



MAX UNITED *Foundation*
ANNUAL REPORT 2016-17

**HUMAN RESOURCE
DEVELOPMENT
PROGRAMMES**

**MICROFINANCE
SOCIAL SECURITY
PROGRAMMES**

**HEALTH &
REHABILITATION
PROGRAMMES**

PALIATIVE CARE

**EDUCATIONAL
PROMOTIONS
PROGRAMMES**

**BLOOD
DONOR'S FORUM**

**NATURAL RESOUCE
MANAGEMENT**

EDP TRAININGS

PHOTO GALLERY



ANNUAL REPORT 2016-17

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PREFACE

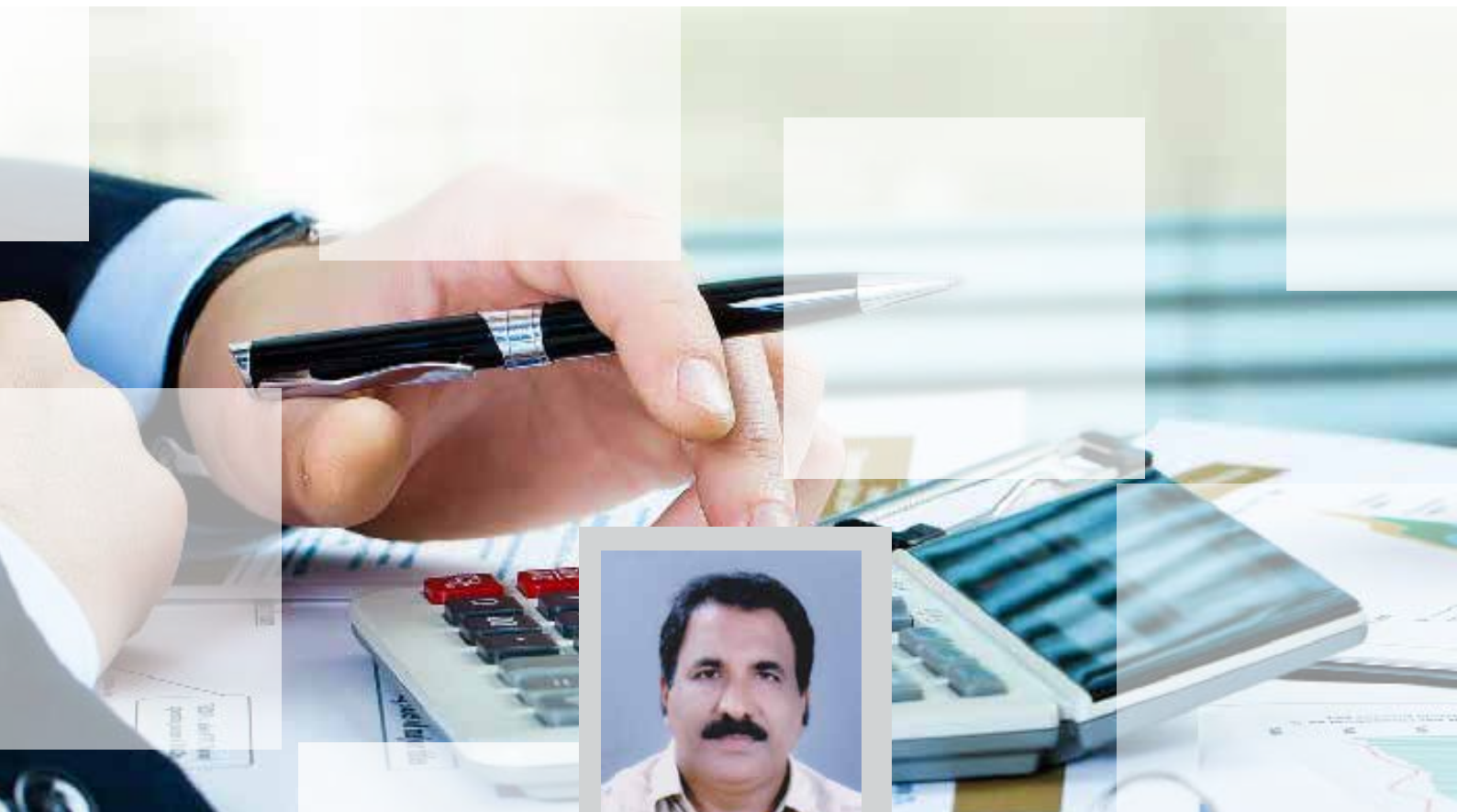
With immense pleasure that we brought up this annual report for the period of 2016-17.

With this report we indent to bring a bird's eye view of various activities carried out by Max United during the period November 2016 to March 2017. As a committed social organization for the development of the needy in our society Max United as a well defined Vision and Mission on "Socio Economic development of the poor and Marginalized" and we were able to create a measurable impact on the welfare of our target group.

Further we would like to state that we were able to tide over the initial obstacles to a certain extent particularly financial constrains. When we look back, we realize that we are indebted to our supporting organizations, agencies, individuals and to staff team for the achievements. The feedback obtained from the beneficiaries, we are further motivated to provide our best services for the financial and social uplift of the poor and the marginalized sector of our society.

This document is an outline narration of our activities and key events and achievements. We hope that it would give a better understanding about Max United and would be thankful to light-minded individuals and organizations for making further development works in social sector.

Board of Directors



Jose A Kuriakose
Chairman

FROM THE CHAIRMAN'S DESK

My Dearly respected ones,

Greetings to you all, it is with heart whelming pleasure, I am presenting this annual report for the financial year 2016-'17.

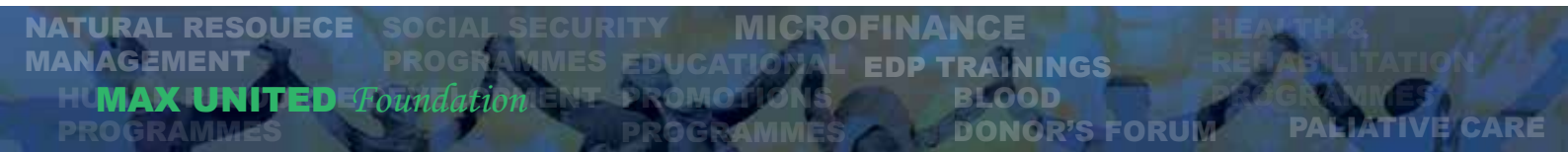
This is the first year of achievements for us. When we look back, we thank God and every one of you for enabling us to work for our society, especially for the poor and marginalized. Even though there were hardships which made our efforts so harder, we could learn new lessons of survival and overcome the obstacles.

During the reporting year Max United has acknowledged its presence in Kothamangalam, Kerala, in the areas of Micro Finance, community development, health, women Empowerment, enterprises, trainings and insurance. It can be noted from the details given in the report that, our initiatives to provide necessary financial and social returns to the needy have increased human dignity among them.

We thankfully remember all the supports from our supporting agencies, banks, organizations and individuals and the staff members who strengthen us in this Mission.

