

COMMUNITY OUTREACH ACTIVITIES 2022-2023



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A Muthoot Pappachan Group Company

Introduction

At Muthoot Microfin, Community Outreach Activities are aligned to the business and societal goals of the organization. It is a continuing process closely integrated with the community we serve. The Covid pandemic and its repercussions remain in our society throughout the fiscal and our community outreach activities were also affected. Muthoot Microfin always considers our programs as an obligation to the society and is one of the means by which we fulfil the objectives of our business.

As usual, varieties of programs were held during the fiscal including health care camps and relief camps. Financial literacy programs were also held in different parts of the country. Covid awareness campaigns targeting vulnerable people are specially organised in coordination with local authorities. Skill training and financial literacy programs were held to help local population achieve better living standards.

All these programs were organised by our employees some times in association with local authorities and organisations across the nation. We took pride from the fact that thousands of people from vulnerable communities were directly benefited from our outreach activities which gives us morale to continue our work towards the society.

Activity stats

Program	State	Place	Beneficiaries	Date
Health care program	Madhya Pradesh	Bhopal	50	27-04-2022
Health care program	Maharashtra	Sangli	65	04-05-2022
Relief kit distribution	Odisha	Puri	1000	13-07-2022
Environment care	Uttar Pradesh	Gorakhpur	300	14-07-2022
Environment care	Uttar Pradesh	Varanasi	200	16-06-2022
Relief kit distribution	Gujarat	Vapi,Dhedapada	200	03-08-2022
Relief kit distribution	Maharashtra	Nanded	200	12-08-2022
Environment care	Chattisgarh	Durg	600	09-09-2022
Relief kit distribution	Karnataka	Kollegal,Maddur	150	26-09-2022
Relief kit, Blanket distribution	Odisha	Bhubaneswar	300	30-10-2022
Relief kit, Blanket distribution	Odisha	Nimapada	300	03-11-2022
Relief kit, Blanket distribution	Odisha	Balasore	400	05-11-2022
Health care program	Maharashtra	Nandurbr	160	05-12-2022
Blanket distribution	West Bengal	Murshidabad	400	04-02-2023
Eye care camp	Maharashtra	Yavatmal	100	20-05-2022
Relief Kit & water distribution	Odisha	Puri	1500	20-06-2022

Blood donation camp in Bhopal



Muthoot Microfin organised a blood donation camp at Bhopal Regional Office on April 23, 2022. The single day program was held in association with Government Hamidia Hospital, Bhopal.

More than 30 people including Muthoot Microfin employees and general public donated blood at the program. Dr Roshni Dhruve from the hospital led the camp and lauded the initiative of Muthoot Microfin and thanked all officials for organising the camp.

Organised blood donation drives at Sangli & Nashik

Muthoot Microfin's Maharashtra team on April 23, 2022 organized two separate blood donation drives at Sangli and Juna Gangapur Nakka, Nashik. The event at Sangli was organised in association with Acharya Shree Tulsi Blood Bank, Jaysingpur and the Juna Gangapur program was conducted in collaboration with Jankalyan blood bank, Nashik.

As many as 120 people including Muthoot Microfin employees, customers and public donated blood at both the programs. The Doctors commended all the contributors for their enthusiastic and meaningful participation. They also thanked Muthoot Microfin for organizing the camps.



Spreads warmth to the needy

As winter approaches and turns harsh with chilly nights in parts of Odisha, Muthoot Microfin's Odisha team organised blanket and dry food distribution drives aimed at homeless people in the streets of Bhubaneswar city suburbs, Nimapada and Balasore.



In separate programs held over three days on October 30, November 3 and 5, the team distributed nearly 1000 blankets and food kits to disadvantaged homeless people sleeping in the open.

The Odisha team also donated 300 relief kits to patients and their attendants at the Capital hospital in the Bhubaneswar to mark the occasion of achieving ₹300 crore AUM for the state.



Local administration and media applauded the organisation for spreading warmth among the needy and covered the initiative prominently.

Organised “Plastic Hatao Dharti Bachao” campaign



On the occasion of International Plastic Bag Free Day 2022, Muthoot Microfin's UP team organised an awareness campaign named “Plastic Hatao Dharti Bachao” on July 3 in Lahartara.



In an effort to increase awareness of the grave and urgent problem of plastic pollution in the environment, Muthoot volunteers from the Gorakhpur Zone and Lahartara branch distributed non plastic bags to local people. Local Leader Rajeshwar Patel attended the campaign and educated people on the dangers posed by the plastic and why they need to give it up and adopt the greener alternatives such as cloth, paper and jute bags.

Ganga cleaning drive at Uttar Pradesh.



Muthoot Microfin conducted Ganga cleaning drive at Garh Ganga Ghat in Uttar Pradesh. The drive was organised as a humble attempt to be a part of the major rejuvenation and conservation campaign of the majestic river Ganga.

Uttar Pradesh region of the company actively participated in the clean drive held on World Environment Day (June 5). The team cleaned the riverside and various ghats in the area and encouraged devotees and others to join in the effort to make it clean for the upcoming Ganga Dussehra. The team gifted all cleaning tools to local authorities after the drive.



Distributed food kits to Gujarat flood victims

Muthoot Microfin's Vapi and Dhedapada branches in Gujarat reached out to the flash flood victims of Begam, Tambadi, Dhavaliber and Gangapur villages on August 3, 2022.

The team distributed food kits containing necessary groceries to around 200 households in the villages. All these villages were largely impacted by the flash floods following heavy rains; and most areas were inundated and isolated for few days.

