

COMMUNITY  
OUTREACH ACTIVITIES



# COMMUNITY OUTREACH ACTIVITIES

REPORT 2020 - 2021

  
**muthoot**  
PAPPACHAN  
**MICROFIN**

A Muthoot Pappachan Group Company

# Introduction

The 2020 - '21 Financial Year remains one of the most challenging year for all businesses due to Covid-19 pandemic and related lockdown. Though the situation presented a need for more community outreach and awareness activities, the possibilities of engagement with communities was restricted by the imposed lockdown and social distancing norms for most part of the fiscal.

This report covers our limited Community Outreach Activities during the period. As always, our approach to operating a social business focuses on the three dimensions of sustainability to create economic, environmental, and social values. It aims to set the direction for a future-orientated business model that balances economic success with environmental and social responsibility.

Being a Purpose driven organisation, we make sure our activities and engagement in society do make a genuine impact on the communities we operate. Our Community Outreach Activities are an obligation to the people and is one of the means by which we fulfil the objectives of our business.

**#PurposeMuthootBlue**

**To transform the life of the common man  
by improving their financial well-being**



# COMMUNITY OUTREACH ACTIVITIES

## Aurangabad Branch Distributes Face Masks In The City

Aurangabad branch of Muthoot Microfin in Maharashtra organised face mask distribution and awareness campaign in the city and outskirts as part of the organisation's efforts in fighting Covid-19.

On June 10, Volunteers started the campaign by distributing 500 face masks to Kranti Chowk police station in the city. Another 250 masks were distributed to Aurangabad Government Medical College Hospital. General public, street dwellers, homeless people and auto drivers were also encouraged to wear the masks by creating awareness and offering the free masks.

The campaign was aimed at encouraging people to use face masks and create awareness on the importance of wearing masks and taking all safety precautions in the fight against coronavirus.

Civic authorities and public lauded Muthoot Microfin for organising the outreach program. Local media including the popular Saamna newspaper carried the news prominently in their editions.



## West Bengal zone holds Amphan, Covid relief measures

Given the current COVID-19 and the misery caused by cyclone Amphan resulting in shortage of essential food items, Muthoot Microfin's West Bengal team organised two separate relief programs for local population at Nabadwip and Kandi.



On June 20, Muthoot Microfin volunteers from Nabadwip reached out to hundreds of people affected by the cyclone and distributed essential food kits consisting of basic necessities such as rice, pulses, soya bean, cooking oil, potato and salt to nearly 200 village people.

In continuation of its relief efforts, on June 27 Muthoot Microfin's Kandi branch distributed personal hygiene items consisting of face masks, gloves and sanitizers to village population. Special distributing points were set up in line with Covid-19 guidelines for easy and smooth completion of the program at both the venues.

Muthoot Microfin organised these events in the region as a handy relief to economically weaker sections of the society as economic activities came to a grinding halt during the lockdown in the backdrop of coronavirus outbreak and cyclone 'Amphan'.



## Muthoot Microfin distributes face masks in Bhubaneswar

Continuing the fight against covid-19, Muthoot Microfin Odisha zone organised yet another awareness program and face mask distribution in Bhubaneswar and outskirts on June 19.

Muthoot volunteers in Bhubaneswar distributed more than 1000 face masks to the disadvantaged population in IRC village, Nayapalli and ID market areas to encourage people use face masks and create awareness on the importance of wearing masks and taking all safety precautions in the fight against coronavirus.

Traffic police personnel and platform dwellers in the city were also provided with safety masks.



## Muthoot Microfin extends Kabasura distribution in Tamil Nadu



Continuing its efforts to increase people's immunity in the fight against Covid-19, Muthoot Microfin's Tamil Nadu zone extended Kabasura Kudineer distribution in Chennai and Erode.

On June 6, 2020 Muthoot volunteers from Red hills, Nambiyur and Thiruvallur branches distributed the siddha medicine, believed to boost the immunity, to people living in the COVID-19 hotspots and else.

Special places were marked across the city for easy and Covid policy ensured distribution. Hundreds of people from across different walks of life benefitted from the program.

## Covid-19 awareness & facemask distribution in Sangrur

Muthoot Microfin organized yet another awareness campaign and facemask distribution at Sangrur in Punjab. On July 14, 2020, volunteers reached out to the vulnerable communities to create awareness among them about the precautions to be taken to control the spread of the Covid-19 pandemic.



The campaign was held across Sangrur town and the outskirts. Mr. Sandeep Kumar Garg - Senior Superintendent of Police, Sangrur was the chief guest of the campaign and distributed facemasks to local people, police personnel and civic authorities. He urged people to remain alert and follow all health protocols to save themselves and others from the infection after the restart of commercial activities.

More than 1000 face masks were distributed throughout the locality. Local media covered the initiative in detail.



## Muthoot Microfin distributes face masks in Vadodara

In order to encourage people to use face masks amid the spread of Covid-19, Muthoot Microfin's Gujarat zone on June 1st distributed face masks in Vadodara and created awareness among public on the importance of wearing masks at public places. The organisation distributed more than 1000 masks to staffs and patients of Gotri General Hospital, traffic police personnel and platform dwellers in the city.

Through this effort, Muthoot Microfin stands in support and aid to the vulnerable sections during this most challenging time. Wearing masks in public places and public transit has made mandatory in the city.



