



2019

SOCIAL IMPACT REPORT

Strengthening Rural Livelihoods

SERVING THE UNDERSERVED



With a vision to build
a sustainable and progressive society,
also comes the responsibility
to create better opportunities in an
equitable manner.

So that no one is left behind –
in making their dreams a reality,
in living a life of dignity.

In this direction, every step counts;
no matter how small.

FOREWORD

Rural India is largely identified with conventional agriculture as its primary occupation. However, it has experienced a significant transformation, particularly in the last few years. With technological advancement and better information, people in villages and small towns are exploring avenues to increase their incomes, both in agricultural and non-agricultural occupations. It is no surprise that the number of micro- and agri-entrepreneurs in rural India is fast rising.

While 16% of India's GDP comes from agriculture, the micro, small and medium enterprises (MSMEs) contribute a significant 31% of nation's GDP. A boost to agriculture, agri-entrepreneurship and MSMEs will play a crucial role in uplifting rural economy, reduce migration and strengthen the rural ecosystem.

However, all these sectors have not yet been exploited to the fullest capacities. Majority population in rural India struggles to maintain bare minimum savings. Most farmers and small businessmen in rural areas are still operating in subsistence mode, primarily due to lack of financial support.

Poor access to finance is a huge roadblock in strengthening agricultural and rural enterprises. Most small farmers and rural entrepreneurs face issues such as limited capital, lack of collateral and credit history, and lower credit score due to poor awareness. This pressure is even higher in the case of first-generation entrepreneurs as they are still trying to understand business dynamics and market challenges. The situation is very similar in agriculture too where farmers often give in to distress selling due to lack of funds for the next cropping cycle and urgent household needs.

And the consequences of poor credit could be devastating. Since banks and other organized financial institutions follow set norms, they cannot fulfil the credit requirement of farmers and small entrepreneurs – mainly due to the absence of collateral or credit history of customers. This is the 'deserving but underserved' section of the rural society that often remains neglected.

Lack of adequate capital adversely affects the sustainability of agricultural and rural enterprises. Eventually, the person either bears heavy losses or is forced to borrow from unorganized sources at an unviable high interest rate. Here begins the unending cycle of enormous debt, poverty and a deprived lifestyle.

There is a greater need to empower farmers and rural entrepreneurs by providing an easy access to finance so that they focus on their business more than anything else. Origo Finance Private Limited (OFL) was established in 2016 to serve this particular section and fulfil their unmet credit demands – thus empowering the rural population to pursue their entrepreneurial goals.

In a short span of three years, OFL has impacted the livelihoods of over 25,000 people. More than 30% of our clients have availed business loan for the first time. With an in-depth understanding of the rural ecosystem, OFL encourages more and more agri-enterprises and small businesses to flourish. There has been a special focus on the 'new to credit' customers availing credit for the first time.

The global fraternity welcomes India as a promising nation where the citizens can contribute immensely to its growth and progress. This can't be achieved to the fullest extent if a large population is deprived of resources, especially the capital. Collaborative efforts to enrich rural ecosystem, especially by serving the underserved, will strengthen economy and build a prosperous society.



SUNOOR KAUL
Founding Director



MAYANK DHANUKA
Founding Director



VENKATRAM REDDY
Director & CEO

The key lies in empowering the millions of smallholder producers & landless workers who form the backbone of rural economies in most developing countries to grow their incomes & improve their livelihoods by raising agricultural productivity & engaging in markets.

JAMES DARGIE
NUCLEAR TECHNIQUES IN FOOD & AGRICULTURE

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01 INTRODUCTION

There is an urgent need to transform and strengthen the financial support mechanism for rural India. We need a better focus on fulfilling the capital needs of farmers, small businesses and agri-enterprises.

At OFL, we believe that human aspiration knows no limits and every person has a right to pursue dreams regardless of one's socio-economic status. With nearly 70% of India's population residing in rural areas, it is crucial that they have access to resources that assist their growth and well-being.

Fragmented landholdings, unpredictable climate and a fast-rising population is making agriculture a less dependable occupation for the rural masses. However, better infrastructure and efforts to improve the value chain are attempting to increase agricultural efficiency in rural India. With advanced warehouses and emphasis on agri-allied activities, agriculture is witnessing a welcome change.

