



**COMMUNITY
OUTREACH ACTIVITES
2021-2022**

Introduction

Muthoot Microfin's Community Outreach Activities (COA) are a continuing process closely integrated and aligned to the business and societal goals of the organization. As the first three quarters of 2021-22 financial year was marred by Covid-19, our COA activities were also affected. However, the situation opened up more spaces for us to serve people cornered by the pandemic. Muthoot Microfin considers the efforts as an obligation to the people and is one of the means by which we fulfil the objectives of our business.

While Covid-19 awareness campaigns and controlling activities were the focus area, the organisation also conducted health care camps, relief programs for natural calamity victims and skill trainings during this fiscal. The skill training programs conducted were aimed to help rural women achieve better living standards by enhancing their employability skills.

During the period, Muthoot Microfin also distributed more than 10,000 face masks, hygiene kits and food kits to vulnerable communities across our operating states. All our COA programs were executed by our employees and thousands of people from vulnerable communities, across the country directly benefited from the outreach activities.

ACTIVITY STATS

Program	State	Place	Beneficiaries	Date
Kabasura Kudineer distribution	Tamil Nadu	Pondy area	500	22-06-2021
Grocery kit distribution	Gujarat	Vapi	750	06-06-2021
Grocery kit distribution	West Bengal	Egra	150	09-06-2021
Relief kit distribution	West Bengal	Ramnagar,Haldia	300	08-06-2021
Relief kit distribution	Gujarat	Bhavnagar,Kalol	450	10-06-2021
Cyclone Relief Camp	Odisha	Coastal Areas	1000	20-06-2021
Cyclone Relief Camp	West Bengal	Tamluk	150	28-06-2021
Cyclone Relief Camp	Kerala	Ernakulam	150	02-07-2021
Cyclone Relief Camp	Kerala	Kollam	150	24-07-2021
Cyclone Relief Camp/Covid Relief	Maharashtra	Kolhapur	200	24-08-2021
Covid Relief	Maharashtra	Manjaram	140	01-09-2021
Covid Relief	Tamil Nadu	Sivagiri	50	25-08-2021
Covid Relief	Tamil Nadu	Sattur	100	03-09-2021
Cyclone Relief Camp	Madhya Pradesh	Sheopur	200	28-08-2021
Health care program	Tamil Nadu	Sankar Nagar	150	13-09-2021
Covid Relief	Maharashtra	Sangamner	50	09-09-2021
Covid Relief	Chhattisgarh	Raipur	100	12-08-2021
Covid Relief	Maharashtra	Dhule	160	06-09-2021
Covid Relief	Tamil Nadu	Chennai	200	25-09-2021
Cyclone Relief Program	West Bengal	Amta	130	22-09-2021
Health care program	Bihar	Katihar	269	21-09-2021
Health care program	Bihar	East Champaran	350	06-10-2021
Health care program	Maharashtra	Tasgaon,Ichalkara	300	16-10-2021

Distributed grocery kits to Sheopur flood victims

Muthoot Microfin's Madhya Pradesh team distributed grocery kits to households hit by flash floods in Sheopur.

Sheopur branch conducted the program at the branch on Aug 28 and distributed nearly 250 grocery kits (including essential items like rice, pulses, cooking oil, wheat flour and spices etc.) to the families who were displaced following the natural disaster.

Face masks and sanitisers were also distributed along the kits in the wake of the ongoing Covid-19 pandemic. All the Covid-19 protocols were adhered at the venue to ensure the safety of beneficiaries and volunteers.

Local authorities praised the organisers for its immediate response to the disaster and offered support in all future activities.



Extended relief operations in Maharashtra

Extending its relief efforts to Maharashtra, Muthoot Microfin reached out to the Covid and cyclone victims in Kolhapur and Sangli districts and distributed grocery and medical kits among the affected communities.

The Covid19 pandemic and floods have hit Sangli and Kolhapur districts disrupting livelihood and public life in many villages. On Aug 24, the company organised relief programs at Sangli and Kolhapur branches and distributed more than 200 grocery kits including face masks and sanitisers.

People from five villages in Sangli (Shyamrao Nagar, Ankeli, Gaonbhag, Kolhapur Road and Jamwadi) and four villages in Kolhapur (Kasba Beed, Bahireswar, Bhendwade, Gandhinagar) benefitted from the program. All the Covid-19 protocols were adhered at the venues to ensure the safety of all the participants and employees. Local medias carried the news prominently.



Relief kits distributed to Amta flood victims

Muthoot Microfin's West Bengal team organised relief program for flood victims at Amta area in Howrah. Daily life has been completely disrupted in the area after the flash floods causing irreparable damages to the households.

Volunteers reached out to as many as 130 affected households and distributed relief kits with necessary groceries, personal hygiene products and cleaning materials.

During the cyclone season amidst Covid-19 pandemic, Muthoot Microfin had set up various programs across the nation to provide relief materials to affected communities.



Chennai Vaccination drive benefitted hundreds

Muthoot Microfin's Tamil Nadu team conducted a Covid-19 vaccination and awareness drive at Annanagar in Chennai on Sep 25.

