

Microfinn: ICT Based Solution for Revitalizing Financial Inclusion in India

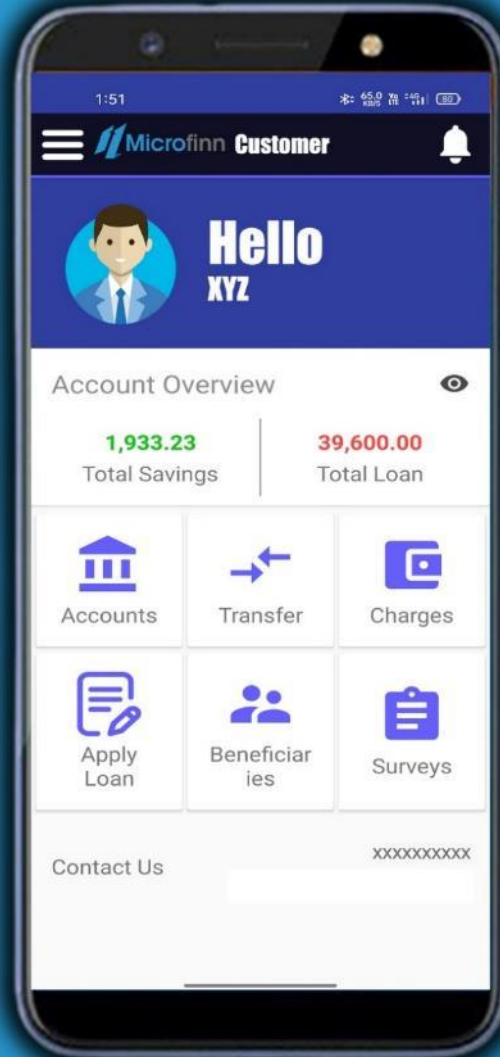
**Microfin
Web**

ICT solution
Rejuvenating
Financial
Inclusion



**Microfinn
Manager**

ICT solution for
managing
Microfinance
at the field level



A Start Up Initiative by Markzin Business Services LLP

<https://markzin.com>

Microfinance Sector: Financing the Unbanked 190 Million Adults in India

The Context

Microfinance is the category of financial services targeting individuals and small businesses who lack access to conventional banking and related services

