

AFTER THE STORM –ADAPTING AND THRIVING



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BIMAS

- Credit only Microfinance Institution with an objective of creating sustainable wealth
- Rural MFI headquartered in EMBU
- Serving In 19 Counties
- With 24 Branches and 39 Operations offices
- Current loan Book Kes. 1B
- Average Loan size Kes. 25,000
- Number of Clients 40,000

HOW COVID EFFECTED US

- Loss of clients
- Huge Budget Variance
- Loss of income
- A huge loss provisions
- Decline in Earning Asset
- Disruption of strategy Implementation

BUT..



KEY TAKE HOME FROM STORMS

1. Storms Bring People Closer Together

Built a resilient team , reached out ceaselessly

2. Storms Change our Behavior

They humble us into learning new patterns of behavior. **(Purpose to change)**

3. Storms Teach Us About our Foundations **(let go of what must)**

We redefined our lending policies, Knowing our strengths was in group lending

(Funded individuals not grps, daily reports of qualifying grps,messaging)

CONTINUED...

4. Storms Offer Us an Opportunity to Discover New Strength and Skills(**keep the lesson**)

(new lines of communication, Trust, There is no time for ego, selfishness

5. Storms help us remember what is **really important**

We rolled a serious Communication Engine to our customers

6. They help us to see Gratitude (**leaned on this for Resilience**)

Went deep into the rural, sought to finance the continuing businesses Spoke to the hearts)



BIMAS COME BACK..

- Focus on our Customer (Gap analysis)
- Re-Orient our market leadership (Touch
- Re-think our loan book
- Build a committed team
- Offer support

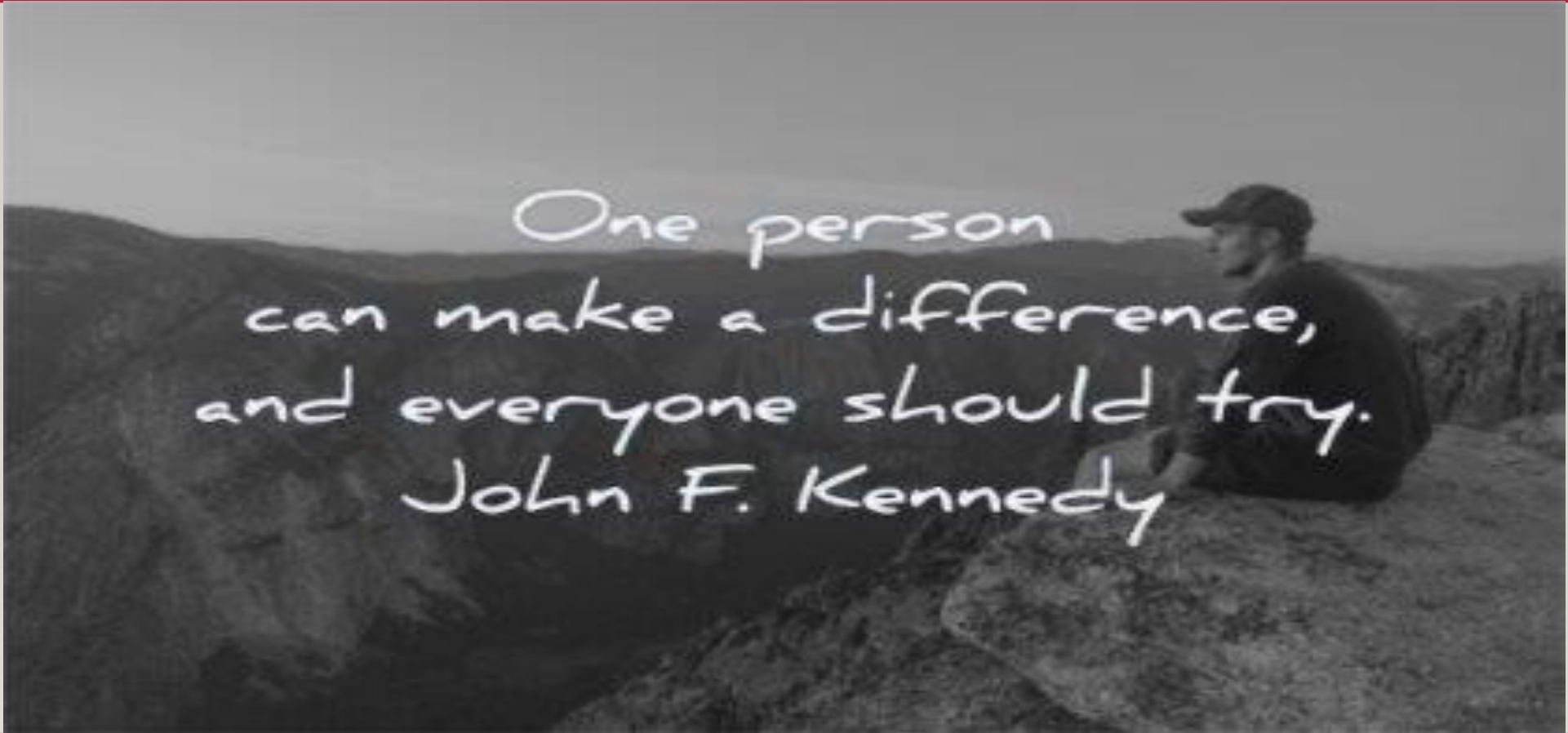


MEANS TO ACHIEVE

- Collection of loans
- Re-financing to keep our customers in tow
- New innovative products that address our customers needs
- Build Staff incentives that promote earnings
- Avoid over indebtedness



We Will Make it If we Chose to
Remember.....



Thank you

Q AND A