



THE FINCAP BULLETIN

Problems and Solutions with Perspective



From the Editor's desk

Preksha Modi

Elated is the word.

It means very happy. Corona Virus, however bad it was, has made us realize that life can end unexpectedly.

Implying that we must not hesitate in trying new things and cherish our life and talents fully while we can.

And I am elated because I saw this change in attitude in my MSFC family. The way everyone accepted the idea of having an internal newsletter and took up responsibilities in bringing it to life on paper, I was overjoyed at the notion of you all being so active and positive about a new idea.

And my joy does not end here. I have high hopes from the words printed here. As these are not mere words, but dreams, concerns, suggestions from you all who care about this NBFC, who envision it at a higher level than today in the coming year. I can see these words reaching you all as knowledge, opinion or facts. They might even spark some good memories. What I am sure of, is that they sure will tell you something you did not know.

With this idea of accepting and appreciating the new in life, in work and around...I give my best wishes to all readers.

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Understanding Customer's Need

by Devendra Sharma

Looking back in hindsight of the last four years, we realize that this journey has been a formation of building many blocks together to form an Institution and family like ours. I am happy to inform you that despite turbulent conditions of Covid, MS Fincap demonstrated an incredible growth and look forward to continuity along with growth for many more years to come.

Let's come to the point on a crucial challenge before MS Fincap. The first and basic problem amongst the many hurdles is customer need.

To understand the customer's needs we have to understand our clientele first. Some of our borrower's characteristics are as under:

- Involved in basic and simple to understand businesses avoiding complexity which are basically dealing in non-discretionary items churning on a day today basis.
- Daily cash flow driven business models mostly run by the sole entrepreneur.
- Operating on a negative working capital cycle, only need funds for expansion.
- Underleveraged borrowers.
- Backed by Self occupied residential and commercial property in which they either reside or do business.
- e.g. grocery store, hardware, medical, electrical fittings, General store, unbranded cloth store, auto repairing services, printing and stationery, dairy etc to name a few.

Customer need:

Life of our end borrower is financially complex due

to many exigencies like accidents, death, travel, marriage etc. which may cause missing in repayment deadlines.

Secondly, in MSME activities cash flow may not flow at a pre-defined date of every month causing unusual repayment of debt obligation.

Now one question arises: what is the basic problem before our borrowers, let's understand this with a practical example.

Assume Mr. A's EMI of Rs.20,000 is due on 22nd day of January, 21 and at very same time his daughter's school fees of Rs.20,000 become due. Here a question arises what will he pay first, as per normal human tendency the answer is ample clear for school fees as no underserved parent wants to compromise with his/her child's future.

Solution based approach:

For this problem we have a solution also i.e. we can pay school fees of his child and convert them into 12 easy monthly installments by adding the additional amount in his existing EMI. This will cause no pain in the collections whereas it will increase our disbursements as well.

Sometimes our efforts to make collection efficiency high lead to fear of psychosis at the end borrower, which is not healthy for the image of the company in the market.

Considering our situation we may deal with the situation with suggested plan stated below –

- Meeting with existing customers and understanding the need.
- Meeting with village head/Sarpanch and taking feedback of the borrower
- Market assessment
- Top-up of loan

Conclusion:

Would like to conclude with a simple statement that every problem has an inbuilt solution we just need to solve it at self-end and our mixed efforts can lead us to a better future. Putting blame on management and company is not a solution, if a stone is lying on your path then the best resolution is to remove it instead of expecting someone to remove the same.



Welcoming a new member the right way

By Arpita, Kanika & Prachi Bindal

Recently, we've had a lot of new people joining our company and one of the things we felt was really missing is the orientation that was not given to the new member. When a new fellow joins our company, he comes from a different environment or background. The employee does not have an idea about how our company works, the hierarchy/protocol we follow the people to reach out to for particular concerns, etc. When we were asked to point out why it was really a problem we could come forward with the following:

- It takes a lot of time for the new member to dilute in our company.
- He/She does not have clarity about her work or department.
- He/She learns through hit and trial methods.
- Eventually, it leads to time and energy wastage.
- Hesitation in asking for help during the initial days with queries regarding basic schedule and processes.

What we suggest as solutions...

- We can provide a week long Induction Program. Introduction with every member of the department along with a small team building Exercise.
- Written Pamphlets to be provided to the employee at the time of joining which have a brief about the company and the department in which the employee is working.
- Briefing about the workflow and the processes that are being followed in the department and company.
- Can make him/her move through different departments so that he will come to know about the overall working of the company.
- Feedback from the employee for improvement in the induction program.

Benefits

- With the help of training it will help an employee to dilute in the company, so he will be able to work towards the common goal.
- It will increase the productivity of the employee which in turn will help increase the company's efficiency.
- Will provide the clarity of workflow, so it will be less time consuming.




Employee of the Month

**Congratulations !
Gokulesh Sharma**

MSFC is proud of you and appreciates your contribution to the company.