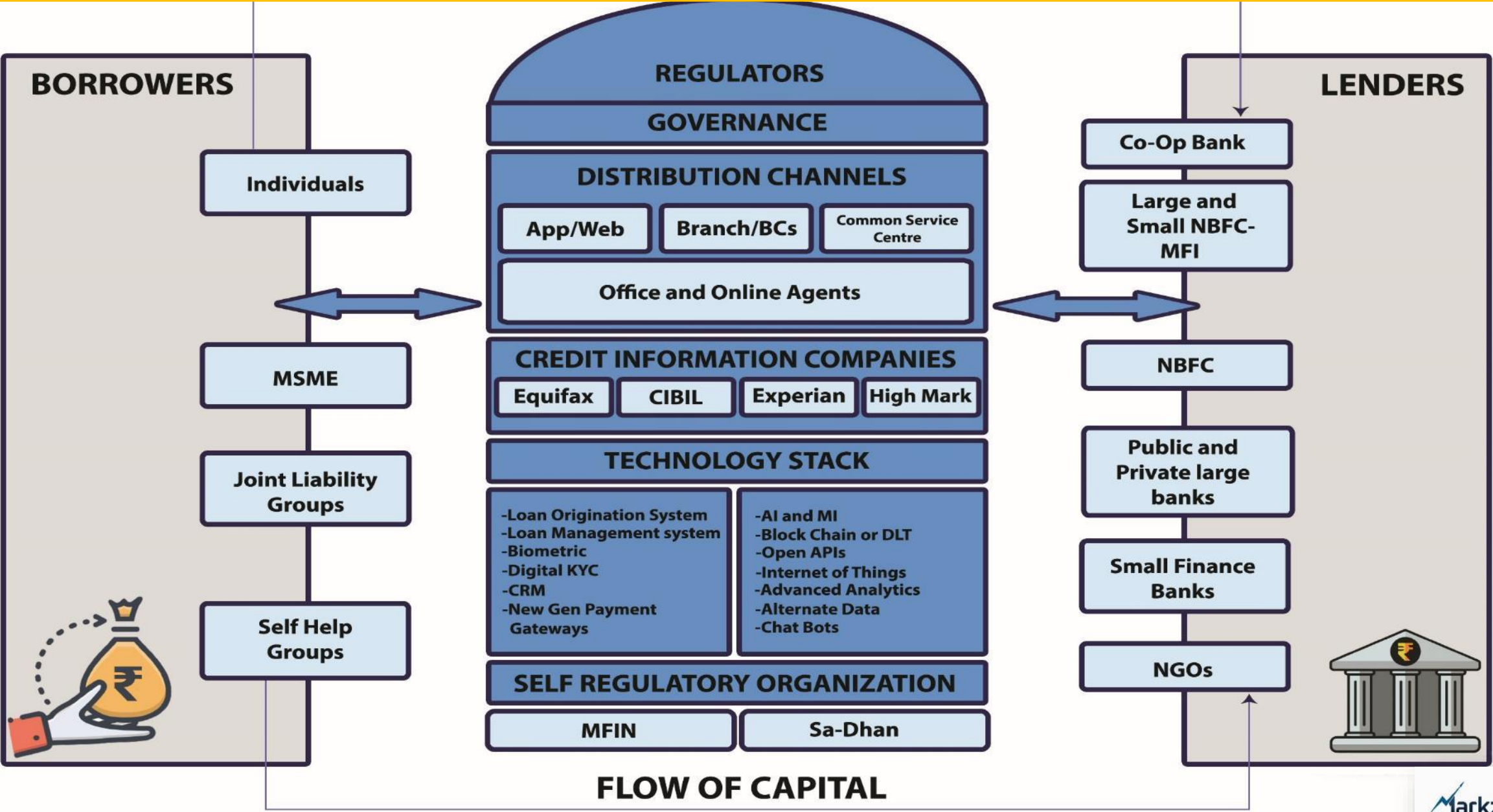
Microfinance Service providers include formal (banks, NBFCs) & semi-formal institutions (NGOs, local savings groups, NIDHI Companies)

Microfinance service users include individuals like small business holders, budding or new entrepreneurs (mostly youth and women) and MSMEs

The Concerns

1. Microfinance sector catering to the need of financial lives of 58 million households across 28 States, 5 Union Territories and 593 districts in India
1. A total of 2310 billion is circulating as working capital, fueling the economy from the lower level, revamping the overall business & economy
2. microfinance industry witnessed 18% Year-on-Year (Y-o-Y) growth from March 2020 to March 2021 showing its resilience and recovering and returning to the pre-COVID situation
3. Effective functioning of Microfinance sector can generate massive volume of employment and income opportunities at local level
4. The Whole Microfinance ecosystem is a huge but mostly overlooked and untapped area with a tremendous potential for quick transformation with huge demand for Digital Products and Services, provided strategic attempts are made to nurture the market with insiders perspective
1. Government of India has recognized and introduced some policy level incentives for growth of Microfinance Sector to revitalize the economy after COVID 19

Microfinance Ecosystem in India: Catering to 58 Million Households Financial need to recover from loss due to Pandemic



Microfinn: ICT Based Solution to Revitalize Microfinance Activities for better Resilience to Impacts of COVID 19

Challenges faced by Microfinance Sector in India

1. Inefficiency (Time lag, pen- paper approach, Human errors, less Transparency)
2. Management fallacies (field staff movement, data collection and updating, low or no connect with customers at remote locations)
3. Lack of Awareness on Microfinance products, benefits, safety & security measures
4. Low skills available at local level to sustain new (though easy to adopt) practices

Solutions provided by Microfinn: Complete Digital Solution for All stakeholders of Microfinance ecosystem

Microfinn Mobile: App based solution for microfinance ecosystem (the entire community) with inbuilt and customizable digital solutions and updated information in local language for effective planning and management of microfinance activities at individual/ group or institutional level.

