

A QUARTERLY NEWSLETTER OF  
KHUSHHALI MICROFINANCE BANK

JAN - MARCH 2022 | VOLUME XXXI



GRASS  
ROOTS

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# MESSAGE FROM CEO

Khushhali Microfinance Bank Limited



It is a great pleasure for me to recognize and share with you; the inspirational achievements of Khushhali Microfinance Bank Limited, as an industry-leading financial institution that continues to make valuable contributions toward sustainable socio-economic growth of Pakistan. Our special focus is on providing world-class banking services in all the under-developed regions of the country because unfortunately, these communities have remained unbanked for many decades.

We are pursuing a vision to ensure broader financial inclusion, by using innovative technologies and digital-banking solutions for more outreach, convenience, and the empowerment of impoverished people all over the nation.

Taking this opportunity, I would like to acknowledge the passion and diligence of the Khushhali Bank workforce. All of you have consistently shown great commitment toward customer care and professional excellence. Your cohesive efforts have enabled us to achieve greater milestones of success, along with rapid expansion and enrichment of our vast network of more than 208 branches. Today, we are catering to the evolving needs of more than one and a half million clients, all over Pakistan. This insightful and vibrant newsletter – “Grassroots”, also gives us an opportunity to share our wisdom and highlight our resourceful initiatives that are fulfilling our corporate social responsibilities.

For almost two decades now, Khushhali Bank has made a special pledge for poverty alleviation, while we are uplifting the marginalized segments like female-population, rural/farming sectors, and minorities. The well-being of our employees, our communities, and other stakeholders, remains our highest priority, and I wish you the best of luck for a progressive and prosperous future.

**Ghalib Nishtar**

President,  
Khushhali Microfinance Bank Limited

# 79<sup>th</sup> BOARD OF DIRECTORS MEETING

In the corporate affairs unit, 1st quarterly board & its sub-committees' meeting of 2022 was held from February 21st 2022 to February 25th 2022. In the 79th Board meeting, BOD reviewed the economic update, operating results, and business update for the year ended on 31st December 2021.

In Quarter 1 of 2022, the 15th Annual General Meeting of Shareholders took place on 21st March 2022. In the 15th Annual General Meeting, the Shareholders approved the Accounts and Financial statements for the year 2021.

On the litigation front, 15 new litigation cases have been filed during Q1 2022, and 12 previous cases where the Bank was a party have been disposed of in favor of the bank during this period.

# BUSINESS OVERVIEW

JUL-SEP 2021 BUSINESS OVERVIEW

<b>ACTIVE BORROWERS</b>	<b>804,987</b>
<b>YTD LOAN SERVICE</b>	<b>127,878</b>
<b>YTD DISBURSEMENT</b>	<b>17,797,316,832</b>
<b>ACTIVE SAVERS</b>	<b>3,036,094</b>
<b>GLP</b>	<b>76,091,989,884</b>

## KHUSHHALI MICROFINANCE BANK WINS CSR AWARD AT 14TH INTERNATIONAL CSR SUMMIT 2022

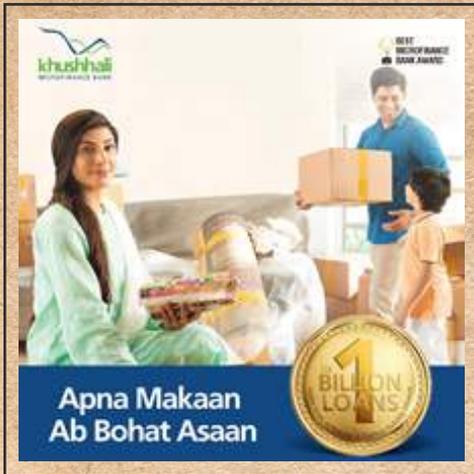
Khushhali Microfinance Bank Limited (KMFBL) is the winner of many prestigious awards, including the 'Best Microfinance Bank Award' – 2021, (by CFA Society of Pakistan). The generous 'Social-Impact & Sustainability initiatives of this robust institution were recently recognized with another accolade, presented at the 14th International CSR Summit – 2022, organized by the National Forum for Environment and Health (NFEH). The key stakeholders of the corporate sector lauded the positive changes enabled by this pioneering micro-finance institution in Pakistan.

Over the years, Khushhali Microfinance Bank has achieved operational excellence, through customer-centric innovations and advanced technologies. To further enrich its performance, it has launched

"Khushhali for Everyone" – its exemplary Corporate Social Responsibility Programme focused on: elevating quality of life, public health, education, financial inclusion, women-empowerment, re-integration of persons with disabilities and environmental sustainability.



