

SATYA's social mission, social goals, SMART objectives, and its indicators

Mission Statement - To be a preferred choice for the people at the bottom of the pyramid in the creation of their enterprise and livelihood through a holistic approach.

SATYA's Social Mission	Our Strategy
<p>People at the Bottom of the Pyramid</p>	<ul style="list-style-type: none"> Expansion strategy includes identifying areas where the under banked section¹ of the population who are not widely covered by formal financial institutions, households with annual income not exceeding Rs.1.25 lakh in rural areas and Rs. 2.00 lakh in urban areas with special focus towards women
<p>Holistic approach - Holistic approach is defined as providing a mix of both financial products and financial services (Training around digital and financial literacy) to meet the requirements of clients. Holistic Approach includes an approach which balances the financial and social sustainability which benefits 'all' the stakeholders. Satya embeds the principles embodied in the universal standards of social performance while being the leader as an efficient and appreciated FSP (financial service provider)</p>	<ul style="list-style-type: none"> Different financial products for the target clients based on their needs Digital financial literacy programme for the target clients Training staff on principles of best practices of client service based on client needs and feedback Supporting staff through best practices of responsible management Ensuring clients satisfaction
<p>To improve the living standards of the target clients and their family members</p>	<p>Track and monitor the MIS data such as change in business assets, regular repayment, savings, sources of income etc. to see the change the in the life of clients Impact assessment study of clients</p> <ul style="list-style-type: none"> Household assets: Access to Water and Sanitation Access to education Economic status (Income, Business, employment) Social status (Leadership, Decision making and community participation)

¹ The term underbanked refers to individuals or families who manage their finances through cash transactions instead of more traditional financial services such as bank accounts, credit cards, and loans. This may be because they lack access to convenient, affordable banking services or because they prefer to use alternatives to traditional financial services;
<https://www.investopedia.com/terms/u/underbanked.asp>

Social goal	Baseline as per SPI4 as on March 2022	SMART Objectives
<p>Social Goal 1 - To reach at the People at the Bottom of the Pyramid</p> <ul style="list-style-type: none"> • Women clients and (and their households) • Low-income households (annual income levels as per RBI that is annual income not exceeding Rs.1.25 lakh in rural areas and Rs.2.00 lakh in urban areas) • Marginalized section of the society such as SC, ST, OBC and Minority 	<ul style="list-style-type: none"> • Women Clients outreach – 99.6% • Clients from rural areas of India – 87% • Clients have accessed to the loan for the first time – 20% • Clients from marginalized section of society (defined as SC, ST, OBC and minority) – 85.5% 	<ul style="list-style-type: none"> • 65-70% of the total clients will be women only • 65 -70% of the total clients should be from the rural areas of India² • 10-15 % of the total clients have accessed formal loan for the first time. • 35-40% of the total clients should be from marginalized section of society (defined as SC, ST, OBC and minority)
<p>Social Goal 2 -To be preferred choice of the People at the Bottom of the Pyramid by providing holistic products and services</p> <ul style="list-style-type: none"> • Financial Products (Loans and Insurance) • Financial services: Literacy programmes 	<ul style="list-style-type: none"> • Client conversation rate – 48% • Client satisfaction score – 80% • Client covered under credit life insurance – 98% • Client covered under Hospi Cash – 95% • No Baseline 	<ul style="list-style-type: none"> • Client conversion rate ³should be at least 70% • 65-70% of clients are satisfied with SATYA's products and services • 95% of the total clients would get access to the Credit Life Insurance • 70-75% of the total clients would get access to the Hospi Cash • 1,200 clients train under digital financial literacy programme

² As per National Sample Survey Organisation (NSSO) defines 'rural' as; An area with a population density of up to 400 per square kilometer, Villages with clear surveyed boundaries but no municipal board, A minimum of 75% of male working population involved in agriculture and allied activities and RBI defines rural areas as those areas with a population of less than 49,000 (tier -3 to tier-6 cities).

³ Conversion rate is defined as the no. of active loans converted into the next loan cycle. Conversion Rate = (No. of clients who renew their loans at the end of the period / Total no. of the clients who were up for renewal)*100

Social goal	Baseline as per SPI4 as on March 2022	SMART Objectives
<p>Social Goal 3 - Enhancing the living standards of the people at the bottom of the pyramid and their family members</p> <ul style="list-style-type: none"> • Living standards (improved housing, food, clothing, income and asset creation) • Expansion of business and employment generation • Empowerment (personal and social empowerment) • Improved children’s education, access to health, sanitation. 	<ul style="list-style-type: none"> • No Baseline • No baseline • No baseline • No baseline • No baseline • No baseline • No baseline • No baseline • No baseline 	<ul style="list-style-type: none"> • After 3 years' association with SATYA, there should be 70% of the clients will report that there is increase in household income. • After 3 years’ association with SATYA, there should be 20% of the clients will report that there is increase in household assets (TV, refrigerator, DVD player, washing machine, bicycle/motorcycle, scooter/car, cooler). • After 3 years' association with SATYA, there should be 10% of the clients will report that there is a increase in access to health facilities • After 3 years' association with SATYA, there should be 10% of the clients will report that there is an increase in access to drinking water facilities • After 3 years' association with SATYA, there should be 10% of the clients will report that there is an increase in access to individual toilet facilities • All eligible school-age children (age group 5 -18 years) of all the clients who has been associated with SATYA more than 3 years attending school or colleges • 35-40% increase in clients reporting improved decision making at the household level • 25-30% from the total clients graduate from Limited Liability Group (LLG) to Individual Lending (IML) • After 3 years’ association with SATYA, 20% of the clients should report increase in household assets (TV, refrigerator, DVD player, washing machine, bicycle/motorcycle, scooter/car, cooler) along with