Microfinn Web: Web based Microfinance management solution for use by the microfinance institutions/ SHGs/ Informal groups/ Nidhi companies that uses effective digital tools for accounting, management and customer communication

Microfinn Manager: App based solution integrated to Microfinn Web that ensures effective field management of microfinance activities

Microfinn Info: App based solution integrated to Microfinn info that ensures effective information dissemination and awareness generation on microfinance activities across the target population

Microfinn Skill: App based solution for Skill development of local youth, women for sustainable adoption of improved business practices around microfinance

All instructions/ information provided in local language

Microfinn: The current Status

The key components of Microfinn is already in place (using open source technologies) and in use by one of a grassroots level microfinance institution and it's customers in West Bengal, named Samriddhi Suchana Samriddhi Benefit Nidhi Limited.

The solution is developed on the basis of recommendations from Market Assessment and Scoping Study. The effectiveness of the solution is **already validated**

Proof of validity

Use of Microfinn Web and Microfinn Application has helped in improving the customer base of Samriddhi Foundation (simultaneously improving the access to capital for community members) by 120% whereas the efficiency of functioning improved by 80%



Product & Service Delivery plan for Microfinn

1. Final Prototype Development of Microfinn with all features and functionalities as planned
2. Launch & promotion of Microfinn complete Solution Package at Target Locations with more emphasis on 'trickling down to the last mile' approach of publicity & promotion using local language and medium of communication
3. Coordination/ discussion with Microfinance Institutions, including the Banks and Larger Financial Institutions for promotion/ information dissemination regarding their available supports (in local language)
4. Promotion and management of **Microfinn Mobile Application** with information/ updates/ addition of modules
5. Marketing communication and lead generation for Microfinn Web and Microfinn Manager and delivering the package of products and services as per the requirement of specific client (Institution/ SHG/ NGO/ NBFC/ NIDHI Companies)
6. Installation of Microfinn Web and '**Microfinn Manager App**' after customising them as per specific requirement of the Institutional client/ microfinance provider
7. Complete training and handholding support to staff/ local youth identified by the client, mostly using online methods
8. Regular maintenance and updating of Microfinn Mobile App through engagement of locally trained youth
9. Awareness building, training and orientation of the customers, local communities, government bodies for promotion and scaling

Revenue Generation Plan for Microfinn

Once in full swing at the market level, the income generating sources of Microfinn are as follows:

1. Collaboration charges paid by Banks & Financial Institutions (This will include the charge of translating and modifying the content for dissemination through Microfinn Mobile App) for sharing information regarding their Microfinance Products
2. Processing fees/ referral fees from the collaborating agencies (Once someone is getting directed to any bank or microfinance service provider through Microfinn App)
3. Fees for using the paid services in Microfinn App (Microfinn Skill)
4. Fees from training/ hiring/ recruiting services through Microfinn Mobile
5. Income from advertisements and promotional activities across various platforms under Microfinn Mobile
6. Income from direct sale/ maintenance of Microfinn Web & Microfinn Manager App

- Majority of revenue of Microfinn comes from applications-based commission from banks. There is no commission or charge to user of the Microfinn App.
- Sale of Training products/ services around planning, initiating/ managing Microfinance business
- Revenue from Advertisements/ promotional pieces on Microfinance products/ services

The Innovation: ICT Solution for Rejuvenating Microfinance ecosystem in India

Microfinn ICT Based Tools

ICT Tools in Microfinn



Microfinn Mobile App (User: All individuals, Institutions within the ecosystem of Microfinance)

Microfinn Web (User: All Microfinance service provider institutions, groups, individuals)



