

## Basic Information

### Overview

Microfinance is considered as one of 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 that have been previously ignored by traditional financial services to serve the poor and landless, as a Microfinance institute Ambala Foundation launched Micro Finance Program on July 2002. Becoming Partner of the Palli Karma Sahayak Foundation (PKSF) in 2004, was a milestone for the organization 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.

Ambal Foundation provides microfinance facilities to bottom-of-the-pyramid households, targeting women in particular. Microloans help home based businesses, mostly run by women, meet their demand for credit, and enable the entrepreneurs to grow their business revenues and enhance their productivity, thus contributing towards the economic transformation of their households. Ambala Foundation offers customized products to help business- owners and entrepreneurs grow their businesses –owners and own ventures which are profitable, sustainable, and also generate e employment for other r women and families with their communities.

Currently Ambala Foundation has been conducted self-employed basis activity under Micro Finance Program at the 201branches of 19 Districts. Under this program the organization are providing credit for cultivation of various kinds Agro based crops such as Potato, Jute, Greencheli, 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 22 districts through 241 branch, 48 area, 12 Zone and head office.

Description	Month wise Information			Year wise Information		
	October, 2024	September, 2024	August, 2024	FY 2023-24	FY 2022-23	FY 2021-22
Branch	241	241	241	241	175	143
Districts	22	22	22	21	18	17
Upazila	145	145	145	144	105	134
Village	1281	1266	1247	3666	2834	2407
Union/Pauroshava	4106	4017	3936	1165	907	712