## Kolkatta RO holds yet another Covid defence event



Continuing its anti Covid fight in West Bengal, Muthoot Microfin's Kolkatta RO organised yet another face mask distribution on July 4, 2020. Muthoot volunteers distributed nearly 500 face masks to residents and passerby including truck, bus and auto drivers in the Madhyamgram-Sodepur road and outskirts. The distribution was made in view of the shortage of supply of these items due to lockdown.

Civic authorities and general public praised Muthoot Microfin for conducting the campaign to fight the dreaded virus and extend full cooperation for future events.

## Tamil Nadu zone extends 'Kabasura Kudineer' distribution

In order to fight Covid-19 by boosting immunity within the communities, Muthoot Microfin's Coimbatore Zone distributed 'Kabasura Kudineer' at Mettupalayam, Palladam and Karumathampatti areas on May 28 & May 30, 2020.



Kabasura Kudineer – is a siddha herbal concoction, believed to improve immunity power in people which is crucial in the fight against the coronavirus. Hundreds of people from different walks of life consumed the herbal concoction, which also has a cultural relevance in the state.

The organisation maintained all the covid-19 safety protocols at every venue. On May 28, Muthootians from Mettupalayam branch distributed the 'kudineer' to people in the busy market area. On May 30, distribution was conducted at specially marked places in Palladam and Karumathampatti areas.



## Bhopal & Karond branches spread Covid-19 awareness



Muthoot Microfin's Bhopal and Karond branches in Madhya Pradesh distributed hygiene kit – with facemasks & sanitizer - to disadvantaged communities and civic authorities in the city. The campaign was aimed at encouraging people to use face masks and create awareness on the importance of wearing masks and taking all safety precautions in the fight against Covid-19.



Doing its part to help keep the population safe in the pandemic, volunteers set up different distribution points in the city on June 13 & 19. More than 1000 face masks were distributed to public, police personnel and government servants over the two days. Civic authorities and public praised the efforts taken by Muthoot Microfin to help contain the deadly virus. Local media carried the news prominently.

## TN, Pondicherry zone distribute Kabasura kudineer



Extending its fight against the Covid-19 pandemic, Muthoot Microfin's Tamil Nadu region organised a campaign distributing herbal concoction Kabasura Kudineer in the communities. The herbal concoction is believed to improve immunity power in people which is crucial in the fight against the corona virus.

On May 23, Muthoot volunteers in the region distributed the Kabasura Kudineer at eight different locations. Hundreds of people from different walks of life consumed the herbal concoction, which also has a cultural relevance in the state.



The organisation maintained all Covid -19 safety protocols at every point. Prominent personalities including healthcare workers and police personnel's took part in the program and lauded Muthoot Microfin for conducting the event.

## Muthoot Microfin organises Covid awareness in Jharkhand



As part of Muthoot Microfin's awareness campaign against Covid-19, Jharkhand region organised face mask distribution on January 31 at Ranchi and Ramgarh.

Muthoot volunteers carried out the day-long campaign across these two places and more than 1000 high quality face masks were distributed to general public and civic authorities.



The initiative was well received by the people as the volunteers made them aware of the importance of wearing the mask while following proper precautions to remain safe in this pandemic.



## Covid-19 awareness & facemask distribution held in Raipur

Continuing its fight against Covid-19, Muthoot Microfin’s Raipur branch in Chhattisgarh organized awareness sessions and facemask distribution in the city and outskirts on September 19, 2020.



As part of the initiative, the entire Raipur branch staff volunteered and distributed thousands of facemasks to public, police personnel and health workers in the city outskirts of Bhanpuri, Gogaon and Gondwara Industrial area. Facemasks were also distributed to policemen at Gudiyari and Amanaka police stations.

The objective of the program was to create awareness among public about the precautions to be taken to control the spread of the Covid-19 in the wake of spreading pandemic along the slums and rural outskirts of Raipur. The volunteers urged the public to follow all government guidelines regarding covid-19 to prevent and protect themselves and others from the infection.



Local media houses covered the program and appreciated Muthoot Microfin for conducting the initiative.

## Ramnagar, Kandi branch holds relief programs

In continuation to the cyclone Amphan and Covid-19 relief efforts, Muthoot Microfin’s West Bengal zone through its Ramnagar and Kandi branches organised relief activities on June 27.



Ramnagar branch distributed food kits – consisting of rice, pulses, soya bean, cooking oil, potato and salt - to hundreds of households affected by the cyclone in the East Midnapore district.



In Kandi, personal hygiene kit consisting of face masks, gloves and sanitizers were distributed in the communities to create awareness and help protect rural population from the spread of Covid-19.

Through the initiatives, Muthoot Microfin stands in support and aid to the vulnerable sections during this challenging time. The program provided a handy relief to economically weaker sections of the society

as economic activities came to a grinding halt during the lockdown in the backdrop of Covid-19 outbreak and cyclone ‘Amphan’.

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# Impact Assessment

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Muthoot Microfin's Community Outreach Activities are a continuing process closely integrated and aligned to the business and societal goals of the organization.

The lockdown imposed to curb the Covid-19 pandemic also restricted our Community Outreach Activities this fiscal as only a handful of 'Covid awareness' activities were conducted during the period. We focussed our efforts to conduct Covid-19 awareness campaigns during the period as safety of the vulnerable communities emerged as a biggest concern.

Muthoot Microfin organised covid-19 awareness campaigns, mask distribution etc. in many parts of the country. From Covid awareness campaigns to mask, food and sanitation kit distribution conducted this year, in all the venues, we encouraged people and taught them how to wear a mask and the importance of hygiene and social distancing as a protection from the pandemic.

Around 10,000 people from vulnerable communities, across the country directly benefited from our outreach activities.