



*“To maximize the financial well being of every individual and every enterprise by providing complete financial services in the remote rural parts of the hills of Garhwal.”*

## Farmers day out..



It took an hour to pull Pushkar Singh out of his pleasantries with all and sundry at Agrakhal market, but once we started the climb to his heaven he was unstoppable, both in walking and talking. Amazing perseverance, he started with initial purchase of a bighas of land and in matter of 7 years owns 55 bighas !!!! Has a yield of over 50 tons of cucumber,

gourd, off season peas , potatoes. Pushkar Singh had a major financial set back this year as his plan of fisheries failed due to extreme heat and water shortage, incidentally there is high demand of fish in the area as Dhabas are selling mutton which is very expensive, a rough estimate is 50 kg of fish a day is expected consumption. Rain water harvesting and drip irrigation is visible in Pushkar's farm and he believes that it is the only "Mantra " to succeed as a farmer. His quality of product is talk of the town, each cucumber weight 2 to 3 kg. His interest took him to Jammu and Himachal to understand the cultivation of

fruit trees and has already started to work on plantation of peaches, apples , plums and apricots. A poly house is also in the pipeline.

The walk took 50 minutes of climb and not once did he stop talking about his belief that the more you invest in land more it pays you back and one must be a farmer "DIL SE ". Using farming to make quick money may lead to failure, he in his own way warned us to be careful in case we are thinking on crop loans.

There are few who are like him hardworking and totally unassuming, he wants to take people in his fold but feels he is not getting support as most of them are not ready to take a risk or do not have the access to cash, this is where we make an entry.

## Infrastructure: A big challenge

Infrastructure has been getting difficult as we move up the hills. Khadi was one such experience. With hope of creating our own branch we did a lease deed for a piece of land . Overlooking the market on top of main Khadi hill, though will be ideal but who was to know that trouble had just started. The owner had been living on the land since 40 yrs and had papers of paying Rs. 20,000 for purchase of land. The entire village said that the land belonged to Jaimal, with



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whom we did the deal. As we started proceeding towards the construction neighbours objected saying we should do the deal with them as they are

the legitimate owners. After inquiry with revenue authorities it was revealed that the land in deed did not belong to the person we did the deal with in spite of the fact that he had the sale deed but had not done the mutation of land. Slowly we learnt that in most of the places, the land records and even possessed shops do not have clear/ownership title. This has made us extra careful and now I am chasing the Patwari's before acquiring a land / shop. It indeed is a difficult task. But few rounds to find out the details of Khadi have taught a hard lesson.

## Branch Opening at Khadi & Chaka



Sahastradhara team at Khadi

Amidst simple ceremony , we opened our 3rd branch at Khadi on 23rd August. DIG Crime (Uttarakhand) Ms. Abhilasha Bisht was present . She expressed happiness over our mission of financial inclusion and hoped that this service will reach to more and more people in future. Villagers present at the opening expressed their happiness for

being included in the service area of the branch. They were also appreciative of the company policy of absorbing local youth for employment.

In line with Khadi, we opened our 4th branch in Chaka on August 28 . Reaching Chaka for inauguration was a challenge in itself due to heavy landslide and thick fog as a result of enormous down pour.

We still thanked our luck as roads were cleared almost immediately by authorities and we could inaugurate the branch on the same day as planned but only by 1:30 PM.

In Khadi , we got good response from the people .It became the first branch to form a female JLG. This is achievement for us because we were facing lots of difficulties in forming of female Joint Liability Groups.

We are also facing challenges regarding the connectivity ,geographical structure and the seasonal factors .

To solve the problem of connectivity we have tested offline Software (Saral) of FINO for the branches at Lasser and Pokhri. Though we are sure of our efforts to reach rural remote by continuous innovation but yet to be sure of the outcome.



Inauguration at Chaka Branch

### WM Speaks



Laxmi Rawat, our 1st female WM, an intermediate, belongs to Chamba, Tehri District .

She shares her thoughts and experiences after joining Sahastradhara KGFS.

"I feel every organization has some strengths and weaknesses. So, for achieving success ,every company should assess its strengths and weaknesses. Only after all employees perform well, will we be able to achieve our objectives and mission well. Its my first job but after joining SKGFS I know that I am contributing to the development

of those geographical areas where villages are inapproachable & poverty ridden and people need some financial assistance to fulfill their requirements.

As we are new it will take a lot of effort for us to prove ourselves.

During our training in HQ. I have learnt each and every aspect of product and processes and related software. I was surprised that all this is possible in villages. I have visited many villages for surveys and while working on the field I have faced many problems but now I am able to understand the needs of the people. Also, as woman it is easy for me to talk with the woman in the house.

After village visits I could understand that people want many more facilities like housing loan, two wheeler loan and animal insurance.

I had not thought of these but meeting people made me aware.

#### News & Events

*Shifted in the new HQ at Vill- Jogyana, P.O.- Athurwala , Opp.- Jolly Grant Airport, Dehradun*

*Tested offline software (Saral) of FINO for the Lasser and Pokhri Branches*

*07 operational branches opened*

*1880 plus customers enrolled*

Please send your comments, suggestions and feedback at [shrot@sahastradharakgfs.co.in](mailto:shrot@sahastradharakgfs.co.in)