Social goal	Baseline as per SPI4 as on March 2022	SMART Objectives
		perception of change in income, in household living standard.
Social Goal 4 – To be a responsible organisation for the employees	<ul style="list-style-type: none"> • Staff retention rate – 73% • No baseline • Employees are satisfied by the given resolution against the registered compliant under Employee Grievance Redressal Mechanism – 98% • Employee satisfaction score – 77% • Employees undergone to training – 100% • Branch Head and Assistance Credit Manager, Regional Business Head undergone to training – 100% 	<ul style="list-style-type: none"> • Staff retention rate should be at least 65% • Improve/strengthen the staff exit survey mechanism (100% staff exit interviews for those giving notice and leaving after the conduct of the required procedure of exit) • 90% of employees are satisfied by the given resolution against the registered compliant under Employee Grievance Redressal Mechanism • 65-70% of employees are satisfied with SATYA • 100% of the new employees undergone with Induction Training • 100% of the EDO, Branch Head and Assistant Credit Manager who has completed 6 months in SATYA undergone with Refresher Training

SMART Objectives	Social Indicators	Whether this data exists currently?	Reporting audience	Frequency of the data to be published
65-70% of the total clients will be women only	% of clients: women	Yes	Management and Board	Quarterly
65 -70% of the total clients should be from the rural areas of India	% of clients: rural areas	Yes	Management and Board	Quarterly
35-40 % of the total clients have accessed formal loan for the first time	% of clients who have accessed formal loan for the first time	No	Board	Quarterly
35-40% of the total clients should be from marginalized section of society (defined as SC, ST, OBC and minority)	% of client category: SC, ST, OBC, Minority	Yes	Management and Board	Quarterly
Client conversion rate should be at least 70%	% of clients converted from one cycle loan to the next loan cycle	Yes	Management and Board	Quarterly
65-70% of clients are satisfied with SATYA's products and services	% of the clients satisfied with SATYA's products and services	Yes	Operations, Management and Board	Quarterly
95% of the total clients would get access to the Credit Life Insurance	% of the clients covered under credit life insurance	Yes		Quarterly
	Claims Settlement Ratio of credit life insurance	Yes	Operations, Management and Board	Quarterly
	% of Claims settled within the TAT of credit life insurance	Yes	Operations, Management and Board	Quarterly
70-75% of the total clients would get access to the Hospi Cash	% of the clients covered under Hospi Cash	Yes		Quarterly
	Claims Settlement Ratio of Hospi Cash	Yes	Operations, Management and Board	Quarterly
	% of Claims settled within the TAT of Hospi Cash	Yes	Operations, Management and Board	Quarterly
1,200 clients train under digital financial literacy programme	No. of clients covered under the financial literacy programme	Yes	Management and Board	Quarterly

SMART Objectives	Social Indicators	Whether this data exists currently?	Reporting audience	Frequency of the data to be published
After 3 years' association with SATYA, there should be 70% of the clients will report that there is increase in household income.	% of the existing clients reported that their income has increased	No	Board	Annual
After 3 years' association with SATYA, there should be 20% of the clients will report that there is increase in household assets (TV, refrigerator, DVD player, washing machine, bicycle/motorcycle, scooter/car, cooler).	% of the existing clients reported that their asset ownership has increased	No	Board	Annual
After 3 years' association with SATYA, there should be 10% of the clients will report that there is a increase in access to health facilities	% of the existing clients reported that their access to health facilities has increased	No	Board	Annual
After 3 years' association with SATYA, there should be 10% of the clients will report that there is a increase in access to drinking water facilities	% of the existing clients reported that their access to drinking water facilities has increased	No	Board	Annual
After 3 years' association with SATYA, there should be 10% of the clients will report that there is a increase in access to individual toilet facilities	% of the existing clients reported that their access to individual toilet facilities has increased	No	Board	Annual

SMART Objectives	Social Indicators	Whether this data exists currently?	Reporting audience	Frequency of the data to be published
All eligible school-age children (age group 5 -18 years) of all the clients who has been associated with SATYA more than 3 years attending school or colleges	% of clients reported that their school age children are attending regular schools or colleges	No	Board	Annual
35-40% increase in clients reporting improved decision making at the household level	% of clients reported increased decision making with household	No	Board	Annual
25-30% from the total clients graduate from Limited Liability Group (LLG) to Individual Lending (IML)	% of clients graduate LLG to IML	Yes	Operations, management and board	Quarterly
Staff retention rate should be at least 65%	Staff retention ratio	Yes	Management and Board	Quarterly
Improve/strengthen the staff exit survey mechanism (100% staff exit interviews for those giving notice and leaving after the conduct of the required procedure of exit)	% of employees undergone with staff exit survey	Yes	Management and Board	Quarterly
90% of employees are satisfied by the given resolution against the registered compliant under Employee Grievance Redressal Mechanism	% of complaints resolved in the defined TAT	Yes	Management and Board	Quarterly
	% of employees are satisfied by given resolution against the registered compliant under Employee Grievance Redressal Mechanism	Yes	Management and Board	Quarterly
65-70% of employees are satisfied with SATYA	% of employees are satisfied with SATYA	Yes	Management and Board	Quarterly
100% of the new employees undergone with Induction Training	% of the new employees undergone with Induction Training	Yes	Management and Board	Quarterly

SMART Objectives	Social Indicators	Whether this data exists currently?	Reporting audience	Frequency of the data to be published
100% of the EDO, Branch Head and Assistant Credit Manager who has completed 6 months in SATYA undergone with Refresher Training	% of the Branch Head and Assistant Credit Manager who has completed 6 months in SATYA undergone with Refresher Training	Yes	Management and Board	Quarterly