Also, improved technology and faster connectivity is now opening better avenues in the rural setup. Today, people in villages are more enterprising and willing to explore alternate sources of livelihood, especially in the form of small enterprises.

However, the support mechanism for rural enterprises is still quite skewed. Lack of financial literacy and financial inclusion is preventing a good number of promising entrepreneurs from making fast progress. This section of rural entrepreneurs is juggling multiple tasks on a daily basis, mostly single-handedly, in an attempt to earn a decent income. Therefore, they find it overwhelming to adhere to complex processes when seeking loans from banks, NBFCs and other financial institutions.

The story is no different for agriculture and allied businesses. Mostly, the harvest season doesn't promise the best market rates for farmers. However, in the absence of enough working capital and reliable credit sources, majority farmers sell off produce even with meagre margins. Some allied businesses such as dairy can serve as an excellent source of added income. Such plans often fail to take off merely due to lack of capital, which is not only unfortunate and unfair, but also a massive loss to rural economy.

Origo Finance understands the urgent need to demolish this divide. OFL's aim is to create a simple mechanism through which farmers, agri- and micro-entrepreneurs can get an easy access to finance, smooth loan processes and doorstep delivery, thereby encouraging more businesses to flourish, leading to a robust rural economy.

OFL'S ASPIRATIONS

01 Rural Prosperity

Build an enriching rural ecosystem, where people enjoy decent living standards, good health, autonomy and social recognition.

02 Inclusive Growth

Promote access to equal opportunities and equitable distributions of resources by building a support mechanism, thereby helping people in rural India fulfil their aspirations.

03 Sustainable Rural Ecosystem

Ensure a long-term, sustainable development for the rural tribe where people unleash their potential, trust their abilities and empower each other to build a stronger society.

“

The future of India lies in its
villages.

MAHATMA GANDHI

02 APPROACH & FOCUS

Our in-depth understanding of the rural ecosystem, and the last mile reach helps us design and deliver the best services to achieve a sustainable impact.

OFL's primary approach is to simplify credit access in rural India and to maintain a consistent and close interaction with the target group. This helps us gain an in-depth understanding of their requirements & pain points, their potential, and existing opportunities in the market. OFL also believes in reaching out to the 'new to credit' customers within the target group in order to promote and strengthen rural entrepreneurship. It is this strategic intervention and investment that helps us design best products and services to achieve maximum impact.

OFL'S TARGET GROUP

- 01 Micro and small enterprises
- 02 Small dairy units
- 03 Agri enterprises

Besides the dedication to serve its target customers, there are a few underlying factors contributing to OFL's success model and bring a visible change on the ground.



FACTORS INFLUENCING OFL'S SOCIAL IMPACT

01 Rural Penetration

With the last mile connectivity, OFL has a strong understanding of the rural ecosystem. The team works in diverse geographies and segments with immense patience and perseverance. Long hours of personal discussions and a careful analysis of rural business environment gives us a holistic view. It is this empathetic, yet practical approach, that helps us assess the situation on tangible and intangible parameters, and devise appropriate financial solutions for clients.

02 Social Capital

One peculiar difference between rural and urban ecosystem is the strong network on inter-connections between people. The close-knit community, often dependent on each other, helps rural society function effectively even at the time of crisis. When people become a source of inspiration and support for each other, it expedites societal progress.

OFL strongly believes in the virtue of social capital which immensely supports the successful implementation of the financial assistance model. In a rural setup, it is the value system and collective support that encourages an individual to make best use of given resources. This decreases the chances of defaulting cases, eventually leading to positive social impact.

03 Opportunity Cost

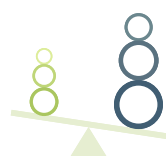
The detailed and time-consuming processes to avail credit through organized institutions is confusing and overwhelming for the people living in rural areas. Banks operate under fixed norms and guidelines and have to adhere to strict documentation and tangible proof. OFL endeavours to bridge this gap by moving beyond paperwork and take a 360-degree approach to assess business health and client's repayment ability.

OFL's in-depth understanding, last mile reach and doorstep delivery mechanism provides client with an added advantage.

