewellery making was organized at Pozhiyur.



Training program in progress at Amballur

Total Clients 4,50,000+
Operating in 7 states

No better way to reach
3,00,000 rural
households in Kerala!

Contact for more details and tariff
E-mail: sony@esaf.in, Mob: 09349701527

ESAF Organizes Financial Literacy Programs

In the month of October, ESAF organized financial literacy programs at Ambalapuzha branch on Oct 12, 2011 and at Thrissur, Kaniyapuram, Trivandrum and Alathur branches on Oct 15, 2011. The program at Poovar was organized on Oct 20, 2011 and at Kattakada and Palakkad on Oct 22, 2011.

Your feedback is important. Do write to us:

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A Corporate Communications Initiative.

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Inviting advertisements for ESAF Sangam Passbook back cover and back cover inside

Space for advertisement
(back cover &
back cover inside)



GEOGRAPHICAL COVERAGE



- 1 Kerala
- 2 Chhattisgarh
- 3 Maharashtra
- 4 Tamil Nadu
- 5 Madhya Pradesh
- 6 New Delhi
- 7 Haryana