With the expectation of your constant co-operation

Jose A. Kuriakose
Chairman





Anish John K.
Managing Director/CEO

FROM THE MANAGING DIRECTOR'S DESK

Dear Well-wishers

Greetings to you all from Max United.

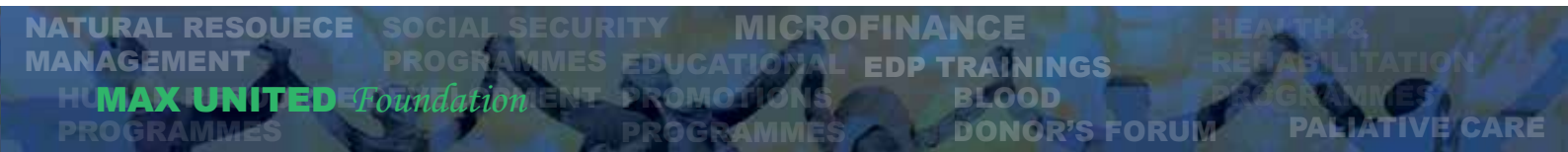
It is immense pleasure for me to present this annual report for the financial year 2016-17. This is our first annual report wherein we could create a positive impact on the lives of our targets groups with in short period.

At the same time on the other hand, as a growing organization we have overcome the infantile setbacks and challenges to a remarkable extent. We are sure; all these challenges will take us to a greater dimension to achieve our various objectives for the uplift of the poor.

We value your patronage and support as an organization, agency, and an individual, to a great extent in this regards. We remember all with gratitude for all the co-operation and assistance extended to us at all times.

We trust, we have succeeded in our attempt to narrate our activities and achievements to the public to a certain extent in this reports. I expect that it might be a tool, which help you all to evaluate Max United activities and we welcome your suggestions and advices for further improvements.

Anish John K.
Managing Director/CEO



MAX UNITED IN BRIEF

WHO ARE WE?

Max United (Max United Foundation) is a NGO/MFI organization that facilitates and expands access to financial services for micro, small and medium-sized enterprises (MSMEs) in emerging economies and developing villages. These services are fundamental to their economic development and are often in need of financial services tailored to their needs. Max United invests for the long term with a view to creating a national and international network of micro financial institutions that share the same guiding principles, values and methods. In addition to the core role of providing equity and in exceptional cases debt funding via loans or guarantees on a commercial basis, Max United offers social, technical and training assistance to the targeted groups in order to make them sustainable.

OUR VISION & MISSION

Max United is intended to be functioned for the promotion of women empowerment by making their economic and social development as the prime object and for other charitable, cultural, social and educational activities, with the following vision and mission.

THE VISION

"To be an outstanding non-governmental microfinance institution that improves the living, social, economic, intellectual, educational, academic and health standards of the population and contributes to the economic and social development of India".

THE MISSION

"To provide a wide range of "Microfinance" services for low income people as well as micro, small and medium enterprises – while the same time achieving a high level financial and social reforms".

MAIN OBJECTIVES

To establish Community Based Organization to build up a value based society through microfinance.

To facilitate empowerment and uniform development of the weaker sections and the vulnerable group in the society particularly those belonging to SC/ST category.

To promote sustainable development in agriculture and allied activities.

To promote MSME activities with the support of various government departments.

To focus on natural resource management activities complying with government guidelines.

To facilitate necessary infrastructure development of the target group through habitats.

To promote sustainable health and health care practices among the people.

To promote various social security and welfare schemes with the help of both government and non-governmental institutions.

To promote eco-friendly and sustainable rural technologies among the people.

To rehabilitate the victims of natural and man made calamities along with disabled and aged persons.

To mobilize and manage resources for the proper functioning of the organization.

ADD A BRIEF HISTORY OF MICROFINANCE

The history of microfinancing can be traced back as long to the middle of the 1800s when the theorist Lysander Spooner was writing over the benefits from small credits to entrepreneurs and farmers as a way getting the people out of poverty. But it was at the end of World War II with the Marshall plan the concept had an big impact.

The use of the expression microfinancing has its roots in the 1970s when organizations, such as Grameen Bank of Bangladesh with the microfinance pioneer Shri: Mohammad Yunus, were starting and shaping the modern industry of microfinancing. Another pioneer in this sector is Akhtar Hameed Khan. At that time a new wave of microfinance initiatives were introduced and many new innovations were made in the sector. Many pioneering enterprises began experimenting with loaning to the underserved people. The main reason why microfinance is dated to the 1970s is that the programs could show that people can be relied on to repay their loans and that it's possible to provide financial services to poor people through market based enterprises without subsidy.

Shore bank was the first microfinance and community development bank founded 1974 in Chicago. An economical historian at Yale named Timothy Guinnane has been doing some research on Friedrich Wilhelm Raiffeisen's village bank movement in Germany which started in 1864 and by the year 1901 the bank had reached 2 million rural farmers. Timothy Guinnane means that already then it was proved that microcredit could pass the two tests concerning people's payback moral and the possibility to provide the financial service to poor people.

Today the World Bank estimates that more than 16 million people are served by some 7000 microfinance institutions all over the world. CGAP experts mean that about 500 million families benefit from these small loans making new business possible. In a gathering at a Microcredit Summit in Washington DC the goal was reaching 100 million of the world's poorest people by credits from the world leaders and major financial institutions.

The year 2005 was proclaimed as the International year of Microcredit by The Economic and Social Council of the United Nations in a call for the financial and building sector to "fuel" the strong entrepreneurial spirit of the poor people around the world.

The International year of Microcredit consists of five goals:

- Assess and promote the contribution of microfinance to the MFIs
- Make microfinance more visible for public awareness and understanding as a very important part of the development situation
- The promotion should be inclusive the financial sector
- Make a supporting system for sustainable access to financial services
- Support strategic partnerships by encouraging new partnerships and innovation to build and expand the outreach and success of microfinance for all

The economics professor Mohammad Yunus and the founder of Grameen Bank were awarded the Nobel Prize 2006 for his efforts. The press release from nobelprize.org states:

"The Norwegian Nobel Committee has decided to award the Nobel Peace Prize for 2006, divided into two equal parts, to Muhammad Yunus and Grameen Bank for their efforts to create economic and social development from below. Lasting peace cannot be achieved unless large population groups find ways in which to break out of poverty. Micro-credit is one such means. Development from below also serves to advance democracy and human rights. Muhammad Yunus has shown himself to be a leader who has managed to translate visions into practical action for the benefit of millions of people, not only in Bangladesh, but also in many other countries. Loans to poor people without any financial security had appeared to be an impossible idea. From modest beginnings three

decades ago, Yunus has, first and foremost through Grameen Bank, developed micro-credit into an ever more important instrument in the struggle against poverty. Grameen Bank has been a source of ideas and models for the many institutions in the field of micro-credit that have sprung up around the world.