OUR FOCUS



Enhanced socio-economic status for the target group, resulting in better living standards and quality of life



Reduced inequality and vulnerability by improving credit access to the ignored section of rural community



Sustainable rural livelihoods and financial security



Conducive ecosystem for sustainable growth of rural MSMEs



Empowered farmers and agri-community



Strong rural economy contributing to national growth





At Origo Finance,
community
welfare and
business
operations go
hand in hand.
Every interaction
and every
transaction
works in the
best interest
of our clients
and the general
ecosystem.

03 VOICES FROM THE GROUND



A confident woman entrepreneur

BACHCHU LINGAMMA

Dairy Entrepreneur

Bachchu Lingamma is a 51-year old dairy entrepreneur from Suryapet, Telangana. While her husband and son take care of the fields, Bachchu decided to take care of the cattle at home.

"When I started, there were only 3-4 cattle in the house. But I was determined to add more cattle and increase the business. I gradually added more cattle to the unit." Said Lingamma.

She was not sure if they are even eligible for loans and so never applied for one. Lingamma's savings were all used up in her daughter's wedding. Hence a year back, when she wanted to purchase more cattle for the dairy unit, she was clueless.

"I knew I could do better. I had the capacity and time, but had no sufficient money. I never thought of approaching a bank. I have heard that it is not easy to get loans from them." Added Lingamma.

Fortunately, she contacted the OFL team during one of the marketing activities. OFL discussed Bachchu's plans and her current business' health. After a thorough analysis, she was offered a loan of Rs. 1 lakh.

Without wasting any moment further, she applied for the loan. Of the total amount, Lingamma purchased two buffaloes, for Rs. 50,000 each. Her income has increased since then. The milk production has gone up by 10 litre that gives her an additional net income of Rs. 7,000.

Now with additional savings, Bacchu is now planning to buy more cattle for her dairy unit.

"I don't think I need more loans as of now. But if need be, I now know where to go." She smiles.



“Expanding business, fulfilling dreams

NAGULA RAJESH

Owner Of Clothing Retail Store

Nagula Rajesh is both excited and proud to establish a successful business and that too in a short span of 6 years. Rajesh, a 30-year-old entrepreneur from Hasanparthy village in Warangal district of Telangana, started with a small retail shop to sell men's clothing in the year 2013.

Rajesh always wanted to start his own business but his father, who worked as a small weaver, could not provide the required working capital. To support his father, Rajesh started working at a young age.

“I decided to quit my studies and start earning. It was difficult to manage both work and studies together.”
Said Rajesh

He worked in a local garment shop for six years that helped him understand the market and get enough savings to start his own venture. Finally, Rajesh could manage a savings of Rs. 1.5 lakhs that worked as the initial investment in his business.

The business soon started doing well and he received a good response from local customers. This encouraged Rajesh to expand the collection to kids wear and ladies' clothes too.

“Now I needed financial assistance but was not sure of approaching any bank for loan. They have elaborate documentation requirements. The entire process seemed tedious.”

Rajesh thanks one of his friends who mentioned of OFL to him.

“The OFL staff was very supportive. They understood my need and gave me a perfect solution. In just one week, I got a loan of Rs. 1.75 lakhs which was sufficient to rent out more space and get new stock.” Adds Rajesh.

After expanding his business, Rajesh's profits have increased remarkably by 25%. He is so impressed with OFL's services and customer care that he has already recommended it to several of his friends.

Ask him what his big plans and he chuckles.

“I am planning to start with a saree section soon. It is very much in demand. I am sure this will help me achieve my dream to become a big businessman one day.”





“Unleashing the hidden potential

CHENNAPPA CHATNALLE

Bakery Unit Owner

Even after a solid 25 years of experience in the bakery business, Chennappa Chatnalle never thought to expand his enterprise. Perhaps, if Origo Finance team would not have met him, he would have never realized his own potential.

“The thought of increasing my business never crossed my mind. But I am glad that the OFL team helped me understand the benefits of availing the credit support.” Said Chennappa, a 31 year-old resident of Bidar district of Karnataka.

Before setting up his own unit, Chennappa worked in the local bakery shops and manufacturing unit for about 18 years. After gathering the required experience and knowledge of the business, he finally decided to embark on his entrepreneurial journey.