# KHUSHHALI MICROFINANCE BANK HAS SUCCESSFULLY DISBURSED ONE BILLION RUPEES UNDER THE GOVERNMENT OF PAKISTAN'S MARKUP SUBSIDY SCHEME



Khushhali Apna Makaan is a low-cost housing scheme offering housing finance to low- and middle-income households. Khushhali Microfinance Bank is proud to be at the forefront of the Khushhali Apna Makaan Housing Finance Scheme with the disbursement of one billion rupees under the Government of Pakistan's Subsidy Scheme. KMBL supports the Government of Pakistan's and State Bank's initiative to provide affordable and flexible homeownership.

## CELEBRATING THE SUCCESS OF KHUSHHALI KAROBAR

-  Number of Loans: **38**
-  Active Clients: **66**
-  Gross Loan Portfolio (GLP): **PKR 116,841,684**

During the 1st Quarter of 2022, Khushhali Karobar (SME Division) achieved its first milestone of more than 100 Million disbursements, GLP and Deposit.

Khushhali Karobar Branches are turning dreams into realities for small enterprises engaged in manufacturing, trading and services value chains. The branches also encourage the customers to boost their savings with various deposit accounts and avail of additional banking facilities such as health and life insurance.

Head SME visited Gujrat, Faisalabad and Sargodha SME branches to conduct capacity-building workshops for Relationship Officers - SMEs to boost their cross-selling skills, loan underwriting and monitoring. In line with the new branch expansion plan for 2022, extensive market exploration visits in Lahore, Sheikhupura, Okara and Sahiwal were conducted. Furthermore, meetings with the local chambers along with visits to potential SMEs were performed to explore market potential and identify target segments.

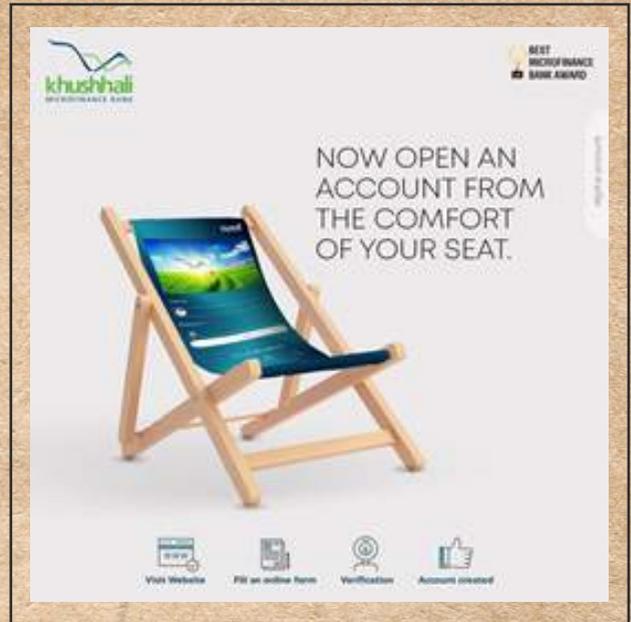


## KHUSHHALI MICROFINANCE BANK BEGINS DIGITAL ACCOUNT ONBOARDING

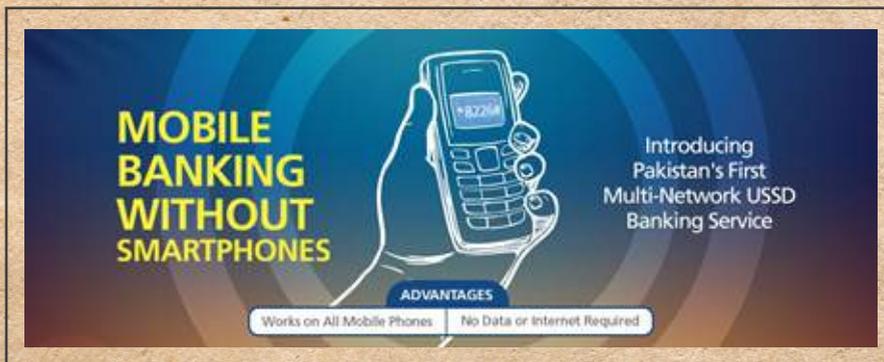
Khushhali Microfinance Bank Limited is playing a pivotal role in empowering the underprivileged masses to accelerate the socio-economic growth and development of Pakistan. In compliance with the recent directives from the State Bank of Pakistan (SBP), Khushhali Microfinance Bank has now deployed the most innovative technological solutions for enabling the customers (all resident-Pakistanis) to 'digitally' open their 'Asaan Digital Account' and operate it through contactless interactions, very conveniently and effectively. This account has no initial deposit requirement.

