



**Grama Vidiyal**

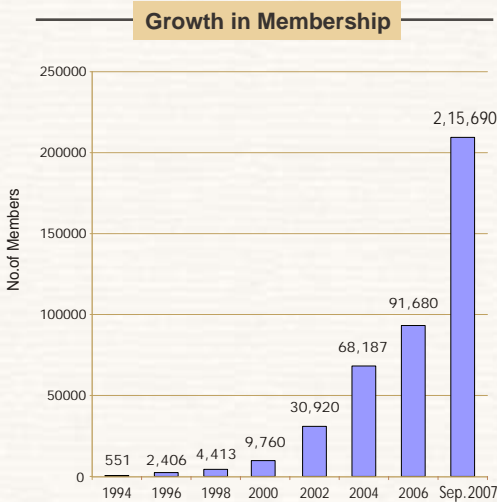
Dawn of Rural Poor

# Newsletter

21 years in poverty alleviation

September 2007

## Scaling New Peaks - Two Hundred Thousand Members



On stepping into the twenty second year of its inception, the dedicated and tireless development efforts of the ASA GRAMA VIDİYAL family has begun to take off with rapid and sustainable growth towards achieving its mission. Grama Vidiyal has surpassed a new milestone by reaching 200,000 clients in July 2007. It is proud to announce this remarkable achievement, as a landmark in its mission towards empowering down trodden women socially and economically.

The first 100,000 members took over 12 years of hard work and toil. After a decade of understanding the needs of the members, developing the systems in a sustainable manner Grama Vidiyal has moved into a mode of rapid expansion. The next 100,000 members has come within just 12 months. This portrays GVs sustainability in its operational areas and the acceptance of the program, which has highly contributed to steep growth in a very short span.

## Grama Vidiyal has come out with flying colors - MCRIL rating for the year 2007-08

Grama Vidiyal has secured Alpha Minus, in the rating done by the Micro Credit Ratings International Limited Gurgaon (Renowned for rating microfinance institutions globally). Grama Vidiyal has been given this rating based on the following criterion:

### Highlights

- ◆ Focussed operations and long years of experience in microfinance
- ◆ Qualified managerial staff
- ◆ Reasonable management systems
- ◆ Good asset quality and diversified portfolio

ASA-GV has shown significant growth over the last financial year. Reasonable quality of staff and managerial systems along with an excellent portfolio quality were identified as the strengths of the organization.

<b>CREDIT RATING</b>	<b>α -</b>
<b>RATING OUTLOOK</b>	<b>Positive</b>

Category	Rating Grade-July 2007
Governance & strategic positioning	α -
Organisation & Management	α
Financial performance	α
<b>Overall</b>	<b>α -</b>

## Persistence pays - Micro Insurance Award Finalist



With the re-launch of the refined micro-insurance products in association with Bajaj Allianz Life Insurance Company Limited in the first quarter, GV has insured more than 87,000 lives till date, which indicates that almost 42% of its members are covered by life insurance and also demonstrates the success of its product offerings.

Grama Vidiyal has participated in the the Micro Insurance Awards 2007 instituted jointly by Planet Finance India and ING Group at Hyderabad, and won the 'Finalist award in Shimmer Category' for implementing insurance in an efficient manner. It was one of the few microfinance institutions selected from the entire microfinance sector.



## GV participates in the ING - OIKOCREDIT story factory

ING and Oikocredit has identified ASA-GVs success story to be part of their story factory. Karima Wardak - Oikocredit, Gera C. Voorrips - ING, Susanne Ijsen Brandt - ING had visited our organization to conduct preliminary interview with our borrowers for this purpose.

The case studies of GV's clients are to be compiled as a documentary and to be posted on their internet. The same members would be tracked for the next 3 years, in accordance to their financial betterment and towards their socio- economical upliftment in the society.

This would help ING and Oikocredit partners and their investors and even amongst the governments of the most developed nations in the world, to better understand our role towards alleviation of poverty and social injustice using microfinance as a tool.



## Improving Lives - ASA GV upholds Eye Camps for its members



Since its inception it has always never turned its back towards its social responsibility in improving the lives of the poorest of the poor. ASA GV has held free eye camps for its members at 8 various destinations, Pudukottai, Mathur, Chozan Nagar, Thennur, Samayapuram, Srirangam, Kulithalai and Kovilpatti. Around 2300 people (Members and Non members) have benefited from this program of which more than 1000 have been issued free medication and 322 people were operated without any fee. ASA GV has teamed up with A Govindharajan Eye Hospital -Trichy for this purpose and proceeds in fulfilling its commitment to the society.

## Exploring new Horizons - 11 new Branches to total 74 Branches

Having conquered almost all the districts of southern Tamil Nadu, Grama Vidiyal has now turned its attention towards the other parts of Tamil Nadu, in fighting its vicious battle towards alleviation of poverty, empowering down trodden women socially and economically.

Providing access to microfinance has proven to be an effective way of reaching the poor and improving their lives. In this regard Grama Vidiyal has launched its expansion programmes and kick started its operations in the northern parts of Tamil Nadu. Chennai has been its first destination, towards capturing the entire state and GV has opened up 6 new branches in Chennai.

While entering new horizons, GV has not failed to focus in strengthening its outreach in the existing districts as well. GV has opened 5 new branches in the five existing districts.



**Grama Vidiyal**

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