But what was that one thing that encouraged Chennappa to say yes for loans?

“It was this excellent doorstep delivery by OFL staff. I would have never taken that pain to approach banks or other institutions for any loan. Only because it was such a hassle-free process with OFL, I decided to give it a try.” He said.

And he doesn't regret his decision. Over a period of one year since expanding his manufacturing unit, Chennappa has earned an additional income of Rs. 50,000. He has started dreaming bigger.

“Now I can reach to more retail customers in the nearby villages. I am able to supply more and earn more.”

After a long pause, he added, “ I am wondering why didn't I think of this earlier?”

04 THE SOCIAL IMPACT

While financial empowerment is OFL's primary aim, we also attempt to bring a larger change in the society. This is reflected through people's livelihoods, standard of living and future plans.

For any development initiative to be sustainable, it is crucial that the community becomes an integral part of process. Only when people participate in the process wholeheartedly, the results are positive and long-lasting. Origo Finance endeavours to build a strong relationship with its clients and families which helps develop trust and confidence.

In over three years, OFL team is striving to create a more fulfilling life for the community. Of course, financial independence is the first step in this direction. As our relationship with the rural community grows stronger, the impact is witnessed in people's lifestyle as well as in their aspirations.

At OFL, community welfare and business operations go hand in hand. Every interaction and every transaction works in the best interest of our clients and the rural ecosystem. More than the financial support, we believe in enabling people to fulfil their aspirations without fear or doubt.

In a short span of thirty months, OFL has supported more than 4,700 rural households. The organization is striving to ensure:



FINANCIAL
INCLUSION



RURAL
ENTREPRENEURSHIP



STRONG
LIVELIHOODS



ROBUST
AGRICULTURE &
ALLIED ACTIVITIES



SUSTAINABLE
ENVIRONMENT &
WELL-BEING

Supported **25,488** lives in rural areas

1,734 unbanked customers availed credit for their businesses

32% clients availed loan for agriculture and agri-allied enterprises

Created **5,892** direct livelihoods and **17,676** indirect livelihoods

Financial literacy and capacity building sessions for **6,888** individuals by investing **1,700 manhours**

More than **2,000** dairy farmers supported with a loan disbursement of **INR 240 million**

83% of OFL employees recruited from rural locations



FINANCIAL INCLUSION

OBJECTIVE

Make access to finance a reality for the deserving but underserved rural population, so that they access available opportunities and live a life of dignity.

Improved communication and technology in rural India are fast opening doors to better opportunities. Today, people in villages have better access to market information, and are prepared to invest their time and resources in launching small enterprises.

However, several of the potential businesses in rural areas fail to take off or struggle to sustain due to lack of poor financial inclusion. A significant part of population in villages is facing a huge challenge in accessing financial support from banks and other institutions. The conventional loan system attempts to extend financial services to the masses, but has its own limitations due to stringent policies. In order to contribute to holistic, sustainable growth of the diverse rural ecosystem, it is crucial to invest enough time in understanding people's needs.

Origo Finance, with an expertise in rural sector, aims to work in this direction.

OFL'S ROLE

01 Market Identification

Conduct an in-depth survey to study the presence of target customers, particularly the new to credit customers.

02 Need Analysis

OFL invests time and resources in understanding the market and customer needs in detail. Conducting one-to-one personal discussions with potential customers gives a thorough understanding of their challenges, capabilities and ecosystem.

03 Product Design and Logistics

The problems and challenges of rural entrepreneurs vary and cannot be resolved with a standard set of solutions. Based on need analysis, we offer the solutions to suit specific needs of the clients. From short term to long term, and secured to unsecured loans – OFL attempts to build a structure that makes the products and processes easy and feasible for the client.

04 Last Mile Connectivity

Our doorstep delivery mechanism saves on customer's multiple visits to the branch and hence provides a better opportunity cost.

05 Promote Financial Literacy

Rural customers often lack an understanding of credit mechanism and severe repercussions of excessive debt burden. The OFL team reaches out to its clients and educate them on importance of maintaining credit discipline while availing loans.





