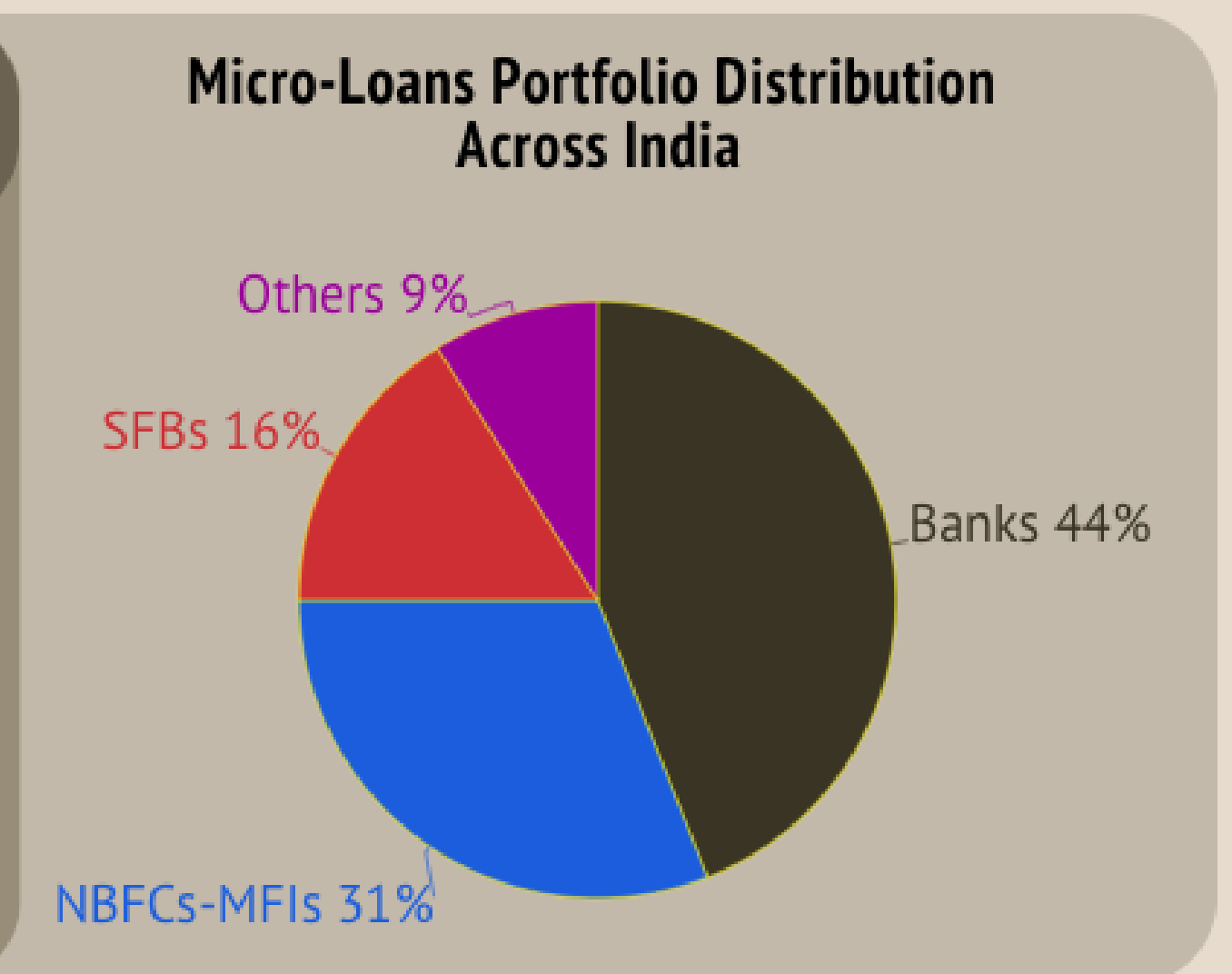
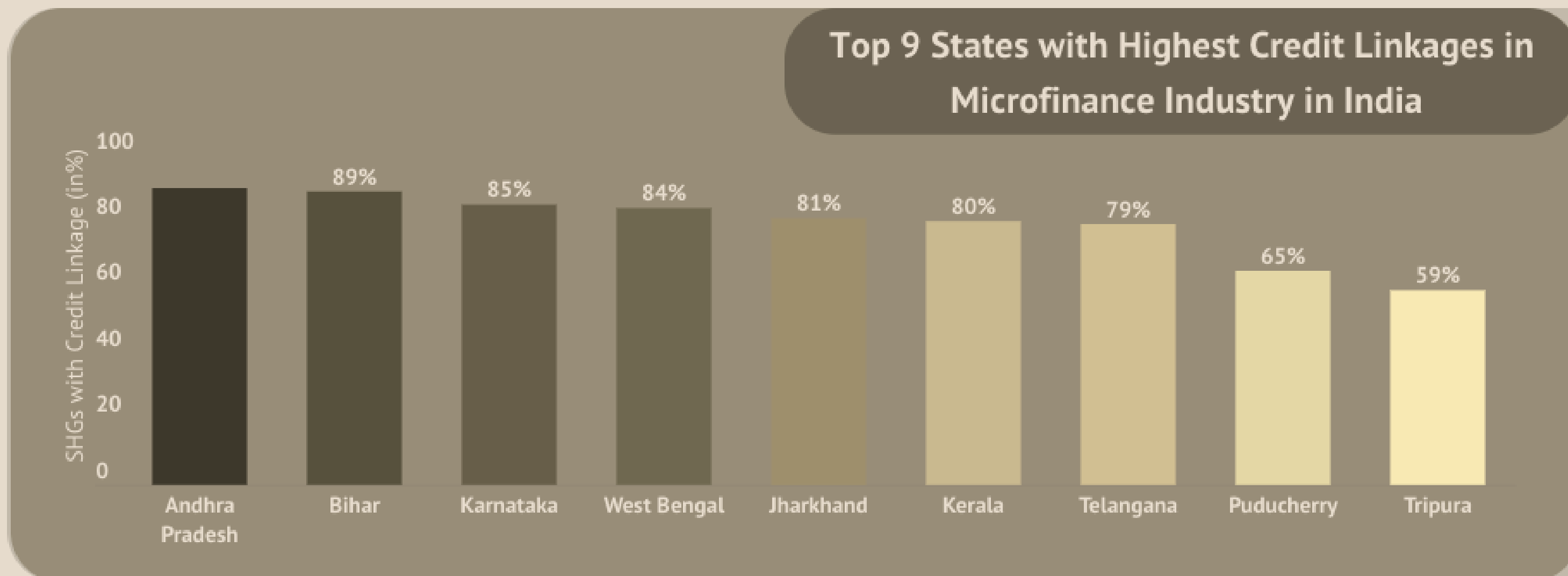
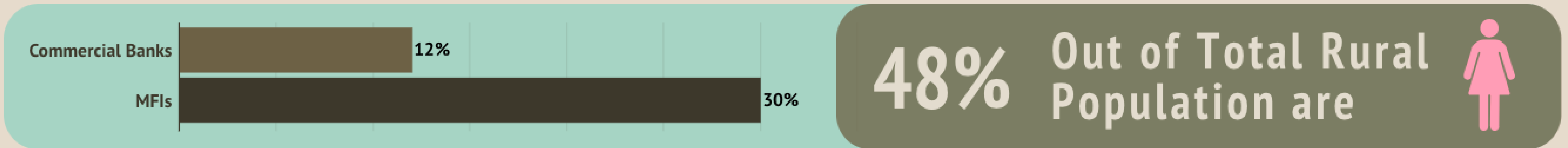


