

AMFI-WB: Microfinance Awards 2018
Letter for Participation for institutions providing microfinance
**AMFI-WB: 4th Eastern India Microfinance Summit 2018 –
Microfinance Awards**
The Awards shall be given on 14th of December 2018 at The Park, Kolkata.

Dear Sir/ Madam,

AMFI-WB has been organizing the Eastern India Microfinance Summit over the past few years and it proposes to recognize contribution of various institutions towards Microfinance and are reaching out to all players within the Microfinance domain covering Universal banks, SFBs and MFIs & other players in microfinance domain. *We are inviting nominations for the following six categories for three distinct types of players (NBFC-MFI, NGO-MFI and SFB & others).*

1. *NBFC-MFIs*
2. *NGO-MFIs*
3. *SFB & Others (including Banks and other Institutions who are in microfinance domain)*

In line with this, we request you to kindly send us a confirmation for your nomination and the following information via email at miyer@kpmg.com, jigarshah1@kpmg.com, wb.amfi@gmail.com,

Nominations are invited for the following categories:

1. *Description of the Digital Innovation initiative across business model, service delivery, customer experience, etc. Please refer Format-1 for submission*
2. *Description of the client centric initiatives across products, distribution, service delivery, customer relationship management, customer experience, marketing etc. Please refer Format-2 for submission*
3. *Description of the East India coverage. Please refer Format-3 for submission*
4. *Description of the Risk management initiatives. Please refer Format-4 for submission*
5. *Descriptions of the cross sell initiatives. Please refer Format-5 for submission*
6. *Description of the credit plus activities. Please refer Format-6 for submission*

You can submit your nomination across any or all of the above *six categories*. All the entries submitted in the prescribed format will be screened by the **KPMG** team for completeness and relevance. These entries will then be evaluated by a pre-jury panel, comprising of senior practitioners from **KPMG** India and microfinance experts, who will analyze entries across the six categories. The entries will then be judged by an independent jury, consisting of eminent members from banking and financial services sector. *KPMG is the Knowledge Partner of 4th Eastern India Microfinance Summit 2018.*

Kindly send us the above information in the format enclosed by *15th Nov 2018*. Please feel free to contact Mr. Muralidharan Iyer at miyer@kpmg.com or Jigar Shah at jigarshah1@kpmg.com

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or Mr. Asit Kumar Mitra at wb.amfi@gmail.com for any further queries or clarifications in this regard.

Please see the also the attached Brochure of 4th Eastern India Microfinance Summit 2018 for your kind information and ready reference.

We look forward to your timely support.

Yours Sincerely

Ajit Kumar Maity

Chairperson, AMFI-WB

Kartick Biswas

Secretary, AMFI-WB

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Annexure- Format for submitting entries

Format-1 Best Digital Innovation in Microfinance in India (Includes all SFBs/MFIs & other players in microfinance domain)		
1	Select specific area/areas of “ Digital Innovation ”	a) Business Model b) Service Delivery c) Customer Experience
2	Business context with a brief description of issues and challenges faced by the MFI/SFB that acted as a trigger to adopt this innovation	Not more than 500 words
3	Description of innovation along with the process adopted in institutionalization in the organization (concluded/implemented between - 1 st April 2017 to 30 th Sep 2018)	Not more than 1000 words
4	Business benefits accrued as a result of the innovation measured against the baseline parameters	Please provide quantifiable parameters across the chosen area of innovation to help assess the impact
5	Description of intangible benefits including customer satisfaction, loyalty, brand equity, employee	Not more than 500 words

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	satisfaction, etc.	
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Format-2 Best client centric initiative by an MFI in India (Includes all SFBs/MFIs & other players in microfinance domain)

1	Select area/areas of customer initiative that the organization has undertaken (from 1 st April 2017 to 30 th Sep 2018)	<ul style="list-style-type: none"> a) Products b) Distribution c) Service Delivery d) Customer Experience e) Marketing Any other
2	Business benefits accrued as a result of the customer centric initiative measured against the baseline parameters	Not more than 500 words
3	Description of intangible benefits including customer loyalty, customer servicing & experience, etc.	Not more than 1000 words

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Format-3 Best Coverage by an MFI in East India (Includes all SFBs/MFIs & other players in microfinance domain)		
1	Description of East focused initiative that the organization has undertaken (from 1 st April 2017 to 30 th Sep 2018)	Not more than 1000 words
2	Description of impact of the initiative for unbanked and under-banked customers	Please provide quantifiable data in order to assess the impact created along with other qualitative remarks such as challenges overcome and partnerships / alliances involved if any

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Format -4 Best Risk management practice adopted by an MFI in India (Includes all SFBs/MFIs & other players in microfinance domain)		
1	Select specific area/areas of Risk management	<ul style="list-style-type: none"> a) Credit risk b) Operational risk c) Liquidity/ALM risk
2	Description of risk management initiative undertaken by the organization (from 1 st April 2017 to 30 th Sep 2018)	Not more than 1000 words
3	Benefits accrued as a result of the initiative measured against the baseline parameters	Please provide quantifiable data in order to assess the impact created along with other qualitative remarks such as process improvements/controls put in place

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Format-5 Best Cross sell initiatives in Microfinance in India (Includes all SFBs/MFIs & other players in microfinance domain)		
1	What was the process followed for need identification for upsell sell/cross sell of other loan products/3 rd party products?	Not more than 500 words (please provide timeline indicating the launch of the initiative)
2	What were the strategic partnerships developed and how was technology leveraged to increase penetration of these products?	Not more than 500 words
3	Benefits accrued as a result of the initiative measured against the baseline parameters during the period mentioned	Please provide quantifiable data in order to assess the impact created

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Format-6 Best Credit plus initiatives in Microfinance in India (Includes all SFBs/MFIs & other players in microfinance domain)		
1	Select the area/areas of focus for credit plus activities?	<ul style="list-style-type: none"> a) Health services b) Financial literacy programs c) Energy efficiency programs d) Customer education programs
2	What were the strategic drivers to undertake credit plus activities?	Not more than 500 words
3	Benefits accrued as a result of the initiative measured against the baseline parameters during the period mentioned	Please provide quantifiable data in order to assess the impact created