RURAL ENTREPRENEURSHIP

OBJECTIVE

Provide financial support to rural entrepreneurs and enable them to run sustainable businesses, thus contributing to strong rural economy.

As technology is reducing geographical barriers, there is a rise in aspirations of people living in small towns and villages. The market is therefore expanding and there is an increase in demand too. Overall, the future for rural entrepreneurship looks promising.

Ironically, the real situation is not as bright. One of the major barriers faced by rural entrepreneurs is the timely availability of funds at an affordable cost. Be it setting up a new business or expanding an enterprise, difficult access to finance wreaks havoc on several potential business plans. Many of these rural entrepreneurs launch businesses for the first time without any backing or family support.

There is a need to believe in their dreams, understand the pain points and provide them with financial services that suit their needs. These entrepreneurs come from diverse backgrounds and face a variety of issues including lack of viable collaterals, an organized business plan or well drafted balance sheets. However, they have an intent to progress and willingness to work hard on their businesses.

OFL closely works with this category of entrepreneurs to enable them achieve their goals, fulfil their aspirations and encourage them to dream big.

OFL'S ROLE

01 Situation Analysis

Based on personal discussions and surveys, OFL studies the external and internal environment for businesses. At the same time, there is a thorough assessment of client's entrepreneurial capabilities, his understanding of the market and the loan requirement. The analysis prevents client taking up any unnecessary financial burden.

02 Custom Designed Services

Provide an easy, cost effective option after considering the market conditions and the background of the entrepreneur. From collateral to guarantor, OFL considers various aspects in designing a feasible and effective service.

03 Educate and Empower

Besides providing credit support to help businesses flourish, OFL also ensures that no client is exploited in the process. We educate our clients on importance of credit bureau records and its importance in running a successful business in the long run.



STRONG LIVELIHOODS

OBJECTIVE

Strengthen sustainable rural livelihoods by providing access to resources, thus improving people's living standards and promote rural prosperity.

Despite agriculture being the main driver of rural economy, the fact is that it still remains seasonal. In the rural setup where people often migrate to cities during lean season, rise in local entrepreneurship is a good sign. People can explore more livelihood options without having to go through the trouble of shifting native base.

Promoting entrepreneurship has a ripple effect on livelihoods. Successful businesses often generate more earning opportunities for the locals. This could be in the form of business-to-business transactions or by employing people to support the day-to-day business operations. From local grocery store to a garment shop, or running a small dairy unit – people in villages are exploring multiple options to strengthen their income. Easy access to credit plays an important role in the success of these small enterprises.

On the farming front, farmers experience an urgent need for capital especially in the lag period between crop harvest and actual sale. To fetch better profits, farmers prefer to store the produce till the it attracts better market prices. Incidentally, this is also the time to start with the next cropping cycle for which they need agriculture inputs. Also, they have several urgent household needs to fulfil. Easy access to credit at reasonable rates builds a win-win situation for farmers.

Better livelihoods have a direct impact not only on the socio-economic status but overall well-being of the family and community. Only by moving beyond subsistence living, an individual can develop the growth mindset, for self and the community.

OFL is dedicatedly supporting this transformation by providing financial assistance to the target group and nurturing their business.

OFL'S ROLE

01 Strengthen Alternate Livelihood Option

With a focus on rural MSMEs, we are committed to providing necessary support and information for people willing to explore entrepreneurship as an alternate livelihood source.

02 Support Farm-Based Livelihoods

OFL continues to support the agri community which remains the backbone of rural India. Agripreneurs avail credit from OFL against the warehouse receipt. We also, strategically support dairy farming, which is an additional livelihood source besides conventional farming.

03 Generate Local Employment

Stronger livelihoods promote better economic status and generates more employment in the vicinity. With expansion of the work, there is greater requirement of manpower. This puts the entire ecosystem on growth trajectory. Besides, OFL also invests in local talent and hires its employees from the villages and surrounding areas. This works well for both the company as well as the employee. While OFL benefits from local staff's rapport with the community, it also reduces possible migration to urban areas.





ROBUST AGRICULTURE & ALLIED ACTIVITIES

OBJECTIVE

Strengthen agriculture and dairy farming by providing financial assistance.