Every single individual on earth has both the potential and the right to live a decent life. Across cultures and civilizations, Yunus and Grameen Bank have shown that even the poorest of the poor can work to bring about their own development.

Micro-credit has proved to be an important liberating force in societies where women in particular have to struggle against repressive social and economic conditions. Economic growth and political democracy cannot achieve their full potential unless the female half of humanity participates on an equal footing with the male.

Yunus's long-term vision is to eliminate poverty in the world. That vision cannot be realized by means of micro-credit alone. But Muhammad Yunus and Grameen Bank have shown that, in the continuing efforts to achieve it, micro-credit must play a major part."

BRIEF HISTORY OF MUHAMMAD YUNUS

"Banker to the Poor"

Professor Muhammad Yunus established the Grameen Bank in Bangladesh in 1983, fueled by the belief that credit is a fundamental human right. His objective was to help poor people escape from poverty by providing loans on terms suitable to them and by teaching them a few sound financial principles so they could help themselves.

From Dr. Yunus' personal loan of small amounts of money to destitute basket weavers in Bangladesh in the mid-70s, the Grameen Bank has advanced to the forefront of a burgeoning world movement toward eradicating poverty through micro lending. Replicas of the Grameen Bank model operate in more than 100 countries worldwide.

Born in 1940 in the seaport city of Chittagong, Professor Yunus studied at Dhaka University in Bangladesh, and then received a Fulbright scholarship to study economics at Vanderbilt University. He received his Ph.D. in economics from Vanderbilt in 1969 and the following year became an assistant professor of economics at Middle Tennessee State University. Returning to Bangladesh, Yunus headed the economics department at Chittagong University.

From 1993 to 1995, Professor Yunus was a member of the International Advisory Group for the Fourth World Conference on Women, a post to which he was appointed by the UN secretary general. He has served on the Global Commission of Women's Health, the Advisory Council for Sustainable Economic Development and the UN Expert Group on Women and Finance.

Professor Yunus is the recipient of numerous international awards for his ideas and endeavors, including the Mohamed Shabdeen Award for Science (1993), Sri Lanka; Humanitarian Award (1993), CARE, USA; World Food Prize (1994), World Food Prize Foundation, USA; Independence Day Award (1987), Bangladesh's highest award; King Hussein Humanitarian Leadership Award (2000), King Hussien Foundation, Jordan; Volvo Environment Prize (2003), Volvo Environment Prize Foundation, Sweden; Nikkei Asia Prize for Regional Growth (2004), Nihon Keizai Shimbun, Japan; Franklin D. Roosevelt Freedom Award (2006), Roosevelt Institute of The Netherlands; and the Seoul Peace Prize (2006), Seoul Peace Prize Cultural Foundation, Seoul, Korea. He is a member of the board of the United Nations Foundation.

HISTORY OF MICROFINANCE IN INDIA

Evolution Of Micro Finance In India

Microfinance in India can trace its origins back to the early 1970s when the Self Employed Women's Association ("SEWA") of the state of Gujarat formed an urban cooperative bank, called the Shri Mahila SEWA Sahakari Bank, with the objective of providing banking services to poor women employed in the unorganized sector in Ahmadabad City, Gujarat. The microfinance sector went on to evolve in the 1980s around the concept of SHGs (Self Help Groups), informal bodies that would provide their clients with much-needed savings and credit services. From humble beginnings, the sector has grown significantly over the years to become a multi-billion dollar industry, with bodies such as the Small Industries Development Bank of India and the National Bank for Agriculture and Rural Development devoting significant financial resources to microfinance. Today, the top five private sector MFIs reach more than 20 million clients in nearly every state in India and many Indian MFIs have been recognized as global leaders in the industry.

The Government of India and the RBI (Reserve bank of India) have a stated goal of promoting financial inclusion. According to recent RBI estimates, there are over 450 million "unbanked people" in India, most of who live in rural areas. The term "unbanked" refers to people who have no access to formal financial services, but rather must rely on either family, or informal providers of finance, such as the village moneylender. It is undisputed that access to finance is critical for enabling individuals and communities to climb out of poverty. It is also generally agreed that relying on the limited resources of village moneylenders exposes the poor to coercive lending practices, personal risks and high interest rates, which can be as much as 150%. Therefore the Indian Government and the RBI have a policy of "financial inclusion". As part of this policy, the government requires Indian banks to lend to "priority sectors", one of which is the rural poor. Until recently, banks were happy to lend money to MFIs who would then on-lend funds, primarily to poor women across rural India. The banks have welcomed this policy because historically they tended to charge MFIs average interest rates of 12-13% and benefited from 100% repayment rates. Thus, by lending to MFIs, banks have been able to meet their "priority sector" lending requirements with what historically has amounted to a risk-free and very profitable arrangement. NABARD coordinates the microfinance activities in India at international/ national/ state / district levels. These include organizing international/ national Workshops, Seminars, etc for experience sharing, Organizing National and State level Meets of Bankers and NGOs etc. Dissemination of best practices in SHG / microfinance.

MAX UNITED MODEL MICROFINANCE

Women Empowerment and Micro Finance

Max United stands for the wholistic empowerment of the poor and marginalized. Through the constant intervention with the society, we realized that the socio economic empowerment of women is highly resulted on the process of poverty alleviation and through the same the families in the target group can achieve employment opportunities and via Financial Self reliance. Among the villagers an earning male spends 25-40% of his income for himself but the women are bringing 95%-100% of their income to the family.

The challenges

But Employment opportunities are not available always for all of them. It shows the need of more enterprises and self employment opportunities. The capital investment is the great challenge for a poor family to get in to a Self employment opportunity. To avail a bank loan is always not possible with such poor families because they may not be credit worth as per the measures of the banking system. Many times someone over dared to start some enterprises by accruing money from the money lenders for higher interest. But such efforts always lead to heavy loss

due to the higher interest and lack of proper experience. Many times it adds burden to the poor families.

The need and the system

Here situation demands the need of Micro Finance and the intervention of the agencies. Max United provides Micro Finance to the poor and needy who are considered unworthy for credit from Banks. We gathered the village women as JLG member's with the strength of 5-10 and giving them trainings on entrepreneurship motivation and encouraging them to act towards the financial self reliance. When the group is built in good understanding and achieve a remarkable level of self confidence to begin an enterprise for themselves or individually, we provide them micro credit facility. The members reach this level within two to three months. Through frequent grading we select the members to credit service. Our field staff shall monitor their fund utilization and evaluate the funded activity.

