

## Basic Information

### Overview

Microfinance is a category of financial services targeted at individuals and small businesses who lack access to conventional banking and related services. It is the most effective and flexible strategies against global poverty. It provides basic financial services such as loans, savings, money transfer services, and micro insurance to the clients. Ambala Foundation launched Micro Finance Program on July, 2002 and becoming a partner of Palli Karma Sahayak Foundation (PKSF) in 2004. It was a milestone that poses to sustain and acquiring high profile managerial capacity of the organization. Ambala Foundation is always in thought of extending microfinance services for the poor and ultra-poor in a flexible way in consideration of the conventional rigid system.

Ambala Foundation provides financial support to poor and disadvantaged people targeting women in particular. Microloans help home based income generating activities, mostly run by women, meet their demand for credit and enable the entrepreneurs grow their business revenues and enhance their productivity. Ambala Foundation offers customized products to help business-owners and entrepreneurs grow their businesses and eventually own ventures which are profitable, sustainable, and also generate employment for other within their communities.

Currently Ambala Foundation has been conducted self employed basis activity under Micro Finance Program at the 106 branches of 11 Districts. Under this program the organization are providing credit for cultivation of various kinds Agro based crops such as Potato, Jute, Green-chili, Banana, Water lemon, Paddy, Width & Popcorn etc. To create an entrepreneurship of distress women community the organization also providing credit facility for various income generating activities such as handcrafts raw material, Katha's accessories, Cow, Hen, Duck and Fish Fry etc. With assistance from PKSF and other commercial bank the project has been focusing on increasing the income of rural poor through providing required financial support to the rural poor and vulnerable people with skills, knowledge and regular follow up support.

### Objectives of the microfinance program

- Economically sustainable and environmentally balanced communities, where poverty has been eliminated and people live in dignity and security
- Ambala Foundation is to make support and strengthen the economy at the bottom of the socio-economic pyramid by facilitating access to financial services for the poor, marginalized and disadvantaged.
- To improve the quality of life in the communities where we work through sustainable and effective interventions.
- Help to create self-employment and sustainable income for the target people through Income Generating Activities (IGA) and enterprises.
- Mobilize savings for the poor
- Reduce dependency on moneylenders.
- Enhance income of the organization for its sustainability.

- Empower the women.
- Ensure livelihood security of the beneficiaries etc.

## Program Strategy

Ambala Foundation follows Holistic Development Approach with microfinance as the centre point of development. The important strategies of the program include:

- Maintaining MRA rules & regulations.
- Diversified products to meet beneficiaries demand.
- Special emphasis on sustainability of its borrowers.
- Easy & close communicating among employee as well as between employees & beneficiaries.
- Dynamic & forward looking leadership.
- Decentralization and delegation of authority to the bottom line officials.
- Participatory process in decision making.
- Special provision and emphasis on micro enterprise loan to the members for creating employment opportunities.
- Implementing cluster-based development activities through mobilizing all sorts of local resources and providing need- based information and technologies to the beneficiaries and communities
- Ensuring maximization of saving and promoting micro insurance as the part of borrower's resource mobilization and safety of the credit already disbursed to the client.
- Special priority on the agricultural development project.
- Strong monitoring, follow up and supervision.
- Establishing and national/international donor agencies.
- Special focus on women's empowerment.
- Risk and transaction cost reduction.

## Operational Area of Microfinance

At present, Ambala Foundation is operating its microfinance program in 14 districts through 131 branch, 26 area, 6 Zone and head office.

Description	Year wise Information		
	Year 2021	Year 2020	Year 2019
Branch	131	121	116
Districts	14	13	12
Upazila	67	59	56
Pauroshava	507	501	445
Village	1561	1550	1460