Agriculture marketing is a complex business. Usually, farmers don't get lucrative returns for their produce immediately after the crop harvest. And yet, many of them choose to sell their crops at scanty profits or sometimes, even losses. This is because small farmers, in dearth of financial surplus, struggle with the next cropping cycle if they choose to wait for the right market prices.

Talking of agriculture and allied activities, dairy farming is one of the most preferred livelihood options in rural India. Dairy business also involves women in the operations. Therefore, when men take care of their agriculture farms, women can manage cattle in the household premises. This makes dairy an excellent source of additional income for farming families. However, small farmers find it hard to afford livestock and cattle care with their limited income.

Considering their seasonal income, farmers find it extremely hard managing capital for sustaining profitable agriculture or initiating a new business.

OFL'S ROLE

01 Warehouse Receipt Finance

OFL promotes the use of warehouse receipt as a tool to secure credit. Our clients use the state-of-the-art storage facility provided by Origo Commodities. With the surety of storage and produce quality, OFL extends commodity finance as a value addition towards its larger goal of serving agricultural community.

Warehouse receipt financing aims to provide working capital finance against agricultural produce. It also allows farmers and farmer groups to enhance their income by having more flexibility in selling crops at the appropriate time, thus commanding better returns.

02 Dairy Loans

OFL goes the extra mile to understand an individual's capacity to successfully manage dairy farming. After a thorough analysis, OFL makes sure to extend credit facility up to Rs. 3 lakhs. Farmers avail the loan for cattle purchase, animal feed, care and maintenance.

OFL practices doorstep delivery and hassle-free documentation that makes the process easy and also saves client's time.

03 Support for Agri-Enterprises

One of the important focus areas for Origo Finance is agriculture and agri-allied sectors. In this direction, OFL provides financial support for enterprises such as dairy supply chain, agri-implements, agri-inputs and post-harvest storage.

32% of the total OFL customers belong to this category.



SUSTAINABLE ENVIRONMENT & WELL-BEING

OBJECTIVE

Safeguard the environment and maintain a healthy ecosystem.

As much as it is important that rural entrepreneurs have access to better financial services, it is equally crucial to ensure that none of the other ecological elements are thrown out of balance. Sustainable development cannot take place in isolation and demands a strong focus on environmental and societal well-being.

OFL ensures that it does not support any enterprise that can even remotely pose any threat to the environment and health of people.

OFL'S ROLE

01 Environment Protection Guideline

OFL adheres to strict guidelines against promoting or supporting any activity that can potentially damage environment or is detrimental to people's health and well-being. OFL's exclusion list mentions sectors and activities which are non-negotiable and the organization does not render any support or promote such businesses. Some of these include sale of tobacco, alcohol, or any other such substance.

02 Preventing Child Labour

OFL has zero tolerance towards activities involving child labour. We believe that children need to be nurtured, should go to school and not work at such a tender age. As a policy, OFL does not hire children directly or indirectly. Also, we don't support businesses that promote child labour.

03 Reduction in Commodity Wastage

By promoting warehouse receipt finance, OFL ensures scientific storage for the agricultural produce. High standard warehouses such as provided by Origo Commodities, ensure zero wastage of the produce and hence minimal damage to environment.

04 Safe Work Environment

Employees are as important to us as the community. Hence, OFL ensures that due measures be taken for employees' safety and health at workplace, be it in the field or office premises.



For any development initiative to be sustainable, it is crucial that the community becomes an integral part of the process. Origo Finance endeavours to build a strong relationship with its clients and their families, ensuring positive & long-lasting results.





05 SUPPORT PILLARS

OFL's support pillars give us the strength and impetus to consistently deliver the best of our services. Over the years, these pillars have given us the power to persevere, and produce great results.

Sustainable social impact is a long-term goal that can be achieved only when there is a common mission, collective action and consistent efforts to breaking barriers and overcoming challenges. Both internal and external stakeholders play crucial role in making this possible. OFL's support pillars are an integral part of the mission to build a prosperous rural India. OFL, along with its employees and partners, endeavor to make constant improvisations to empower rural community.



Over the years, these support pillars have given us the power to persevere even in tough times. It is due to the same reason that OFL has earned loyal customers, secured valuable partnerships and made a lasting impact on rural community.