The programs conducted as part of the organisations community outreach activities are aimed at extending necessary support to the vulnerable communities in the society. The organisation has been rendering similar voluntary services toward the welfare and development of poorer sections of the society across the country.



Distributed relief kits in flood hit villages

Muthoot Microfin delivered relief kits to the flash flood hit villages in Dharmabad region in Nanded district, Maharashtra. The region witnessed heavy monsoon rains recently, adding to the woes of disadvantaged households, which were already affected by earlier floods.

Our volunteer staffs from Dharmabad delivered 200 grocery kits containing essential commodities to affected households in Bolsa, Bannali, Patoda (tadi) Colakha, Chincholi and Dharmabad villages, where many places remained inundated disrupting everyday life.



‘Plastic Hatao Dharti Bachao’ drive in Durg

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Relief kits distributed to Karnataka flood victims



Muthoot Microfin's Karnataka team organised a relief program for the recent flood victims at Maddur and Kollegal regions in the state.

Daily life had been completely disrupted in the area following heavy rains resulting in flash floods causing irreparable damages to local population.



Muthoot volunteers reached out to nearly 150 affected households in the region and distributed grocery bags consisting of wheat, cooking oil, sugar, tea, soap, towels, toothbrush, sanitary pads etc. and cleaning materials.

Spreads warmth to the needy

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In separate programs held over three days on October 30, November 3 and 5, the team distributed nearly 1000 blankets and food kits to disadvantaged homeless people sleeping in the open.

The Odisha team also donated 300 relief kits to patients and their attendants at the Capital hospital in the Bhubaneswar to mark the occasion of achieving ₹ 300 crore AUM for the state.

Local administration and media applauded the organisation for spreading warmth among the needy and covered the initiative prominently.



Health camp in Maharashtra

Muthoot Microfin's Maharashtra team organized a mega health check-up camp at Karankhede village, Nandurbar in Maharashtra on Dec 15, 2022. The primary objective of the initiative was to create awareness among the villagers on preventive healthcare.

Nearly 160 people from nine villages (Biladi, Khamgaon, Nalve, Badrijira, Rajapur, Gujarbhawali, Karankheda, Sundarde and Phulsare) participated and benefitted from the program.

The event created awareness on blood donation, conducted eye, dental and multispecialty health check-ups. The doctors created awareness on lifestyle diseases and shared health tips to live healthier lives.

Upanagar Police SHO Dinesh Badame inaugurated the event and applauded Muthoot Microfin for organising the health camp. Local media covered the event prominently.



Spreading warmth to the needy



Muthoot Microfin's West Bengal team on 04th February 2023 distributed blankets to vulnerable communities as part of its community outreach initiatives. As winter turned harsh in parts of Murshidabad district in the state, the organisation delivered blankets to 400 persons in Dhuliyan, Raghunathganj, Sagardighi and Berhampore regions of the district.



The organisation carried out the program for the underprivileged considering there was no better gift than providing warm clothing to them during the winter chills. People in the region were experiencing the bitterness of winter and faced the risk of suffering from illnesses. District authorities appreciated Muthoot Microfin for conducting the event.

Organised Eye care camp at Yavatmal



Muthoot Microfin's Yavatmal branch in Maharashtra organised free eye care camp for public on May 20. The camp was held in association with Mauli Eye Hospital, Yavatmal.

A team of ophthalmologists led by Dr Deepak Gulhane from the hospital offered eye testing and treatment to more than 60 people at the program held at branch premises. Those who needed further treatments were referred to the hospital.

The Doctor lauded Muthoot's effort and thanked the entire team for organising the camp. Participants of the camp were pleased to have been able to access eye care services with utmost convenience.



Conducted Mega medical camps in Punjab

Muthoot Microfin organised mega medical camps at Chawinda Devi, Tarn Taran, Moga, Zira, Phagwara, Barnala, Sangrur, Patran, Nabha and Rajpura villages of Punjab between July 22 to Aug 22, 2022. The primary objective of the initiative

was to create awareness among the villagers on preventive healthcare.



More than 1,000 villagers benefitted from the program conducted across the regions. The program held with the support of renowned doctors urged people to take care of their health and implement necessary lifestyle changes in accordance to prevailing pandemic conditions.



The event created awareness on blood donation, conducted eye, dental and multispecialty health check-ups. The doctors created awareness on lifestyle diseases and shared health tips to live healthier lives.

Local authorities applauded Muthoot Microfin for organising the health camps and local media covered the event prominently. All the staff from the ten branches in the camp conducted regions coordinated efforts for the successful program.

Served drinking water to Rath Yatra pilgrims



As a part of Community Outreach Activities, Muthoot Microfin served drinking water to thousands of devotees during the Rath yatra at Lord Jagannath temple premises in the Puri district of Odisha.



Thousands of devotees and tourists including foreigners throng the holy city of Puri during the festival. Serving drinking water comforts the pilgrims and tourists during the jam-packed, long yathra.

Impact Assessment

Community Outreach activities are always measured by the impacts it created on communities and its people. We at Muthoot Microfin always ensure correct strategies and execution on all our COA activities to achieve 100% results. 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 is our main concern.

Health care for the poor and vulnerable people are a matter of concern for us and we are glad that thousands of people benefitted from them. In all the venues, Muthoot teams encourage people to participate and took advantage of the benefits these programs offering. Last fiscal, nearly 10,000 people from across the nation benefited directly and indirectly from different activities held as part of our COA programs.



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