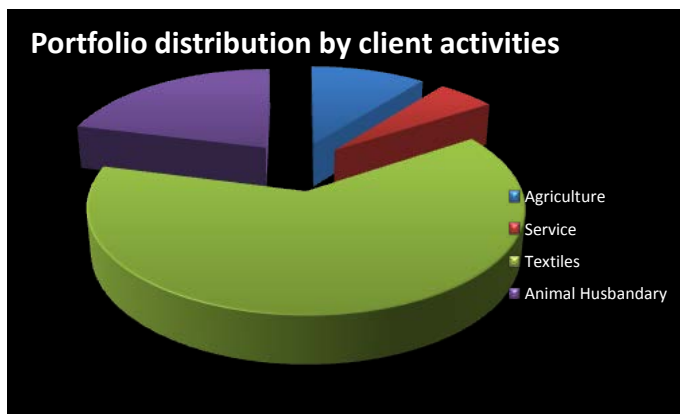
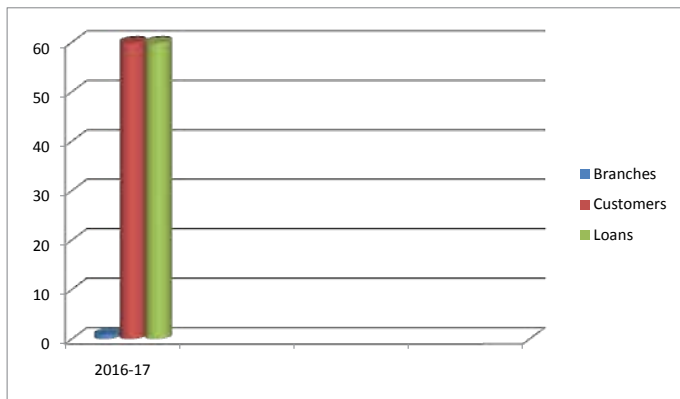
Result

The women empowerment and Micro Finance Activities are brought very good results. There are lots of success stories and case studies which reveals the results with a short span period of three months itself.

Till the period (March 2017) we provided 12,00,000/- (Twelve lakh Rupees) as micro credit. The fund requirement is very high. The proposals we submitted in the banks are under processing. We plan to provide a wide range of financial services to the target group, which lead them to financial self reliance by operating their own productive income generation activities.

The credit provided is 12, 00,000/- (Twelve lakh Rupees) to 60 JLG members @ Rs 20,000/- to each throughout 8 villages in Kothamangalam Thaluk, Ernakulam District Kerala.

Graphical representation of Organization portfolio



Koottayma-a vision for microfinance, seeks to provide a wide package of financial services (savings, finance, training & insurance) which leads the poor to economic sustainability through micro enterprises and other business development activities like business training, consultation, marketing and technical assistance to entrepreneurs and the poor to enable them to operate their own productive economic activities. It seeks to serve a spectrum of people ranging from labour poor to self-employed poor.

We believe that Micro Finance demonstrates that God's concern for the poor are not just to meet their economic needs, but to empower them to address their own needs collectively.

Max United realizes that Micro enterprise programs are the most recent version of credit-led poverty alleviation.

Micro finance:

- Creates opportunities
- Brings responsibility
- Can restore hope
- Can make bridges of relationships
- Can break the barriers of fears

Micro enterprises through micro finance are effective for poverty reduction due to the following:

- Micro enterprises are simple to operate.
- They use locally available skills.
- They are labour, intensive and create significant employment.
- They improve the income of the working poor especially women.
- Micro enterprises can serve as a basis for community participation and empowerment of clients.
- The micro finance activities of Max United are carried out with the valuable guidance and support of NABARD.

METHODOLOGY

A group is consisting of 5-10 members and such 1 to 2 groups will form a JLG Cluster. The group formation will be done after a series of meeting with the people in their area. The first step is to contact the local leaders of the area to communicate about the program. Once they understood the concept, we do the criteria survey. The loan officer will make house to house visits and ensure that the identified persons are fulfilling the norms laid out under JLG concept. The Loan Officer also makes it sure that the candidate is not a member of other S.H.Gs/JLGs or any other groups such as promoted by similar organizations. The identified members will be given an initial awareness on the JLG concept and its significance to enable the candidate to take a firsthand decision to proceed further or to withdraw or to postpone joining the JLG.

Then, a three day continuous training program (Pre-Admission Training) of one and a half hours duration per day will be conducted in the village itself. In the training program a descriptive exposure regarding the concept and operations of Max United Micro Credit Program will be made to the trainees who will provide necessary clarity to them. All sorts of doubts will be cleared during these training days. Max United will make it sure that the trainees are convinced with the JLG concept and the benefits they are getting both individually and group wise, particularly focusing on the family development.

Max United will not make any sort of false promises to the candidates and they will be given full freedom to take a decision in consultation with their family members.

In the last day of the training they will return the loan application form along with photo and proof of residence and the branch manager will examine the JLG and hand over the application to credit department for approval.

There will be training to JLG leaders on book keeping and accountancy and leadership. Loan Cards and necessary registers for the members and JLG will be given. The members have to save Rs. 10 every week and keep the amount on the safe custody of the Cluster leader. Considering the special geographical set up of the area and the nature of the people it is very difficult for them to open S.B accounts and operate the accounts mainly due to distance factor. Since it is mandatory for our field staff to attend the weekly meeting all initial apprehensions will be cleared on the spot and a self confidence is built in them.

Max United continues this process of close follow up and monitoring right from the first weekly meeting to the termination of the membership.

We have also taken urgent steps to cover all JLG members under micro insurance of Oriental Insurance Company and also to cover their assets where ever necessary.

ELIGIBILITY CRITERIA TO A JLG FOR MICROFINANCE LOAN

For all types of loan the guidelines of NABARD are followed. Basically a format has been designed in line with NABARD norms and the branch manager makes the grading of the JLG prior to the submission of loan application by the JLG.

JLG'S CODE OF CONDUCT



The detail of loan procedure is described below.

For taking a loan from Max United the members should request the same to the JLG and if it is a genuine case the JLG will allow the member to get the loan application form from Loan Officer. A loan application will be given to the members and has to fill and submit in the weekly JLG meeting. It will be discussed in the JLG and the loan application will be recommended by the JLG. Usually the JLG has to score a minimum mark of 160 out of 200 for qualifying to apply for a loan. The JLG will submit the loan application to the Loan Officer with their recommendations. The branch manager of Max United will make processing of the applications and hand over to the credit department. The credit department will check and verify the loan application and meet the customers personally and sanction the loan within a week if the customers followed the credit policy.



Microfinance Products at Max United

The successful lending model of Joint Liability Group (JLG) loan which can be attributed to its ability to deliver credit to households that lack collateral while achieving near-zero default rates, has resulted in the establishment of a large microfinance sector in many countries including India.

Group loans are the most tactical products at Max United, which constitute 88% of the total lending portfolio. In order to design new products and develop the existing ones, we are in constant pursuit to understand better, the needs of our customers and study their preferences and financial behaviour. We believe in translating this gathered knowledge into products that are affordable and are better adapted to our customers' individual needs and affordability. It is always our endeavour to ensure that our products enable our customers to improve their businesses and living conditions.

Recently we launched a new product for our group loan customers called Agriculture and Allied loan. We understood that the loan requirements for activities like crop cultivation, purchase of small equipments and animal husbandry etc. is relatively low and are largely unmet for this set of client base. Hence, we launched the product with a loan amount ranging between `10,000 to `50,000, which perfectly complemented the higher ticket agriculture loan already available.