Microfinn Manager App (Integrated with Microfinn Web User: All field staff, team members of Microfinance service providers)

Microfinn Skill (Integrated with Microfinn Mobile App and available on Paid basis. User: all individuals, institutions, groups in microfinance ecosystem)

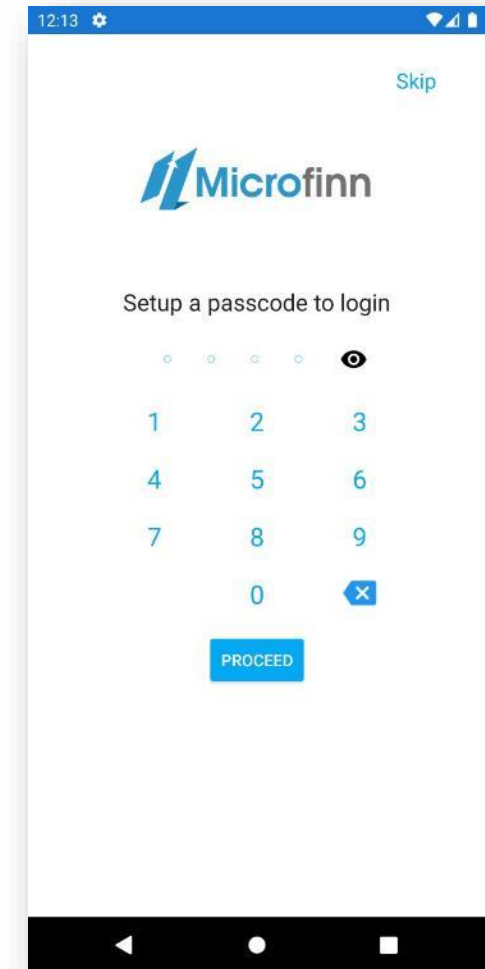


Microfinn Info (Integrated with Microfinn Mobile App and available on paid basis. User: All)

Microfinn Mobile App

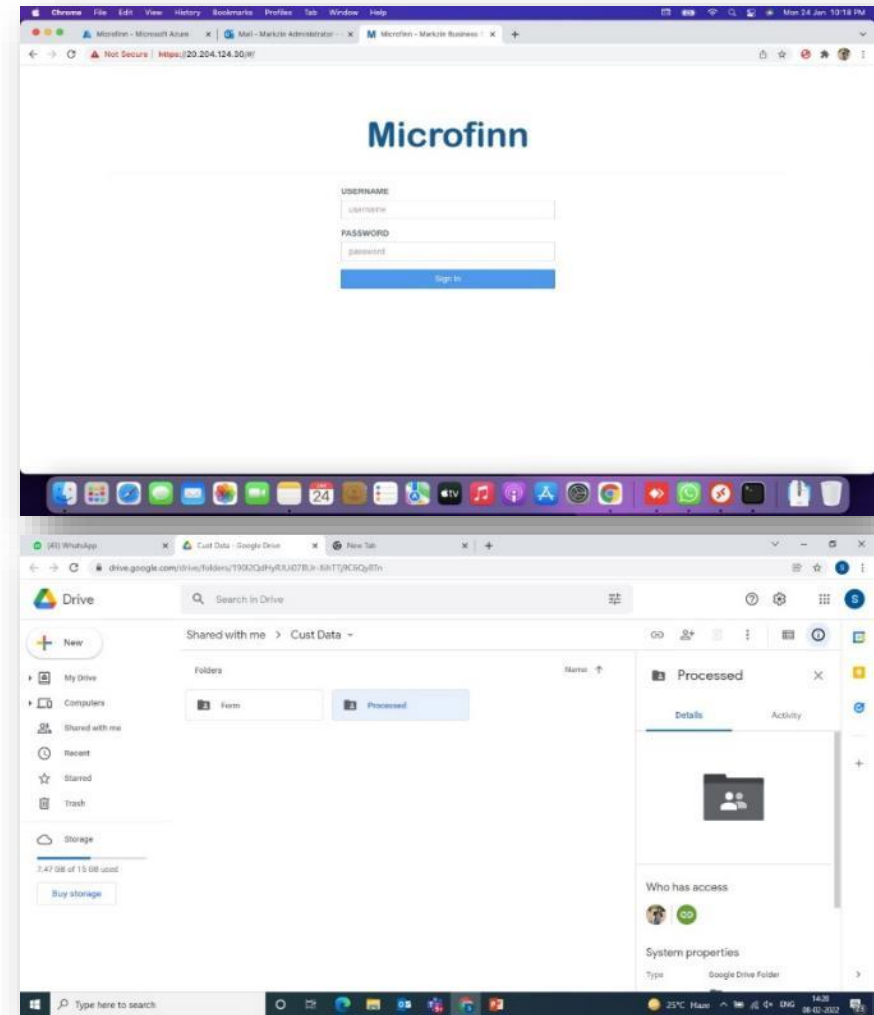
1. Information/ instructions in local language
2. View balance
3. View recent transactions
4. Make bill payments
5. Transfer funds
6. Contact Customer service
7. Open a new account
8. Getting information about new products, government schemes related to microfinance programmes/ products by the government
9. Managing records and accounts (for SHG members)
10. Sharing of updates on changing system and structure of microfinance sector in India
11. Added services around Microfinn Info and Microfinn Skill

