



# Grameen Koota Case Study



## Grameen Koota Snapshot

Grameen Koota, founded in 1997 in Bangalore, India, is one of Forbes' top 50 microfinance institutions, empowering the poor of the Karnataka region to lift themselves out of poverty.

### Pre Mifos – Sept 2006

Legal Status: NGO  
 Clients Reached: 70,938 Clients  
 Branches: 44 branches  
 Portfolio Size: \$7.8 million USD  
 Innovation: 3 months to add new product

### Post Mifos July 2009

Legal Status: (NBFC) Non Banking Financial Corp.  
 Clients Reached: 265,000 clients  
 Branches: 82 branches  
 Portfolio Size: \$30.22 million USD  
 Innovation: 1 day to add product (5 products added)

## Why Mifos?

While Grameen Koota had already automated operations through their previous management information system (MIS), to continue their extraordinary growth, they needed greater control over their technology. Mifos, an open centralized MIS platform developed by Grameen Foundation, provides them the robust capacity to effectively manage rapid expansion through real-time business intelligence along with the flexibility to support their growing portfolio of new products and services.

## Benefits of Mifos

- ✓ Centralized database allowing GK to aggressively expand and roll out new branches and products with precision and ease.
- ✓ Agility to dynamically tailor product mix to retain and attract clients in India's highly competitive microfinance market.
- ✓ Flexibility to support declining balance interest and thorough reports generation to meet NBFC regulatory requirements
- ✓ Real-time access to organization-wide data enabling forward-looking decision making and long term strategy planning
- ✓ Ease of use to quickly gain widespread adoption of Mifos increasing quality & security of data across the organization.

## Meet the Borrower

### Gowamma

Silk Farmer – 6<sup>th</sup> loan cycle  
 Kanakapura Branch



Before taking her first loan, Gowamma and her family were locked in a downward cycle of despair. As day laborers earning only 25 to 50 rupees (\$.50 – \$1) per day, they were at the mercy of high-rate moneylender loans just to survive.

With her first loan from Grameen Koota, she was able to start her own silk farm and pay off debt to the money lenders. Now on her sixth loan, she is ascending out of poverty to create a better life for her family - purchasing a tractor, buying a house, hiring a workforce and now investing in a poultry farm.

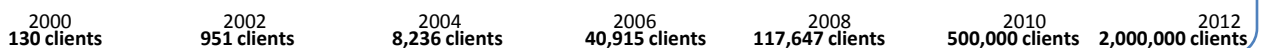
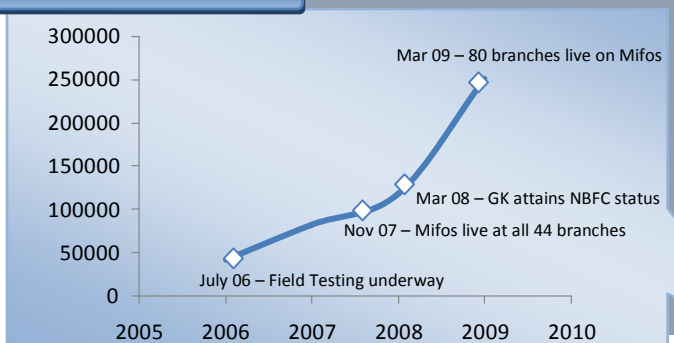
### Extend the Impact

#### Technology enables deeper outreach to each borrower:

- Expand to reach more borrowers like Gowamma
- Understand individual needs of each borrower better
- Innovate to extend more in-depth products & services
- Track the ascent out of poverty using PPI™ surveys

*\*Photos & borrower profile provided by Grameen Koota*

## Harnessing the Power of Mifos



July 2009  
 265,000 clients

## Looking towards the future

*Mifos is a fundamental backbone of GK, establishing long term IT strategy as a key driver of unparalleled growth & outreach to the poor.*

- Growth targeting 2 million clients by 03/2011
- Innovative product & service offerings
- Robust business intelligence & analytics
- Client-reaching technologies like m-banking
- Social performance measurement thru PPI™
- Back-office systems integration