

## Microfinance Activities in India through Planned Social Concern (PSC)



## We INVEST, Not LEND

Globally, the majority of poor people do not have access to formal financial services that include loans, credit or insurance. Money lenders charge exorbitant interest, but are often the only resource for people seeking to launch or invest in their own business. There are inadequate options and people living in poverty rarely have the chance to raise their standard of living. Internationally, micro credit, and its broader application, microfinance has

proved to be one of the most successful tools in the fight against poverty.

Project Concern International promotes economic development by offering financial services to the poor in many countries and keeping the programme objective in mind, Planned Social Concern (PSC) was formed in 2000 which is a section 25 not for profit company. PSC initiated its microfinance activities as an

independent not-for-profit Microfinance Organization and took over operations from PCI. PSC financed its activities mainly through international private equity investment and wholesale microfinance lending. The focus of PSC is to provide access to financial resources, improve skills and promote micro- enterprise development through building of local capacity in efficient and measurable ways.





"I see the day when people, especially women, living in poverty have quality financial services, and many of them are making use of these to lift their families out of poverty and to improve their social position."



**Vision of PSC:** Planned Social Concern envisions the day when people, especially women, living in poverty have quality financial services and the complementary skills and capacity to access them for improving their quality of life and economic independence."

**Model:** PSC has the status of 'Grameen Replicator' from the Grameen Trust of Bangladesh, and has followed the Grameen microfinance model.



PSC is currently operating in the State of Rajasthan (India); which is characterized for having a low population density, widely dispersed habitats, high illiteracy, and predominance of agriculture and high incidence of migration. PSC has two branches that reach out to nearly 6,000 women in nearly 100 villages in the District of Jaipur. These women have utilized approximately 7 Crore as loans to promote self enterprises. As on March 31, 2009 PSC had Rs. 2.33 Cr as outstanding loan amount with 3,010 women borrowers. In next two years, PSC is planning to reach 8,000 more borrowers in the state of Rajasthan.



In India, where nearly 260 million people earn less than dollar a day, only 20 million of these have access to basic

financial services. PSC has offered credit and other financial services in India since 2002, with a growing portfolio to assist people in need throughout the country. PSC intends to reach 500,000 clients through loans and other financial services by 2015.