The customers can now open their 'Asaan Digital Account' while sitting comfortably at their homes. They simply have to submit their basic details with Computerized National Identity Card (CNIC) number to register, on the website of Khushhali Microfinance Bank. It provides access to a complete range of financial services, on-the-go, round-the-clock, without visiting any bank branch. In the post-Covid-19 era, this new digital eco-system will help in enforcing the social-distancing protocols, while the digital ecosystem will ensure

"Customer Due Diligence", to help the banks/M-FBs in customer identification and verification for better risk management.



## KHUSHHALI MICROFINANCE BANK LAUNCHES USSD BANKING FOR REMOTE-MONITORING OF ACCOUNTS



Khushhali Microfinance Bank Limited (KMBL) - a leading financial institution in Pakistan, has pioneered another technological advancement to add convenience for its customers, with a mobile-banking solution. This state-of-the-art digital tool enables 'remote-monitoring' of your KMBL account, even if the account-holder uses a basic 'Feature-Phone'. The customers do not need

to own a smartphone for using this new service, which is based on a secured 'Unstructured Supplementary Service Data (USSD) channel, to ensure accessibility without the need to physically visit a bank branch or own a smartphone.

In the first phase of this innovative venture, all the KMBL customers using Zong, Ufone

and Jazz/Warid telecom services will be able to avail of the Khushhali USSD Mobile Banking, simply by dialing \*8226#. During the initial phase, this solution will offer basic features like Loan-Account Inquiry, and Account Balance Inquiry for the Current and Saving Accounts.

## KHUSHHALI MICROFINANCE BANK COLLABORATES WITH GROWTECH FOR AGRICULTURE TECHNOLOGIES



Khushhali Microfinance Bank has entered into a strategic partnership with GROWTECH Services - a leading agriculture-technology company operating in Pakistan. Through this agreement, GROWTECH Services will provide technological solutions to Khushhali Microfinance Bank, to overcome the agricultural challenges and meet the evolving needs of the farmers.

Through this collaboration, farmers who are engaged with Khushhali Microfinance Bank will gain convenient access to state-of-the-art technologies provided by GROWTECH. The digital platform also provides valuable services based on remote-sensing, to help resolve critical issues like agricultural land fertility, determination of areas infested by pests, crop health and nutritional needs. It also recommends a more balanced use of fertilizers, pesticides and supplements to enrich the soil and reduce the input cost. GROWTECH will train and equip the Khushhali Microfinance Bank teams, through a dashboard for remote monitoring, while also offering financial access and lending services to farmers, through the lending services of KMBL and other banks.



## KMBL CELEBRATES WOMEN ON INTERNATIONAL WOMEN'S DAY

KMBL celebrated International Women's Day on 8th March 2022 at Serena Hotel Islamabad, by recognizing the contribution of women around the world, who are working to change the climate of gender equality and build a sustainable future. KMBL continues to contribute to this cause resiliently to empower women and celebrate their constant efforts and leadership in promoting the rights and unifying with the global call to forge gender parity.

On this occasion, a training session was conducted on a female security app; lyzil. lyzil is the first Smart Female Safety and Security Solution in Pakistan. It is developed as an easy-to-use app that provides you with connectivity with your trusted responders (friends and family) and sends quick panic alerts with an instant response from the 24/7 professional monitoring team.



# EDUCATION FOR KHUSHHALI



# EDUCATION FOR KHUSHHALI AN EFFORT TO SUPPORT UNDERPRIVILEGED STUDENTS

In continuation of its resourceful initiatives and CSR Program - "Education for Khushhali" for enhancing the quality of education for the deprived masses in Pakistan, the KMBL collaborated with Rahnuma – Family Planning Association of Pakistan (FPAPAK), to provide quality furniture and install a water supply line to provide clean water for the Government Primary School, in the underprivileged and remote region of Sohan Valley, Hattian Bala, in Azad Jammu & Kashmir (AJK).

Through this inspirational activity, KMBL has donated a large number of; desks, chairs, tables and whiteboards, to improve the school's learning

## SDGS CONTRIBUTED



environment, while facilitating easier access to education, in addition, FPAPAK also arranged a session on Life-Skills Based Education, for the students, enabling them to improve their decision-making and interpersonal skills.

In another effort, KMBL's team visited the Government Boys High School, Wali Pur Bura Chak #175 R/B Tehsil Shahkot, District Nankana Sahib. KMBL's team encouraged the students and presented hundreds of school bags, stationery and gifts to the deserving students.