Upcoming Events

BIRTHDAYS



WORK ANNIVERSARIES





Anita outside her Kiraana Store

Are we wasting a lot of paper?

By Abhishek Sharma (Credit Team)

I believe the need of the hour is for our organisation to accept and move towards complete digitalisation. As your good self is aware that the entire world has initiated the “Go Green” slogan to reduce the paperwork in corporate culture by moving towards digital initiatives, many institutes viz.

ICAI, ICSI and IIFT have instructed their members to reduce the use of papers in their origination. Even Bombay High Court has strictly guided the companies to use both side printing in applications with nominal margin in pages.

Current Situation:

In our organisation, we are facing a problem of using and wasting one of the most important resources of nature i.e. tree. As and when our sales guy logs in the file in MSFC application, customer documents like KYC, income proof and property documents are printed at three levels such as Branch Level, Credit & FI Level and HO level. This overlapping leads to paper waste that can definitely be checked.

Solution:

- File should be printed at HO level with only necessary documents to reduce the duplicity of printing.
- Take the printout of multiple images in a single sheet.
- Use of image file and pdf file in file processing

Client Stories

Anita, 42 years old

Anita is married to Sanjay and resides with her family, in Sarana Doongri with two daughters and her husband. To support her husband’s monthly income of Rs. 15000 she started a cosmetics shop. But their together inflows (monthly income) were insufficient to cover the monthly household demand, especially with growing children.

After Covid, MSFC has provided her a business loan of rupees one lakh to have the diversified product range of cosmetic items in her shop.

Anita is now prime earning member in family. Financial stability has not only improved her status in family, but also improved her status in society as independent supportive women.





Director's Message

Dear MSFC Family,
 New Year wouldn't really be new if certain new habits or say, perspectives aren't adopted. My message to you for the coming fiscal revolves around one word, and that's 'perspective'. You, as a growing professional need this perspective to be wide, positive and dynamic (that changes according to time and market).

In the context of our competitors, it is extremely vital for us to be aware of their latest triumphs and losses, their USPs, their upcoming projects, more so the coffee they drink in their office pantries. Not because we would want to copy or compare but because an all-aware mind is the foundation of sound decisions. We must either learn from their mistakes or be inspired by their achievements. The perspective says, "You don't let their actions lead you but you lead because you know it all (at least most of all).

"Those eight hours that you spend here in the premises have to be nothing but positive. There will be challenges, and dilemmas, and bad decisions. But the outcome of it all will depend on your perspective towards it. The challenges should make you stronger, the dilemmas should leave you more decisive while the poor decisions, only wiser. If we look back at our journey of the last 4 years, we've been nothing but dynamic. We've become faster, more organised, tech-savvier, always on-the-go to accept changes that are for the better. One thing that has led this to happen is our 'perspective for this company', how far and big we see it in the near future. No matter how difficult the times become, we will not stop progressing because we will not see the challenges as challenges but as opportunities. You must know when to see the glass as half full and half empty. That will be our guiding light. That will lead us.

We will be where we want to be.

Happy New Year!

Mukund & Shridhar

Recommended

Movie of the month

LIFE OR SOMETHING LIKE IT



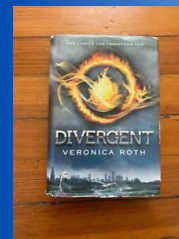
Featuring:
 Angelina Jolie
 &
 Edward Burns

Imagine being told you have one week to live. It features some very special moments. Lanie tries to heal family wounds. Pete (a divorced dad) is deeply committed to being part of his son's life. The film suggests that God is real by making His prophet "authentic." And the payoff finds Lanie, after landing her dream job in New York, counting the cost and deciding that loved ones are more precious than fame.

OTT Available on: Amazon Prime

Book of the month

Book : DIVERGENT BY VERONICA ROTH



DIVERGENT IS
 VERONICA
 ROTH'S DEBUT
 NOVEL.

In a world ravaged by human failings of greed, ignorance, lies, cowardice, and needless aggression, a new society has emerged. Divergent will take you by surprise and find you truly enjoying this engrossing, action-filled novel once you are able to suspend disbelief with regards to the societal structure.

Available on: Amazon India

Self Confidence is a must have!

By Gokulesh & Vishwajeet

Having worked in the organisation with several people closely over the span of a year, we, as the youngest cohort in the organisation felt that despite an air of positivity and motivation around, our colleagues have time and again questioned themselves, perhaps, due to lack of 'Self - Confidence'.