Income Generation Loan

Provided to self-employed women (fruit vendors/vegetable vendors/ petty shop owners/tailors etc.) for financing their diverse business needs such as capital expense, working capital, repayment of high cost debt.

Features:

- Loan range: 10,000– 50,000
- Interest rate (Reducing balance): 26% p.a.
- Repayment tenure:
- Loan amount between 10,000 - 20,000 1 year
- Loan amount between 20,000-50,000 1 Year/2 Years (50:50 or 80:20)
- Loan amount between 31,000-50,000 2 Years (50:50 or 80:20)
- Processing fees: 1% of loan amount (exclusive of taxes)

OTHER MAJOR PROGRAMMES AND PROJECTS

HUMAN RESOURCES DEVELOPMENT PROGRAMMES

Human resources are the God given mechanism with in every human being for the survival and prosperity. But some time the powerful mechanisms of human resources are used for destruction of wealth and life. On the other hand especially among the marginalized society the human resources are neglected or un-identified.



Max United stressfully focuses on the youth, children and the women to develop their resources, basically socio educational, physical, cognitive, virtues and values.

In order to bring out maximum result we have conducted a series of personality development Programmes, skill identification and development programmes, educational and carrier guidance and counseling, Motivation and awareness programmes and kids educational programmes. An effective follow up activities is also an ongoing programme.

NATURAL RESOURCE MANAGEMENT

There are precious resources the nature has provided for the existence of life in the universe. A co-existing and mutual depending system is established by the nature. When this system is disturbed by any form, it raising challenges against the existence of life.

The destruction of Forest, water and air pollution, unauthorized

construction, releasing harmful gases and the use of plastic and chemicals are the main threat to the natural resources.

Here is the importance of natural management; our team gives awareness to the public about the natural resources. The human beings are the major one among the living species who enjoy the natural resources and at the same time, he is the greatest enemy who destroys the same. Motivation and awareness are the preventive measure we can implement to protect the nature and its resources. Water, ayurvedic medicinal plants, greeneries, forest and the environment are our great concern.

The awareness campaigns and seminars we have conducted on the natural resources conservation and management has brought up a great change in the approach of our target groups towards the nature.

In our target villages the water is well managed and conserved. The villagers are having the vision that the natural resources are not only for the present generation but for the coming too...

COMMUNITY HEALTH & REHABILITATION

Many times the challenges of health and well being is often higher for the poor and marginalized who lives an un secured life. The mall nutrition, un healthy living situation, lack of awareness on health and hygiene. Unavailability of health services in the hand reach is the major factors which strengthen the challenges.

There are lot of Government programmes are going on to promote health concerns. But often the main stream society is enjoying the same rather than the poor ones who is more vulnerable.

Through this department we aim to create a healthy and hopeful environment for the target groups. An awareness towards health and hygiene is to be created. Information's on all the government provisions in this sector also has to be given to them.





DEPARTMENT OF COMMUNITY DEVELOPMENT

Village based community development is our vision. We realize women empowerment is the master tool and approach to reach the target of community development. Our micro finance activities are a supportive system which helps and improves the acceleration of the activities. The JLGs acts as a class room as well as a workshop, where the women are shaped in their thinking, learning to think and act positively towards every situation that come across in their life. With our constant interventions and motivations now the villagers are more aware about their rights, responsibilities and social living.

Moreover we conduct seminars, awareness programmes on human rights, customer rights legal and personal rights women entrepreneurship available government programmes and more on income generation activities

We assure frequent intervention and constant monitoring to bring out the maximum result. During the reporting period we could cover more than eight villages with minimum overall strength of 350 to 500 families throughout our operational areas.

There is an up going marking on the scale of development. We are sure that within a short time span our target community will stand with the main stream society.

SOCIAL SECURITY PROGRAMMES

Once the insurance coverage was beyond the reach of the poor and marginalized. At the same time when an unexpected event happens, its consequence effects badly to them. Presently there are a lot of insurance programs promoted for the low income group. But it has not reached the target group with its full intention.

Realizing the situation, after a long term study, survey and discussion with various insurance companies, we made agreement with Oriental Insurance Company to promote OIC micro / group insurance for JLG members.

Prime mister Insurance policy.

We are planning to implement Prime minister's social security schemes like PMJJBY, PMSBY and APY to entire target group in the coming days. It is found very helpful and great encouragement for the poor ones.

EDUCATIONAL PROMOTIONS

The cost of higher education is becoming a nightmare to the poor parents. In order to minimize the burden for at least some one. A spoken English training Programme was conducted in our Kothamangalam Office on February 2017. The programme was mainly focused on school and college going students with a subsidized fee structure.

But the programme not reached the target due to the lack of funds. But we have not left out the programme, discussions are in progress with some leading educational promotional agencies. We hope we can do more on next academic year

BLOOD DONOR'S FORUM



We have started a blood donor's forum with the co-operation of local bodies. Presently the forum is functioning in related to the registered office. Here we found very difficult to get blood to serve a life when the emergency occurs. Many times the expense also becoming a challenge for the poor people. Lack of the medical specialty facilities is also a life threatening challenge for the villagers.

In order to minimize the expense and the risk, the blood donor's forum is much helpful. The donor's forum is a voluntary group of youngsters who is ready to donate blood in emergency without any charges. Max



United has organized the forum tested the blood group of the members who came to join the forum. First line information of the donor is available with us. The service is available around the clock throughout the year.

CATERING FOR OUR CLIENTS NEEDS

Backing micro-entrepreneurs:

