

URL: <https://stvp.stanford.edu/blog/videos/easy-credit-access-for-the-poor>

C.S. Ghosh is the founder and CEO of Bandhan, which means "togetherness". Bandhan offers microcredit to poor women who have no access to banks. Ghosh believes the key to success is being focused on lending. He explains how easy access of credit and information can help the poor improve their lives.



Transcript

Global X interviews social entrepreneurs who tackle some of the world's biggest problems.. They are pioneers of innovation that benefits humanity.. I'm Chandra Shekhar Ghosh.. I'm the founder and the Executive Director of a microcredit organization called Bandhan.. Bandhan means togetherness.. And this organization had been formed in 2002 with the delivery of microcredit.. And we are giving credit to poor women, those who do not have access to the banks.. So Bandhan now stands with 401 branches, 2200 staffs and 750,000 clients and 205 called loans outstanding.. Until now we are 100% free on trade and we also, in the last month's figure, we have seen that every month we are giving to the 76,000 women.. We did a loan amount of Rs 46 crore..

So, every day we are seeing that the poor people now know easy access credit to improve their quality of life.. So this is the organization which I started five years before.. People say that it is an growing faster organization in microcredit sector.. Focus oriented.. Focus is the credit.. We are giving the credit, not any other things like in the health education and other necessities not in there.. Very focus oriented and very good system we have developed, and very simple system which any people can easily understand it.. There is a good partnership and the technical assistance, their position and their financial assistance is also very helpful.. In some status, you can say that they also, in the previous they have been given some capacity building fund, the grand fund plus.. Now they are trying investments, company tie up..

There are also loan funds from bigger organizations, like Morgan Stanley.. They're big.. So we are happy with their partnership.. People need this money to increase their income.. To provide for their food, education and health support for their children or themselves, not other things.. So, if you like to give the opportunities of the income, you need to give easy access to credit, the easy access to credit and easy access to information.. How easily can one get to that credit? From where? How to expand the business to more income, for the safe of life of the children and herself.. Then we have been thinking that OK, we could start with credit services, not health, not education.. How can poor people easily come to an office? Why any poor people haven't come to my office.. The feel that this is my office..

But you cannot see that in the ward.. The poor people can enter this office and the officers would welcome them and they would be seated in a chair, the chair is not for the poor people.. The chair is for you and for me.. That is the environment that we like to create.. The poor people made to feel that "This is our office.. We have easy access there.. We can share our problems with them.. So, I have started this program, to keep that facility, only.. Global X is also on Social Edge, at socialedge.org...