Combination of Free & Paid Services will be counted while calculating 'Value- Based Pricing'



Microfinn Web

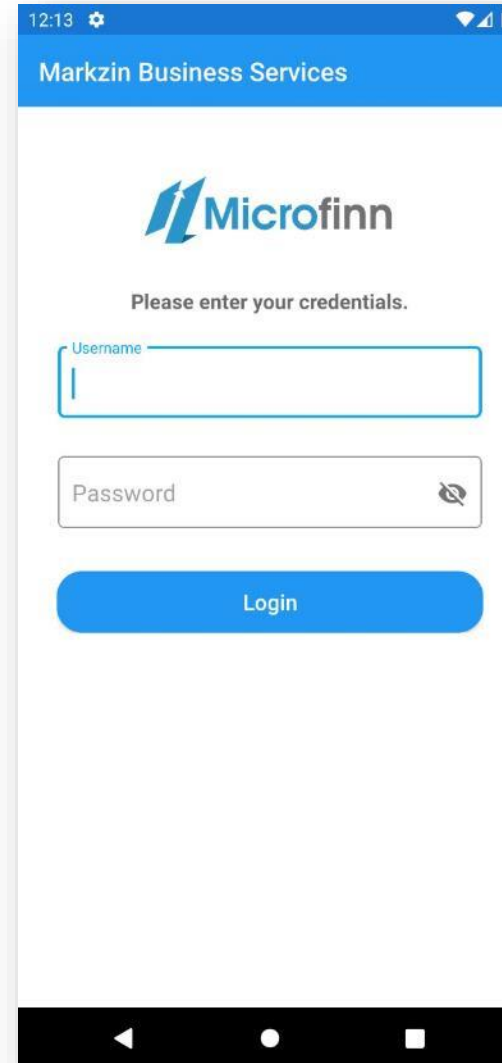
1. All instructions/ information in local language
2. Customer registration & validation of information
3. Managing savings/ loan account of the customers
4. Sending intimations/ push messages/ updates to customers on a timely manner
5. Printing of Passbook
6. Allocation of activities for the field team
7. Managing the loan disbursal and repayment related activities by field team
8. Preparing quick reports, graphical/ chart analysis, mass- mailers to all customers
9. Push messages to microfinance customers in local language to smartphones as well as mobile phones



Microfinn Manager App


1. All instructions/ information in local language
2. Functional in both online and offline mode
3. Data collection for customer registration (in given format with options for uploading photos etc.) at field level and instant sharing to central office
4. Daily loan (disbursal and repayment) reports
5. Tracking the field level activities conducted by the field staff
6. Quick resolution of implementation challenges
7. Automated geotagging of location/Photos