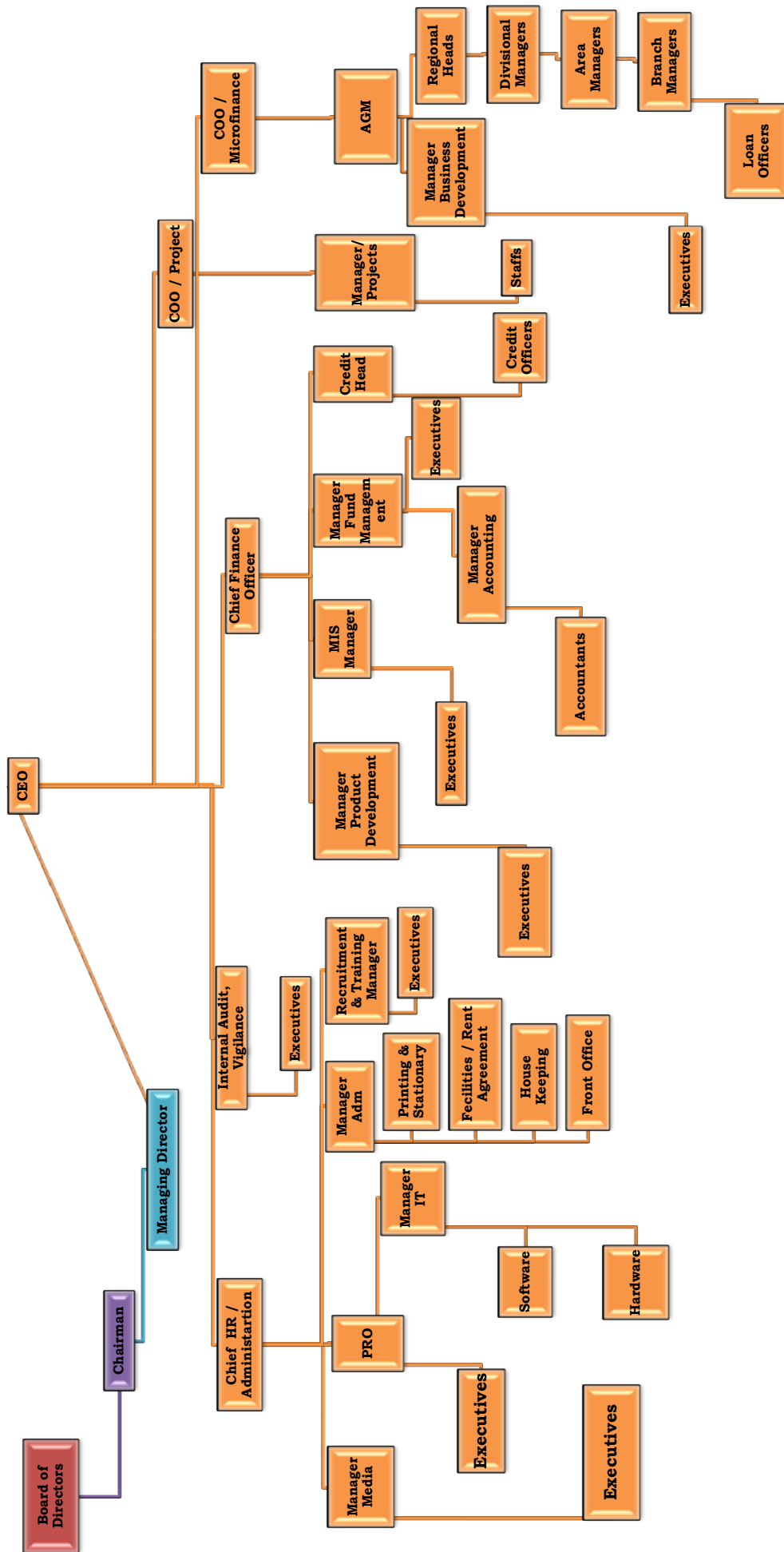
Max United offer their customers help and support, tailoring their services to clients' needs and offering a complete range of simple financial products aimed at promoting, development, expansion and success.

Providing the client with transparent information:

The staff at Max United's affiliates ensure that customers are provided with clear and accurate information on Max United products. Respect for the client and thorough background knowledge of micro-entrepreneurship helps avoid over-indebtedness.

Quality service:

ORGANOGRAM



Good quality service is a guiding principle of the Max United. Client satisfaction is assessed regularly and our products and services are adapted and developed according to clients' requirements.

OUR EMPLOYEE PHILOSOPHY

Commitment:

Per employee productivity and his/her contribution in each group are taken into account in the assessment of individual performance.

A transparent approach to management:

Decisions are taken in a transparent manner and the management procedures in use are open to discussion. This approach not only encourages innovation and fosters individual responsibility but also builds a vibrant and stimulating professional environment.

Encouraging personal and professional development:

Human resources are a key component of Max United's success. The group's human resources policy favors a low staff turnover rate, internal and external training — particularly through staff exchanges, performance-based incentives, and opportunities for career progression within the group.

An equal opportunities employer:

Max United believe strongly in and promote equal opportunities for employment and career development, irrespective of family origins, friendship connections or professional contacts.

Promoting Sustainable Development

Monitoring our social and environmental impact:

Beyond the economic benefits of microfinance, the Max United carefully monitors the social and environmental influence of its activities. A Social and Environmental Management System (SEMS) has been outlined at group level and is employed by Max United's affiliates.

One of the system's most important aspects is an exclusion list that sets out the sectors of activity prohibited from receiving our financial support due to their negative social or environmental impact.

Raising staff consciousness:

Every Max United's employee undertakes a training course on the organization's Environmental and Social Policy. Employees are subsequently invited to actively contribute to improvement of our SEMS, sharing their own experiences and discussing the most effective solutions with their colleagues.

Self-sufficiency:

The goal of Max United's institutions is to achieve financial sustainability after the initial years of growth and investment. Achieving self-sufficiency allows each Max United Groups to expand its influence, reaching out to an extended client base in the long term.

Employing Cutting-Edge Technology And Ideas

Using up-to-date technology:

Max United use new technology to improve customer relations and services, broaden their customer base and to keep operating costs to a minimum.

Promoting individual expression and innovation:

Innovative proposals often come from employees. The staff of Max United MFIs are encouraged to come up with new ideas and ways to improve efficiency and service quality in order to increase client satisfaction.

MANAGEMENT DIRECTORY

Board of Directors

Max United's Board of Directors is primarily responsible for the overall management of Max United in accordance with its articles of association and rules & regulations of the organization. It is composed of qualified senior professionals with extensive experience and in-depth knowledge of financial services.

As at 14th November 2016, its members were the following:



Jose A. Kuriakose
Founder Chairman

Jose A Kuriakose, Aryapillil is a diploma holder in Electronics from Kerala Technical Education Department, and a businessman, planter and eco-friendly building developer by profession. He is the Board Member of the Rajiv Gandhi Cultural Society and a member of YMCA Kerala State Council. He was the committee member of All India Jacobite Christian Youth Association. He is from one of the well known Christian ancient family, Aryapilly and presently he is the President of the family unit "AryapillilKudumbaYogam". He has served as an Auditor to MarthomaValiyapalli, Kothamangalam and also a consultant and advisory members of various social development organizations. Mr. Jose Kuriakose Aryapillil is the founder of Max United and the main guiding spirit of the organization.



Anish John K,
MD/ CEO

He is the managing director and Chief Executive Officer of the organization. He holds a Bachelor Degree in Commerce and a Master Degree in Business Administration from Madras University. He is engaged so many social development activities in personally and with the help of well-wishers. He is also a member of YMCA and LIONS Club, Ernakulam. He served as the committee member of St: Mary's Jacobite Christian Cathedral, Pallikkara.

Advisory Board



Roy Varghese (Rtd. DIG Dept. of Registration)
Chief Advisor

Mr Roy Varghese is the chief advisor of our organisation. He is a retired DIG from Registrations department Govt of Kerala. He is very active in so many social development activities and also a member of Rotary Club, Y'smen Club and Universal Family Club.

OPERATIONS DIRECTORY OF MICROFINANCE

Microfinance & Training Activities are leads by two experienced professionals Mr. Joseph Antony and Mr. Elby Thomson.