More than 200 people benefitted from the event held in partnership with Greater Chennai Corporation. A team of medical staff from the Corporation vaccinated 170 people with 1st dose of vaccination and 30 people took their second dose.

The team also raised awareness about Covid-19 preventive measures as well as other health-related and sanitation issues. Medical kits including sanitisers, reusable face masks and sanitary napkins were distributed to all the participants.

The initiative follows various successful vaccination drives held by the organisation in Tamil Nadu this year. Muthoot Microfin has been actively involved in the fight against Covid19 and organised vaccination drives in different parts of the country targeting underserved people from all walks of life.



Conducted vaccination & awareness drive at Dhule

As part of its continuing efforts to fight Covid-19 pandemic in Maharashtra, Muthoot Microfin organised a vaccination drive at Dhule on Sep 6, 2021. The program held in association with Dhule Municipal Hospital was organised in the Mohadi village in the district.

Dr. AK Patil and Dr. Bhorshe Patil from the hospital led the vaccination drive in which more than 60 villagers were vaccinated and nearly 100 people were registered in the Cowin portal. The villagers were also given awareness about vaccination to eliminate the fears associated with it. Emphasising the role of vaccination as an important tool to fight Covid-19, the doctors appreciated Muthoot Microfin for conducting the drive.

Local Media carried the news prominently. Covid protocols were adhered at the venue to ensure safety of all the participants and staff. Muthoot Microfin continues to focus on the poor people living in the difficult terrains to provide essential healthcare support like vaccination.



organised blood donation camp in Durg

Muthoot Microfin organised a special blood donation camp at the Durg District Blood Bank in view of shortage of blood in different blood banks in Chhattisgarh.

Dr. Praveen Agarwal from the District Hospital, Durg led the camp held on Nov 13, in which nearly 40 units of blood were collected. The event, conducted by the Durg team of the organisation witnessed enthusiastic participation from Muthoot Microfin employees, their families and friends, who came forward to contribute to this noble cause.

The objective behind the camp was also to create awareness about blood donation among the employees and their family members.



Organised relief efforts in Kollam, Kerala

Extending its relief operations into southern parts of Kerala, Muthoot Microfin organised Covid-19 and Cyclone relief programs at 4 different locations in Kollam.

The program was conducted on 23rd & 24th July at Kundara, Kannanallor Varkala & Attingal branches. Volunteers distributed grocery kits and medicines including sanitizers and face masks to the Covid-19 and Cyclone Taukte affected households in the area. The grocery kits were also home delivered to elderly citizens.

The program at Varkala and Attingal was inaugurated by Mr G.B.Mukesh - Chirayinkezhu Circle Inspector of Police. Mr J. Shajahan, Sub Inspector of Police inaugurated the program at Kundara & Kannanallor, while Panchayath ward member Sudha Devi attended the program.

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Donated covid protection kits to TN police

Extending support to frontline Covid warriors, Muthoot Microfin's Tamil Nadu team honoured Sivagiri police personnel and donated essential Covid protection kits and traffic signboards to the station.

On Aug 25, Police inspector Mr Manoharan K and Sub Inspector R. Amrithraj received the materials including hand sanitisers and N95 masks from Muthoot Microfin.

The organisation also donated traffic signal signboards to the station. Police personnel appreciated and thanked the organisation for the support and promised all the backing toward its fight against the pandemic.



Hundreds benefitted from Sankar Nagar eye care camp

Muthoot Microfin's Tamil Nadu team organised an Eye Care Camp at Sankar Nagar in Thirunelveli district on Sep 13 as a part of its Community Outreach Activities.

The objective of the program was to reach out to the vulnerable communities who are unable to obtain quality eye care treatments due to financial or Covid related concerns and to create awareness on proper eye care practises among such population.

A team of Ophthalmologists from Dr Agarwal's hospital in the town screened the patients and distributed medicines for free. Muthoot volunteers and officials from the hospital coordinated proceedings at the venue.

More than 150 people were screened at the camp, and out of these, 10 patients diagnosed with cataract and other complications will be given further treatment assistance from the hospital. All Covid-19 protocols were adhered at the venue to safeguard the participants and the staff.



Hundreds benefitted from Sattur vaccination drive

Extending its fight against Covid pandemic, Muthoot Microfin's Tamil Nadu team organised a mega vaccination drive and Covid awareness program at Sattur on Sep 3.

The program was organised in association with Tamil Nadu Public Health Department. During the event, more than hundred villagers were vaccinated and around 2000 face masks and sanitisers were donated to the local government hospital.

Sattur RDO Mrs Pushpa inaugurated the program in which Sattur Block Medical Officer Dr Rajkumar and Block Health Supervisor G. Saravanan participated as special guests. The dignitaries praised the efforts of Muthoot Microfin and requested the organisation's support to help them achieve 100% vaccination for the region.



Conducted Eye Care programs at Tasgaon, Ichalkaranji

Muthoot Microfin's Maharashtra team in association with Infigo Eyecare Hospital, Sangli organised two separate eye care programs at Tasgaon and Ichalkaranji. Disadvantaged and needy from the villages took benefit of the medical camps at both the centres.