Microfinance in Rural India

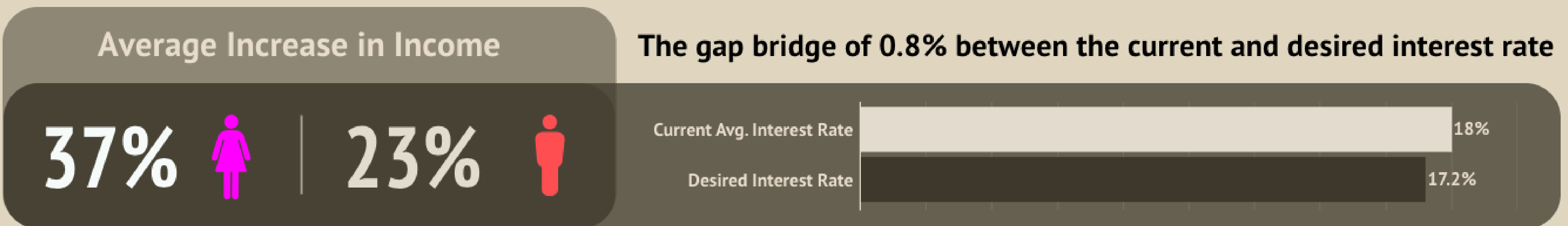
Problem

Compared to commercial banks (8-12%), MFIs charge a significantly high-interest rate (12-30%).