Joseph Antony,
Chief Operational Advisor

A banker with 35 years of experience in financial sector especially in microfinance and social banking operations. He retired from Bank of Baroda as Lead District Manger, had graduation in Agriculture from Kerala Agricultural University and Masters Degree in Social work from Vinayaka University. He is also a graduate in Community Based Micro Finance from St. Francis Xavier University, Nova Scotia, Canada.



Elby Thomson
Assistant General Manager

A Microfinance Experts has a graduation in Economics and a post graduation in Business Administration. He is a seasoned professional with over 15 years of experience in Microfinance sector worked with leading NBFC/MFI's and NGO/MFI's in Kerala and Tamilnadu. He have full of experience in Loan policy making, Implementation of process and procedure, Recruitment, Training and port folio management, Delinquency management and economic

analysis. He is the assistant department head of microfinance and chief of the microfinance operations.

OTHER OPERATIONAL DEPARTMENTS

Investment Committee

The Investment Committee, appointed by the Board of Directors, reviews investment proposals prepared by the Manager and makes recommendations to the Board of Directors. As at starting of the organization, the Investment Committee was chaired by Mr. Jose A Kuriakose, Chairman of Max United

Audit and Risk Committee

The Audit and Risk Committee of the Board of Directors has a fundamental role in (i) controlling financial information and (ii) supervising the internal control and risk management system of the Max United and ensuring its effectiveness. The Audit and Risk Committee comprises three non-executive directors appointed by the Board of Directors.

Group Audit Unit

In January 2017, a Group Audit unit was set up at the holding organization level to assist in the creation of effective internal audit units at each max united affiliate. The unit reports directly to the Board of Directors' Audit and Risk Committee on a quarterly basis. Its mission is to contribute to the development, support and supervision of the internal audit departments of Max United and to ensure the standardization and proficiency of the internal audit function within the group.

Risk Management

Risk Management committee was constituted by the board of directors on March 25th 2017 with responsibility of preparation of risk management plan, reviewing and monitoring the same on regular basis, to identify and review critical risks on regular basis, to report key changes in critical risks to the Board/ audit committee on an ongoing basis such other functions as may be prescribed by the board.

Internal Audit and Control

Max United has a well established Internal Audit Department, which supports and helps the Management in identifying risks and in exercising adequate control over all the activities at the Branch level. The Internal Audit Department is headed by an experienced Senior Official retired from Bank of Baroda. The Internal Audit Department submits quarterly reports to the Audit Committee of the Board on the important audit observations made at the Branches. The audit observations have helped the Management to streamline the Branches and increase the efficiency, wherever required. Most of the procedural irregularities are rectified during the audit period itself and follow up is made for prompt rectifications of the remaining irregularities and deviations.

TECHNOLOGY

Core Banking - During the year, in preparation for its future growth the organization migrated its Loan Management System to web based MI System. The organization further implemented an industry-first initiative - a Loan Origination System, Branch Audit and Surprise Group Visits as customized modules, which has helped the organization track the entire loan lifecycle. Further, the organization has also integrated this system with the Credit Bureau such that credit decisions are automated based on prescribed parameters and available within minutes.

Mobile Devices - The organization implemented a mobile solution for capturing certain field audit process and has now initiated the implementation of mobile solutions for both Sourcing and Repayment processes which is planned to be piloted during the first half of FY17.

Analytics - The organization has implemented a Business Intelligence & Analytics Solution in order to better understand customer and market patterns, so decisions can be made in a more scientific manner.

Compliance Management - The organization implemented a Compliance Management System with an inbuilt workflow to track, escalate, monitor and report on statutory and internal compliance requirements.

Call Center - the organization implemented a dialer solution to handle its inbound and outbound calls. During the current year, the organization plans to look at a more scalable solution in an effort to be able to better address customer needs.

Website - The organization have a website, www.maxunited.biz, developed by Stack & queue Software solutions Pvt. Ltd.

Email - The organizations communication system is on a Microsoft Based Solution.

Document Management - to scan and store all the loan files for easy retrieval and audit.

Loan Processing - The organization's operations hub situated in Kothamangalam, to reduce the turn-around time for loan processing and based on their success, is working towards establishing a hub in each location in future and adopting innovative technology solutions to further reduce the processing times and ensure customer delight.

Loan Products: In its continuous endeavor to help our customers become financially included and encourage them to use formal banking channels, we started an initiative of making cashless disbursement into the bank account of the customer. We now propose to take this for all our next-cycle disbursements and also carry out repayment collections through bank transfer making our entire loan transaction cashless. We have launched this as IG Loan Product this will help ensure that our customers use bank accounts and build a financial track record that would help them graduate to other banking products over a period of time.

FAIR PRACTICE CODE AND GRIEVANCE REDRESSAL MECHANISM

Fair Practice Code

The RBI had been issuing revised Fair Practice code guidelines from time to time and our organization has adhered to all of them without any compromise. The fair Practice codes, code of conduct and grievance Redressal Mechanism have been displayed prominently in the head office of the organization.

Max United has adopted a Board approved policy on Fair Practices Code and Grievances Redressal Mechanism which provides operating guidelines for effective dissemination and implementation of responsible business practices and to constantly review the functioning of grievance redressal system. Max United follows various guidelines issued by the Reserve Bank of India (RBI) on Fair Practices Code for NBFC-MFIs and has also adopted the Industry Code of Conduct developed by the MFIN (Microfinance Institutions Network).

Grievance Redressal Mechanism at Max United

Max United adopted a well-structured client grievance redressal mechanism and provides customers a reliable and easily accessible interface for timely and fair resolution of enquires and complaints. The policy aims to minimize the instances of customer complaints through proper service delivery and review mechanism. Max United provided multiple levels of contact and escalation points for customers to get their queries clarified promptly.

OUR BANKS



Vijaya Bank is a fastest growing public sector bank with its corporate office in Bangalore, Karnataka, India. It is one of the nationalized banks in India. The bank offers a wide range of financial products and services to the customers through its various delivery channels. The bank has a network of 1900 branches (August 2016) throughout the country and over 3500 customer touch points including 1651 ATMs.



Bank of Baroda is an Indian state-owned International banking and financial services company headquartered in Vadodara (earlier known as Baroda) in Gujarat, India. It is the second largest bank in India, next to State Bank Of India. Its headquarters is in Vadodara, it has a corporate

office in the in Mumbai. Based on 2014 data, it is ranked 801 on Forbes Global 2000 list. BOB has total assets in excess of 3.58 trillion, a network of 5493 branches in India and abroad, and 10441 ATMs as of Sept, 2016. The bank was founded by the Maharaja of Baroda, Maharaja Sayajirao Gaekwad III on 20 July 1908 in the Princely State of Baroda, in Gujarat. The bank, along with 13 other major commercial banks of India, was nationalized on 19 July 1969, by the Government of India and has been designated as a profit-making public sector undertaking.