KMBL believes that Education is the key to community development and poverty alleviation, as the corporate leadership of the bank continues to support thousands of students in the under-served segments of Pakistan, enabling them to pursue their dreams.



INSPIRING AN INCLUSIVE SOCIETY  
PERSONS WITH  
DISABILITIES



# ENABLING REHABILITATION & REINTEGRATION OF PERSONS WITH DISABILITIES

Mobility is the first and most critical hurdle faced by physically challenged individuals, as it severely affects the lifestyle, education, livelihood and career of that person. Therefore, Khushhali Micro-finance Bank Limited (KMBL) is working in partnership with multiple organizations, across Pakistan, to improve the mobility of PWDs using prosthetics, assistive devices and other equipment.

KMBL partnered with CHAL Foundation to provide wheelchairs to differently-abled persons in Gujranwala. In another effort, KMBL partnered with HANDS Pakistan to provide wheelchairs to PWDs in Muzaffargarh. KMBL believes that both of these initiatives will improve the mobility of PWDs and encourage their reintegration into society.

KMBL is committed to promoting full and equal participation of individuals with disabilities in all

**SDGS CONTRIBUTED**



The image shows three icons for Sustainable Development Goals. On the left is the 'Sustainable Development Goals' logo with a globe. In the middle is Goal 8, 'Decent Work and Economic Growth', with a white bar chart icon on a red background. On the right is Goal 10, 'Reduced Inequalities', with a white icon of three horizontal bars and arrows on a pink background.

segments of society, to enable accelerated development. KMBL salutes the courage and resilience of the 'Persons with Disabilities' and promises to continue its efforts for their inclusion in society. Through these initiatives, KMBL is making direct contributions to Sustainable Development Goals #8 and #10 by empowering and promoting the social, economic and political inclusion of everyone, particularly the Persons with Disabilities and by facilitating their reintegration into society.



# EMPOWERING THE WOMEN OF PAKISTAN



# ENCOURAGING WOMEN TOWARDS SKILL DEVELOPMENT AND ENTREPRENEURSHIP

For twenty years now, women empowerment has remained a core focus area for KMBL's Corporate Social Responsibility initiatives. Over time, KMBL worked on various entrepreneurial projects for women, enabling them to learn valuable skills and equip themselves to become a part of the mainstream economic ecosystem and industrial activities of Pakistan. With a vision to empower women through skill development and earn sustainable livelihoods, for supporting their families, KMBL continues to organize a series of skill development and training programmes, for women belonging to the underserved communities of Pakistan.

To mark the #internationalwomensday2022, Khushhali Microfinance Bank Limited partnered with the Institute of Rural Management (IRM) and organized a Skill Development Training Program for women from marginalized communities.

**SDGS CONTRIBUTED**



The training program includes a complete tailoring course and a beautician course. Participants of the training program also received stitching machines and makeup kits to encourage them towards starting their ventures soon after the completion of the training. KMBL believes in the empowerment of women through skill development training sessions that can enable women to realize their true potential while also earning healthy income for their families.



# STRIVING FOR A CLEAN AND GREEN PAKISTAN



# STRIVING FOR A CLEAN AND GREEN PAKISTAN

In pursuit of its vision for a clean and green Pakistan, Khushhali Microfinance Bank Limited organized plantation drives at Shaheed Benazir Bhutto Women University, Peshawar. Mr. Kamran Bangash, Minister of Higher Education, Archives, Libraries and Information, Khyber Pakhtunkhwa, and Ms. Naseem Akhtar, Vice-Chancellor Shaheed Benazir Bhutto Women University Peshawar, graced the event by planting trees at Shaheed Benazir Bhutto Women University along with KMBL volunteers. KMBL also joined Women University of Swabi and organized a plantation drive at the campus.

Being the leading Microfinance Bank in the country, Khushhali has taken several noteworthy initiatives, over the years, for the conservation of the Earth's environment and sustainable development. Each year KMBL plants thousands of trees under its Plant Khushhali Campaign and continues to strive for a clean and green Pakistan.



In another effort toward environmental awareness and protection, Khushhali Microfinance Bank Limited partnered with District Administration Ishkoman, Ghizer District Gilgit Baltistan and initiated a cleanliness drive. The main objective of the campaign is to sensitize the public regarding the pollution caused by littering. To improve the collection and disposal of waste and to avoid littering, KMBL also provided waste bins that were installed in Gahkuch Market.





**khushhali**  
MICROFINANCE BANK

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