These pillars build a strong foundation for the organization and provide a concrete direction to all the hard work done by the OFL team. For us, it is crucial that any development that takes place, should be holistic with full involvement of all the stakeholders. And therefore, it is necessary that our operations and policies should be comprehensively designed, taking into consideration the interest and well-being of employees as well as partners.

OFL's support pillars stand on the robust foundation of integrity and honesty that reflects across the organization. Our strong values and principles give us the power to think and work for the long-term progress of rural society. There are no short-cuts or deviations from the set protocols and processes, earning us the trust and credibility from all our stakeholders.





HUMAN CAPITAL

OFL employees are the company's eyes and ears on the ground. The field team is customer's closest touch point and ensures to capture the right information which immensely helps designing the right products for the target group. In fact, 83% of OFL employees hail from rural areas.

The company values its employees as much as any other stakeholders. Employees' growth and well-being is an important priority and OFL takes various initiatives for its staff.

Regular trainings are conducted for employees to facilitate upgradation of their knowledge and skills. Over 54,000 manhours have been invested in employee training and capacity building. OFL also conducts employee satisfaction survey every year. The feedback received in the survey is considered when building human resource strategy for the organization. All the benefits and protection policies are uniformly applicable to all employees across the organization.



GOVERNANCE & BUSINESS ETHICS

Strong governance and business ethics are one of the biggest anchors that support OFL's vision to create a sustainable impact on the ground. OFL's Board is committed to maintaining a high standard of corporate governance and practice responsible business. For us, governance is the key to ensure compliance with policies & regulations, and safeguarding the interest of stakeholders as well as the society.

OFL Board, comprising of highly qualified and experienced members meet every quarter to ensure that all systems and processes are followed as per the laid guidelines and in the best interest of society and rural ecosystem in general.

Comprehensive guidelines, policies and procedures have been formulated by the Board to support company's governance framework. This includes Code of Ethical Conduct, Whistleblower Policy, commitment to providing equal opportunity, and adherence to Labour Laws and Human Rights.

Strong values and business ethics are the backbone of OFL and are strictly non-negotiable. All our actions and decisions are built around strong values. To ensure this, OFL has all the required systems (including audits) and standard operating procedures in place which are religiously followed across the organization.

As a part of the business ethics, OFL responsibly educates its clients to practice discipline in availing credit. By sensitizing the community on importance of credit bureau and adverse effects of high debt, OFL ensures that people use financial services in the best possible manner.



STRONG PARTNERSHIPS

One of the reasons that Origo Finance has been able to consistently deliver best results, is due to its partners. Our partners have played a crucial role in helping achieve the social objectives and making a positive impact on society. We share a great relationship with our partners, who believe in values and business ethics as much as we do.

OFL thanks all its partners for their trust and support.



06 THE WAY FORWARD

Three years and over 25,000 lives supported – this is just a humble beginning for us. Our mission will be achieved when every deserving person in rural India will have a fair financial support and people will secure profitable and sustainable sources of livelihood.

While we have been successful in designing and delivering services suiting customers' needs, we now want to move beyond the obvious. By adopting a proactive approach, Origo Finance is aiming to capture the latent needs of rural population. Our aim is to help people realize their capabilities and unleash their hidden potential by exploring alternate livelihood options.

By 2025, OFL aims to increase its outreach to over 6 lakh people. We will continue with our focus on new to credit customers in both agriculture and small enterprises.

However, achieving mere numbers is not our objective. OFL will stay true to its commitment to making difference in people's lives. We will serve as a catalyst and enable community to expedite their growth, thereby promoting people's financial and social security.

Since the rural ecosystem is multidimensional, it requires a thorough understanding and expertise to deliver the best in this sector. OFL's team has gained this expertise after rigorous groundwork. In the coming years too, we will continue honing our knowledge and skills to get a deeper and better understanding of rural dynamics, in an attempt to make people's lives better.

We believe that with sincere efforts, persistence and effective collaborations, Origo Finance will bring happiness to several more lives in near future.