A team of eye specialists from the hospital screened around 140 participants at the Tasgaon program conducted at Jain Sthanak hall on Oct 16; of which 20 were referred for further advanced treatment.



The Ichalkaranji program was held at Malkapur village on Oct 19 where 138 people undergone eye care screening and 15 were referred for further treatments at the hospital at 50% discount.

Organised vaccination drive at Manjaram

Extending its Covid-19 fight further into Maharashtra, Muthoot Microfin, in association with Manjaram Government hospital, organised a vaccination drive along with an awareness program for the vulnerable communities.



Around hundred villagers benefitted from the program held on September 1, and took their first dose vaccination. The volunteers also helped another 40 people in registering at the Cowin site.

Doctors from Manjaram Government hospital led the vaccination drive and also addressed the gathering to create awareness on Covid prevention. The doctors also presented certificates and gifts to all the participants in order to promote vaccination among villagers.



Conducted awareness campaign on Covid & Vaccination

Muthoot Microfin's Raipur branch conducted an awareness event and vaccine registration drive at Bhanpuri village, Raipur on Aug 12. The objectives of the program were to raise awareness on preventive measures against the pandemic as well as other health-related and sanitation issues.



More than hundred villagers benefitted from the program. During the day-long event, volunteers organised a vaccine registration drive to help villagers enrol in the Cowin portal for vaccination. The team also distributed medical kits consisting of sanitisers, face masks and sanitary napkins to the vulnerable community.



Villagers benefitted from Katihar health care program

Muthoot Microfin's Bihar team organised yet another health care program as part of its Community Outreach Activities at Katihar in Bihar on Sep 21, 2021.

The one day program, held in association with MFIN and DFY (Doctors For You) was organised with a view to create awareness of general health among village people. 269 people from in and around Katihar were provided with general health care services and counselling on basic healthcare and hygiene by the medical staff from DFY.



The program mainly tested for diabetes and seasonal diseases. People were also diagnosed with various common problems such as diarrhoea, flu and cataract in the eyes. The doctors provide medicines and gave lifestyle related advice including catering so that the diseases could be properly treated and controlled.

Along with this, awareness on Covid prevention was provided to all the participants. Strict Covid protocols were applied at the event to safeguard all. The health camp was a huge success with overwhelming response from the local people.



Hundreds benefitted from Champaran medical camp



Muthoot Microfin conducted yet another Medical Camp in Bihar in the aftermath of recent flood in the state. The program, held in association with MFIN and DFY on Oct 6, 2021, was organised at East Champaran and benefitted 350 people.



Local population in East Champaran was severely affected by the recent flood. Doctors and paramedical team from DFY (Doctors For You) carried out day long medical screening of the participants. Medical assistance was provided to those diagnosed with illness.

The organisation also distributed food & medical kits in the community. Local civic authorities appreciated Muthoot Microfin for conducting the program. All Covid protocols were adhered at the venue to ensure safety of participants and volunteers.

Held Covid vaccination drive at Wadgaon



Extending the fight against Covid-19 in Maharashtra, Muthoot Microfin organised a vaccination drive and awareness program at Wadgaon Landage village in Ahmed Nagar district on Sep 9.



Sangamner branch conducted the program at the branch premise, where more than 50 villagers took their Covid vaccine. Dr Nandkishor and Dr Varsha Gabale from the Government hospital led the vaccination drive and spoke at the awareness session in the afternoon.

The program also helped many villagers getting registered in the Cowin portal. The program was conducted in complete adherence to the Covid19 safety protocols.



Impact Assessment

Muthoot Microfin's Community Outreach Activities (COA) are analysed by the impact it creates on communities and people. Muthoot Microfin ensures practical strategies and execution on all our COA activities to achieve 100% results. Community Outreach activities are closely integrated and aligned to the strategies and business goals of the organization.

In the FY 2021-22, Covid impacts were at its peak and affected our COA initiatives as well. Only a handful of Covid related and other activities were conducted during the period. Like in the previous fiscal, this year too our area of focus remained on Covid-19 awareness campaigns and controlling activities as safety and welfare of the common man were the major concern.

Health care for the poor and vulnerable people are a matter of concern for us and Muthoot Microfin has given special attention by organising covid-19 awareness campaigns, mask distribution etc. Relief packages for Natural calamity victims were also arranged during the period. We also understand the very fact that preventing people from infection is the only strategy health experts around the world have accepted to fight the dreaded virus.

From Covid awareness campaigns to mask, food and sanitation kit deliveries to vulnerable people are some of the programmes conducted this fiscal. A total of 1100 relief kits were distributed during the period and nearly 1000 people were vaccinated. More than 10,000 facemasks and sanitary items were distributed and 900 people were benefitted from various medical camps held across the nation last fiscal. More than 100 units of blood were collected from different blood donation camps organised during the period. Through all these programs, more than 10,000 people from across the nation benefitted directly and indirectly.