Paid Solution integrated and customized as per the need of the Institutional/ group Customer



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Markzin Business Services

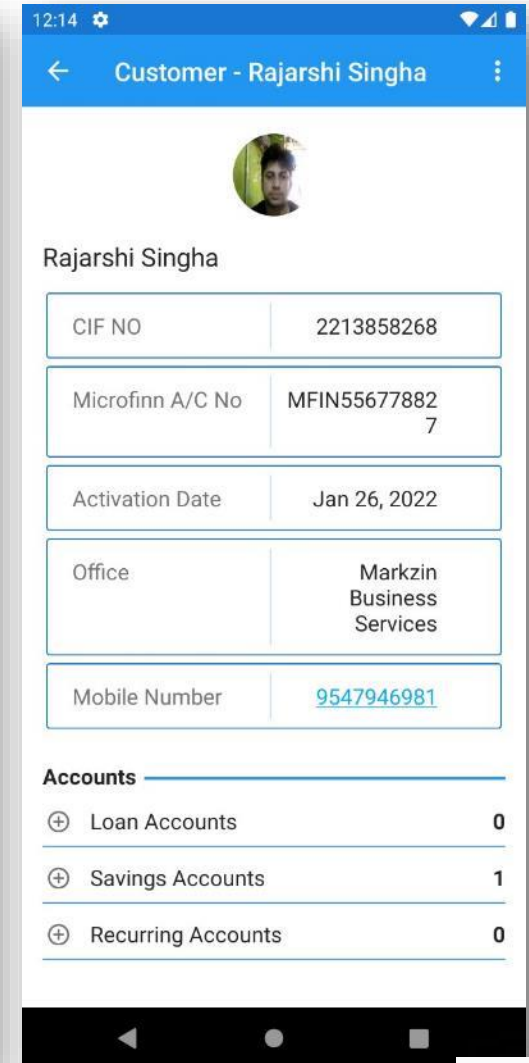


Please enter your credentials.

Username


Password

Login



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← Customer - Rajarshi Singha



Rajarshi Singha

CIF NO	2213858268
Microfinn A/C No	MFIN556778827
Activation Date	Jan 26, 2022
Office	Markzin Business Services
Mobile Number	9547946981

Accounts

+ Loan Accounts	0
+ Savings Accounts	1
+ Recurring Accounts	0

Microfinn Info. & Microfinn Skill: Strengthening the Microfinance Ecosystem from inside

1. All instructions/ information in local language
2. Reaching out to the unreached population with effective use of ICT
3. Orientation/ training on local language to cater to the specific information needs of target community
4. Developing pool of resource person (youth & women) at the community level to continue with the improved practices around microfinance, leveraging the ICT based solution Microfinn
5. Use of the online virtual training platform ((<https://upswing2021.com/>)) will be used in conducting training, orientation and providing handholding support to target population

Markzin Business Services

Limited Liability Company (LLPIN: AAQ- 2025) registered in India under section 23 (4) of the Limited Liability Partnership Act

Established in 2019 with the vision of ensuring quick and effective adoption of Digital Technology based business innovations across all the subsets of business and commerce for better collective performance of the economy.

Markzin envisages a world with technology based solutions with active participation of youth for an inclusive growth of the economy and business.

3 PILLERS OF MARKZIN



Markzin Services



Information Technology

- Website Design, Development & Maintenance
- Application Development & Maintenance (Web, Android & iOS)
- ERP & CRM Solutions