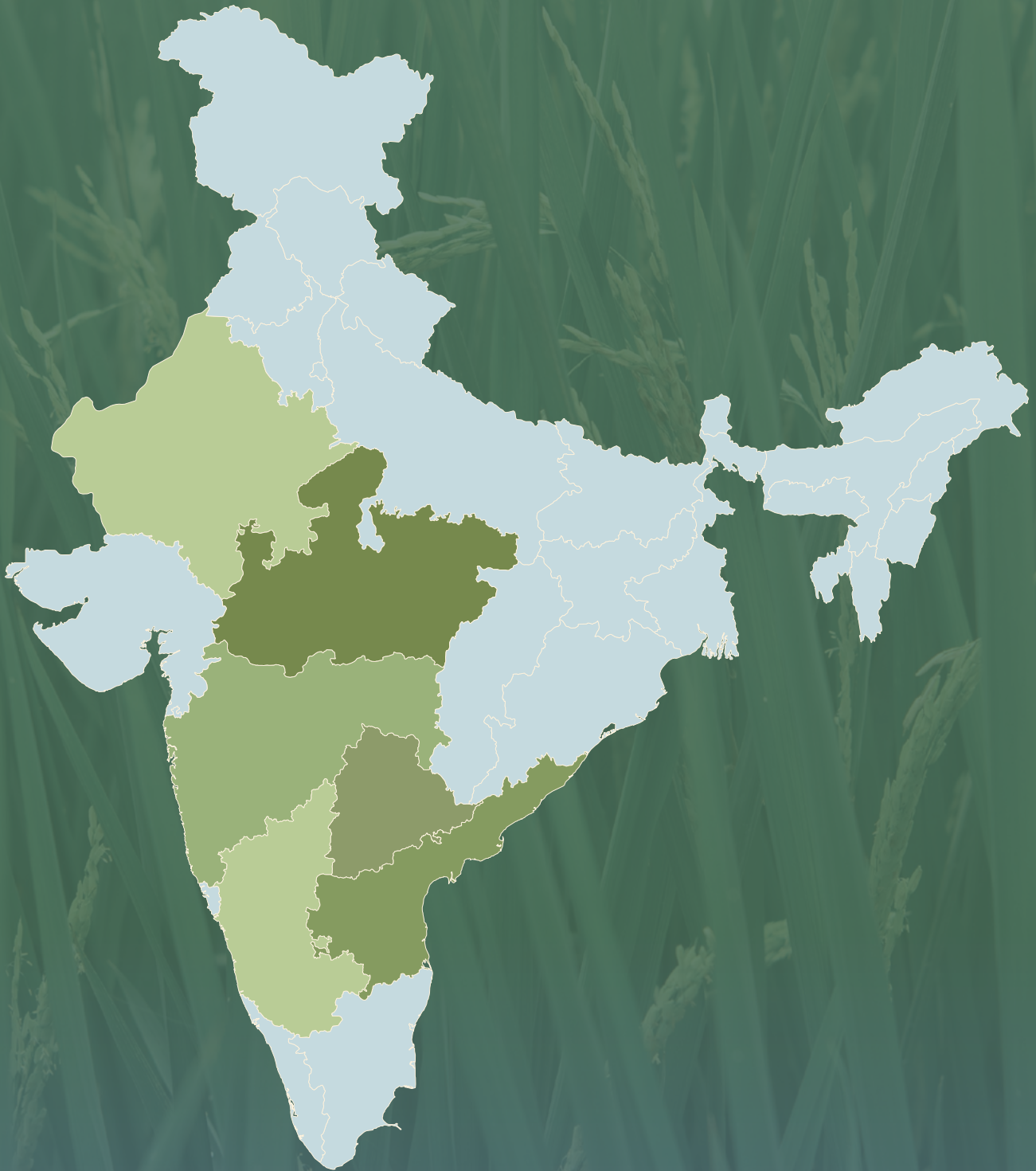


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Poverty is not just a lack of money.
It is not having the capability to realise
one's full potential as a human being.

AMARTYA SEN

OUR PRESENCE





Andhra Pradesh

Karnataka

Madhya Pradesh

Maharashtra

Rajasthan

Telangana



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**STRENGTHENING RURAL LIVELIHOODS,
SERVING THE UNDERSERVED**
Social Impact Report, 2019

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SVS

కిరాణి & జనరల్ స్టోర్స్

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