If we consider ancient theory, self-confidence comes with inheritance whereas developed corporate culture denotes self- confidence as on-going process throughout journey of life which cater an attitude about your skills and abilities. Negative peer relationships can also disrupt confidence, especially if there's a pack mentality. We found many reasons behind lack of confidence at workplace, some of which are detailed as follow:

- Most common reason that employees lose confidence is very simply because of a bad relationship with their peer staff.
- Lacuna in proper training and personality development programmed.
- Official culture (e.g. workplace sarcasm leads to unnecessary lack of self-confidence)

Solutions:

- Induction of employees and training programme at certain time intervals.
- Understanding the psychology of sarcastic peers to maintain a healthy environment at the workplace.
- The only difference between confidence and ego is "I can do it" and "only I can do it". Sometimes our ego may lead us to lack of self-confidence due to unexpected outcomes.
- Fake it 'till you make it: Feeling truly confident can take time, so hold your head up high, smile, and fake it 'till you make it. The right attitude will go a long way towards helping you think more positively."
- Evaluate your performance at self-end in other words self-assessment.
- Always keen to have knowledge from surrounding, this may improve your thinking capacity.

Benefits and Conclusion:-

Self-confidence reduces fear of taking up responsibilities which leads to increment in manpower efficiency and also

helps in understanding that failures are a part of learning. As we know that employees are the front face of a company therefore it is the prime duty of every reporting head to build confidence in his/her team. In the end, I would like to state that despite the tentative economic environment, the MSFC, strongly driven by its talented workforce, is bound to continue to extend its hands-on development of its people.

Impact Analysis

Multi-billionaire Elon Musk has incorporated its wholly-owned subsidiary in India and named it Tesla India Motors and Energy Private Limited. This action will not only aid the business of domestic car financiers in near future, but also will explore the new opportunities in electric charging station finance.

Everyone is waiting for the upcoming budget speech of UFM Nirmala Sitharaman on February 1, 2021. EV makers, as well as financiers, are waiting to see if she will entice foreign investors like Musk by promoting electric vehicles. On the other hand, Tesla may start self-owned vehicle finance company for hassle-free sales like other foreign carmakers. The FAME-II benefits are currently extended only to vehicles used for commercial purposes and not personal use. Large electric fleet operators are able to get finance.

Year 2020 in retrospective at MS Fincap

- From strength of 23 employees in December 2019, we stand at 68 in December 2020, a stellar growth.
- All MSFC employees were covered in Policy “Corona Kawach” from the date of joining and all employees not under the ESIC were provided benefits of a Personal Accident Insurance cover of 10 Lakhs.
- Co. introduced interesting Employee Engagement activities like Employee of the Month, Indoor games and Birthday Celebrations each Month which generated warm response.
- Company recognized the employees' need of a little more personal time and announced an extra day off on all Second Saturdays.
- MS Fincap turned 4 in 2020 and organized week-long activities Team Building session.
- Starting from a humble 2 Branches in 2019, Company incepted seven more branches in 2020, totaling it to nine functional units. (Jaipur, Bassi, Jhotwara, Johri Bazar, Chaksu, Chomu, Bagru, Sikar, and Ajmer)
- A sub-brand of MSFC, EdCred, was launched, which offer convenient no-cost EMIs on annual fees and is a significant relief to Parents.
- Co. rolled out MSFC App for Customers & MSFC Partner App for MSFC Sales Executives. For immediate reach and a whole new level of engagement with its Customers Co begin using WhatsApp board (No. 9700014666) for its EdCred Customer.
- Co. implemented loan application, verification disbursement, and all process completion using the digital platform like Video KYC, E- NACH & E- Signing.
- Unlike other NBFC Companies, MSFC continued sanctioning short-term and unsecured loans during Pandemic lock down time and touched base with its old customer’s to check for their requirement if any.
- Co. Tied up with Financepeer, a Mumbai based company founded by IIT/IIM alumni in October 2020
- AUM has grown at CAGR of 74% over past 3 years. During the year we have added 285 new customers.



Fincap Bulletin Team



Bosky Sharma

Bosky obtained Master's degree in Economics from Rajasthan University. She started her career with Just Dial Pvt Ltd as a Back Office Executive. She Joined MSFC in late calendar year of 2019 as an EA to Director. Besides that she likes to read books.

Janesha Completed B.Com from Jai Narain Vyas University and started her career as Sales Assistant with Taj Palace Hotel, New Delhi. She has been part of the Russian-Conglomerate Sistema (MTS, India) and handled International working Trips and Expat Profiles.



Janesha Dhillan



Devendra Sharma

Devendra obtained a bachelor of law degree from University of Rajasthan and he is an associated member of Institute of Company Secretaries of India. He joined MSFC in late of calendar year 2019 as Manager-Finance. Before MSFC, he was associated with Ess Kay Fincorp. In this role, Devendra led the capital markets, foreign investor relations, finance, and treasury functions

Divya mahla is a process Co-ordinator at MSFC, Started her career from RSGV as a supervisor. She completed her graduation from Rajasthan University. Besides that she likes Net surfing & Sports.



Divya Mahla



Pooja Rawat

Pooja Rawat is the Front Office Executive of MSFC & she joined here on 8th August 2019. Also this is her first job. She is studying and pursuing her final year of graduation from Tagore College, Mansarovar. Besides that she likes Art & Craft and Sports.