Digital Marketing

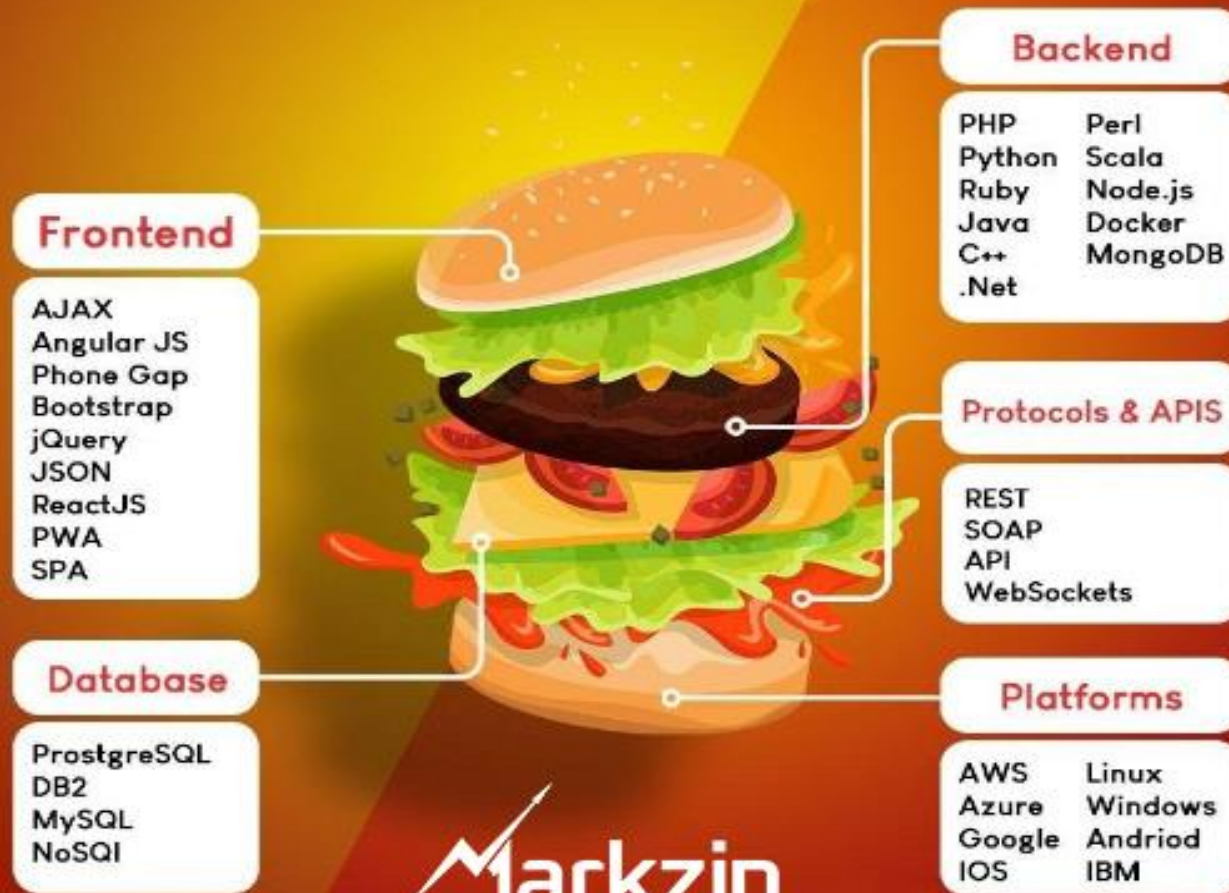
- Social Media Marketing
- Search Engine Optimization (SEO)
- Lead Generation Campaign
- Content- based Digital Marketing



Communications & Campaigns

Publication of Reports/ brochures and other business communications materials
Digital campaigns (email/ Social Media)
Market Research and Publicity Strategy formulation

Our Expertise



Our USP

Providing most
innovative ICT
Solution at most
competitive price

Glimpses of our works

Fit4Site Ltd., UK

Web - <https://www.fit4site.co.uk>

APP - <https://play.google.com/store/apps/details?id=com.fit4site.social> (Android)
<https://apps.apple.com/app/social-fit4site/id1572461688> (iOS)

Digital Marketing: <https://www.facebook.com/FIT4SITE/>



BreedTopia – Pets Network, UK

Web – <https://breedtopia.co.uk>

App- In Development (final review for App store submission)