TRAININGS PROGRAMMES & EVENTS AT A GLANCE 2016 - 17

Microfinance Loan Distribution



Microfinance loan distribution inauguration was held at Max United registered Office at Kothamangalam on March 30, 2017. More than 30 group members and other public were participated in the ceremony. Mr. Joseph Antony, Ex-Lead District Manager, Bank of Baroda was the chief Guest. He inaugurated the Microfinance programmes by providing loans to five group members. Jose A. Kuriakose, Chairman, Anish John. K, MD & CEO and Elby Thomson, AGM spoke on the occasion.

Digital Banking awareness Programmes *Bank Account to Every One*

Financial inclusion programme implemented by government of India through various financial institutions are directly related to financial literacy programme of banks and microfinance is playing a white roll in financial inclusion programme. As the part of this programme Max United conducted Training on Digital banking on 31th March 2017 at Registered Office; Kothamangalam. The main focus of the training was creating awareness among the marginalized people for the importance of bank account and digital banking programme. The programme was inaugurated Mr. Shyamkumar, Branch Manager, Vijaya Bank, Kothamangalam by providing new savings bank account to the selected group members. He has been taken a detailed explanation about the importance of bank account, banking facilities, present and future developments of digital banking. Mr. Anish John K.MD/CEO, Mr. Elby Thomson, AGM, Max United were presenting their views on the occasion. Around 30 JLG members were attended in the training class.

Leadership Training Programmes

A leadership Training programme was conducted on 31-03-2017 at Max United Registered Office Kothamangalam. Programme was inaugurated by ANISH JOHN K, Managing Director & CEO of Max United. Elby Thomson, AGM of the organization was the resource person of the training programme. Around 30 members participated in this programmes. Training was very useful for all participants for the improving their JLG future work.



FUTURE OUTLOOK

The growth outlook for India in the coming years is one filled with hope and optimism. For the specific segment that we cater to, initiatives of the Indian Government such as the Mudra Bank, Jan Dhan Yojna and the Aadhaar Roll-Out will help immensely in furthering the financial inclusion agenda. Optimism when backed by sound policies and implementation will translate into higher economic growth which in turn will have a trickle-down effect across all spheres of economic activity - including microfinance. The economic growth that has been projected, along with the relaxation in lending norms by the RBI and enabling measures by the government will have a positive impact on the microfinance sector and help Max United capitalize on the growing demand for financial services. At Max United, we shall continue to further invest in our systems and processes as also reinforce our values to build a scalable and sustainable business. We will always focus on our two key resources employees and customers. We wish to place on record our sincere appreciation of our employees and customers.

BALANCE SHEET AS AT 31/03/2017

MAX UNITED KOTHAMANGALAM BALANCE SHEET AS AT 31-03-2017			
LIABILITIES	AMOUNT	ASSETS	AMOUNT
Capital Accounts:-		Fixed Assets:- (At Cost)	
Capital	14,25,000.00	Furniture & Fittings	18,350.00
Less:Net Loss	(29,767.00)	Office Equipment	7,106.00
		Computer & Accessories	14,500.00
		Deposit & Advance	
Current Liabilities & Provisions:-		Rent Advance	1,00,000.00
Rent Payable	25,300.00	Water Security Deposit	300.00
Salary Payable	33,600.00	Loans & advances:-	
Loans from Friends & Families	85,000.00	Loan disbursement	12,00,000.00
		Add:Interest Receivable	1,68,000.00
		Cash & Bank Balances:-	
		Cash In Hand	1,503.00
		Vijaya Bank	19,374.00
		Bank Of Baroda	10,000.00
Total	15,39,133.00	Total	15,39,133.00

Date : 08-05-2017
Place : Kothamangalam
As per our audit report even date attached

FINANCIAL STATEMENTS 2016 - 17

AUDITOR'S REPORT

NOBLE GEORGE B.Com., A.C.A, DSA(ICA)
Chartered Accountant

Mar Thoma Charityability Building
Opp. Revenue Tower
Kothamangalam - 888 031
E-mail : noblegeorge2000@yafoo.com
Ph : 0483-2829458 (P)

AUDIT REPORT

We have audited the attached Balance Sheet of the Max United Foundation, Kothamangalam, Ernakulam Dist and the Profit & Loss Account of the said Institution for the Period ended on 31/03/2017 assessed therein. These financial statements are the responsibility of the Institution. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the auditing standards generally accepted in India. These Standards require that we plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosure in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by Institution, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

a) Internally generated vouchers supported.

Subject to the above qualification,
In our opinion and to the best of our information and according to the explanations given to us, the financial statements give a true and fair view in conformity with the accounting principles generally accepted in India.

a) In the case of the Balance Sheet, of the state of affairs of the Max United Foundation, Kothamangalam, Ernakulam Dist As at 31/03/2017

b) In the case of the Profit & Loss Account Net Loss for the year ended on that date.

Place: Kothamangalam
Date: 08/05/2017.

NOBLE GEORGE B.Com., A.C.A, DSA (ICA)

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31/03/2017

MAX UNITED KOTHAMANGALAM PROFIT & LOSS ACCOUNT FOR THE YEAR ENDED 31-03-2017			
PARTICULARS	AMOUNT	PARTICULARS	AMOUNT
* Printing & Stationary	17,918.00	* Service charge	12,000.00
* Salary & Allowances	97,500.00	* Insurance Charge	12,000.00
* Registration Fee	13,000.00	* Annual Fee	5,500.00
* Staff Welfare Fund	180.00	* Interest Received	1,68,000.00
* Consulting Fee	9,500.00	* Net Loss	29,767.00
* Water & Electricity Charges	11,985.00		
* Internet & Telephone Charges	1,400.00		
* Repair & Maintenance	10,250.00		
* Other Rent	520.00		
* Travelling Expense	600.00		
* Legal Charges	2,850.00		
* Miscellaneous Expenses	1,000.00		
* Anniversaries & Celebrations	988.00		
* Training programs Expenses	620.00		
* Bank Charges	26.00		
* Municipal Charges	30.00		
* Rent	25,300.00		
* Salary	33,600.00		
Total	2,27,267.00	Total	2,27,267.00

Date:08-05-2017
Place:kothamangalam
As per our audit report even date attached



PRESENT SCENARIO 2016 - 17

■ Branch	:	01	■ Active Loans	:	60
■ Staff	:	05	■ Total Loan	:	12,00,000/-
■ Joint Liability Group	:	30	■ Loan OS	:	12,00,000/-
■ Members	:	150	■ Overdue %	:	0%
■ Loanees	:	60	■ Recovery Rate	:	100%

CONCLUSION

When we look back to our first 5 months the Graph of achievements is small but encouragingly hopeful. We thank the GOD almighty and each and every one of you for supporting us in the mission.

But when we compare our achievements with the real requirement of socio economic services the society demands of the society is really high. Max United is committed in its roles and objectives to improve the quality of life of common man particularly the status of women in the society.

So let us stand together to serve the poor and marginalized, their development is the real development of our country.

Thanks and regards,

Anish John K.
Managing Director/CEO

PHOTO GALLERY





CONTACT DETAILS



MAX UNITED FOUNDATION

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