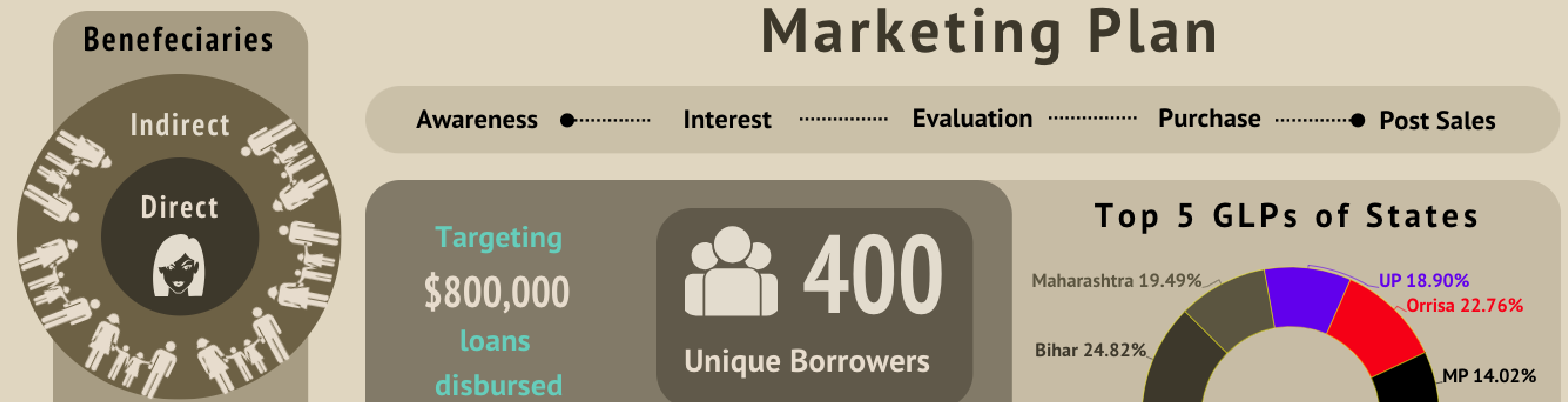


Solution

Reduce the current credit line interest rates from 18% to 17.2%



Marketing Plan



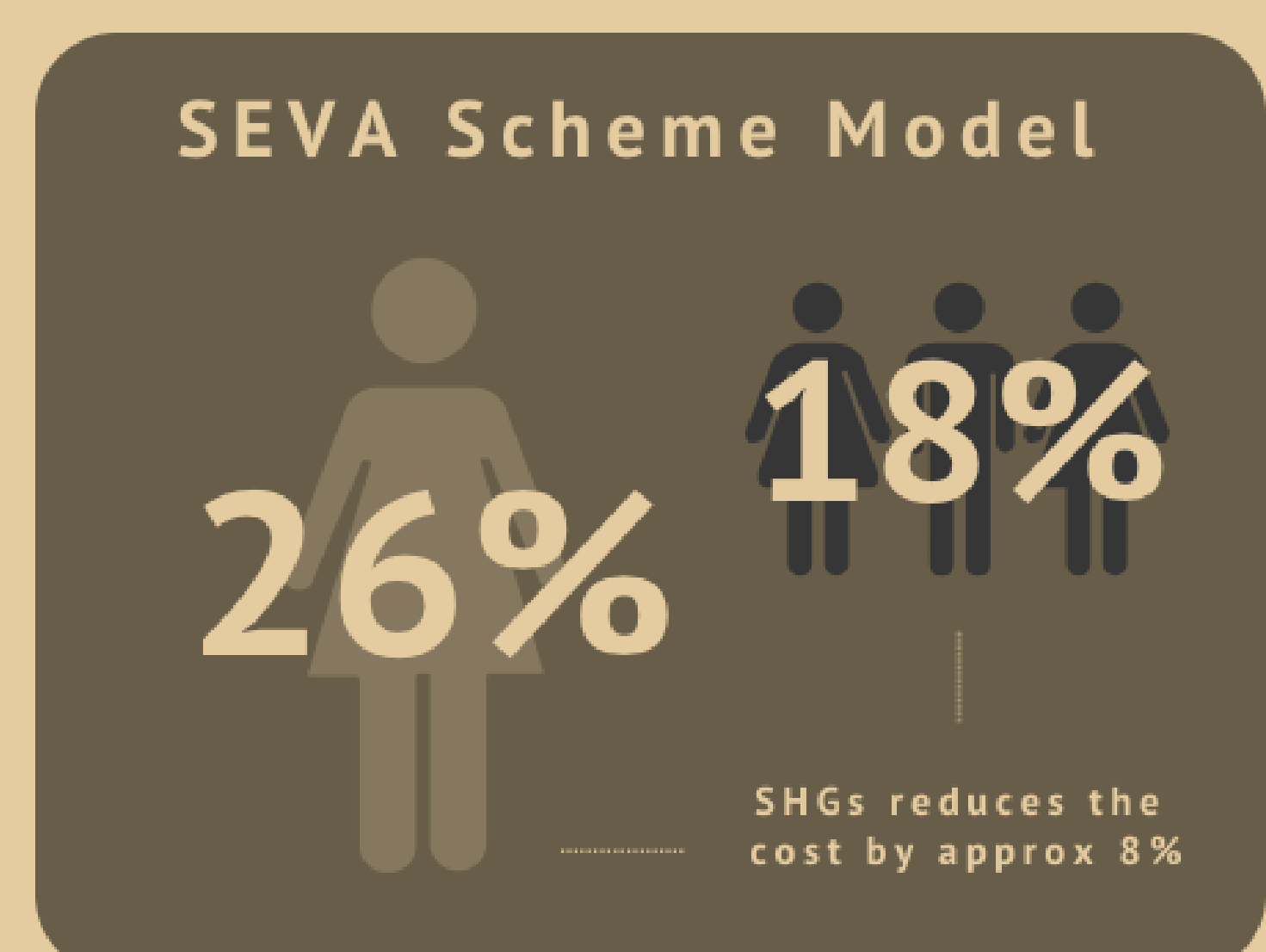
Recommendation

Women's Economic Freedom Foundation (WEFF) developed a comprehensive plan

Monitoring & Evaluation

Performance Indicators

KPIs	Ideal Ratio	Monitored
Debt-To-Income	2	
Gross Non-Performing Asset Ratio	2% of Total Assets	
Loan-to-Value Ratio	Not Greater Than 80%	



Regions Covered