Dr Debdatta Majumdar

Web - <https://www.drdebcardiologist.com/>

Digital Marketing- <https://www.facebook.com/dr.debdattacardiologist/>



Dr. Debdatta Majumdar

MD Medicine(Cal)(Gold Medalist)
DM Cardiology(Cal),MRCP(London)
Consultant Interventional Cardiologist



IntelliEST Technology Pvt. Ltd

Web - <https://www.intelliest.in/>

Samriddhi Foundation

App based ERP: <https://play.google.com/store/apps/details?id=com.markzin.samfdn>



Markzin Partners: Committed towards Bridging the Digital Gaps



Suprio Chatterjee, Founder & CEO: More than 20 years of experience in Business planning, Management and Social Enterprise. Spearheaded many youth & women entrepreneurship interventions across different states of India, including West Bengal, Kerala, Bihar, Assam, Andhra Pradesh, Tamil Nadu. Expert in Marketing communications and Market research and Business Planning



Rajarshi Singha, Chief Technology Officer & Partner: An young and promising Graduate of Engineering in Electronics & Communication Engineering (ECE) with over 6 years of experience in computer programming. Has exemplary talent towards developing ICT solutions for improved efficiency of business and commerce as per the actual need in the field. Has profound knowledge of handling innovative ICT projects at local, national and international levels



Suman Sarkar, Chief Operations Officer & Partner: An young entrepreneur by heart and an expert of planning and managing technology based projects for small & medium business and commerce across all the layers of business & commerce. Has an excellent talent of identifying and managing team of young people for achieving a common target. Experienced in Graphics design and leads the Creative wing of Markzin in addition to his responsibilities around Operations Management



Anindya Dey, Partner: More than 20 years of experience in managing Finance & Accounts for Corporates and business houses across states of India. Provides overall guidance in terms finance planning, management and finance & legal compliance matters of Markzin

Microfinn Project Implementation Team



Rajyashri Singha is a young IT professional with B. Tech in Computer Science & Engineering. For the past three years, Rajyashri has been working under various projects implemented by Markzin and she brings in additional flavour of gender- based technological requirements in all our interventions. She's a great women and youth leader with vast experience of planning and managing community- driven ICT projects.



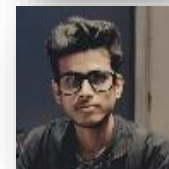
Medha Mukherjee is a final year student of B. Tech- Electronics & Computer Engineering. Medha has been working with Markzin for the past three years and through her active participation in various ICT projects, Medha had developed her skills in Software Development works. Medha is a born leader and she leads the youth brigade of young engineers and other professionals identified and mentored by Markzin. For the past one year, Medha has been engaged in the conceptualisation, development and field testing of Microfinn



Shreya Halder is a third year student of B. Tech- Electronics & Computer Engineering and an active member of the team that has been working on Microfinn. In addition to her engagement in software development works, Shreya has gained knowledge and expertise in working on Digital Marketing



Preeti Roy is pursuing her MA in English literature and she leads the Content Development works in Markzin. Being a woman from the rural areas of West Bengal, Preeti has a very clear understanding on the needs of women and she brings in her insights while working as a member of the team that has been working on Microfinn for the past one year. Preeti is very actively engaged in Digital Marketing works conducted by Markzin



A Diploma holder in Electrical Engineering, **Mukesh Singha** has been working with Markzin for the past three years. In addition to the logistics coordination and Hardware systems management, Mukesh plays a very active role in mobilising community members and local youth towards adoption of ICT based digital solutions in all aspects of life



Rahul Mondal is pursuing his Engineering (B. Tech) in Advance Computer Science & Engineering and has been working with Markzin for the past two years. In addition to his strong inclination towards Software Development, Rahul has passion for working on Graphics Design as well as Web Designing and Development

Thanks for your Attention



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communications@Markzin.com