

Report on IDLC Finance Limited's Purnota loan on women's welfare.

By
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
 2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
 3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
 4. I/We have acknowledged all main sources of help.
-

Student's Full Name & Signature:

Tasnia Islam Deya

Student ID: 19104004

Supervisor's Full Name & Signature:

Mr.Mahmudul Haq

Associate Professor, BRAC Business School

BRAC University

Letter of Transmittal

Mr.Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject:

Dear sir,

I'm really honored to inform you that I got an opportunity to do my internship at IDLC Finance Limited as a part of my undergraduate program at BRAC University. I worked very hard at the organization to complete my internship as well as to learn things related to the field of non banking financial institutions during the previous quarter, starting from 8th January 2023 to 6th April 2023.

Throughout my internship at IDLC Finance Limited, I was able to understand the difference between the authentic and actual works of Non-banking financial Institutions, how they operate apart from the theoretical bookish concepts. Furthermore, this internship helped me grab an outstanding opportunity of learning corporate life. I really hope and pray that you will find my internship dependable as well as valuable. I had to write the report within a short period of three months and the work pressure was huge too. As a result, my report may contain some inconsistency. I request you to consider me on this issue.

I would like to grab the opportunity of expressing my recognition for your support and assistance during the whole period. For the moment, you may ask me any question and hopefully I'll always be available.

Sincerely,

Tasnia Islam Deya

ID: 19104004

BRAC Business School

Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between IDLC Finance Limited and the undersigned student at BRAC University named Tasnia Islam Deya for the commitment of preventing the unauthorized disclosure of confidential information of the organization.

.....

IDLC Finance Limited

.....

Tasnia Islam Deya

Acknowledgment

Firstly, I'd like to convey my genuine gratitude to my internship supervisor Mr.Mahmudul Haq sir for guiding me throughout my report writing period along with tracking my progress from time to time. It was viable for me to complete the report on time smoothly as sir helped me out by providing valuable intuitions.

I'm also thankful to Sushmita Saha, my on site supervisor at IDLC Finance Limited for giving me professional assistance along with all the data and information I required for completing my report. Furthermore, I'll always be grateful to everyone from IDLC Gulshan branch for their unconditional and consistent love and support during this period.

Thank you.

Sincerely,

Tasnia Islam Deya

ID: 19104004

Executive Summary

The first section of this report provides background information on the internship, including job duties and responsibilities, outcomes, and challenges faced. Secondly, it provides a basic overview of the organization, outlining its background, key initiatives, and financial situation. Finally, in the project part includes a research project on the organizations specific loan which is Purnota loan. It is mainly a product design for women entrepreneur loan. In the project part, I've conducted a survey on one of Purnota loan. Also I've described about the challenges and barriers that women entrepreneur face while taking loan.

The research provides limited information because it was only conducted after three months of internship period with specific observation. Similarly, due to privacy issues, this paper does not include data extensively.

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Chapter 1: Internship Overview

1.1 Information of Student

My name is Tasnia Islam Deya. I am pursuing my bachelor's degree from BRAC Business School, Brac University. I've done double major in Finance and Marketing. My student ID is 19104004. Currently, I am doing my internship at IDLC Finance Limited.

1.2 Information of Internship

1.2.1 Period, Company Name, Department and Address

I interned in the gulshan branch of IDLC Finance Ltd. I began working there on January 8, 2023, as a Finance intern, and I remained there through April 6, 2023. I've worked here for the SME - Products and Business Development team. The office is located on Bay's Galleria (1st Floor), 57 Gulshan Avenue, Dhaka, Bangladesh.

1.2.2 Internship Company Supervisor's Information

During my internship period in IDLC Finance Limited, my on site supervisor was Sushmita Saha. She is the head of SME- Products and Development team of Gulshan Branch. From the very beginning, I've been working under her supervision. Our team has three sub teams. I've also worked for Navid Chowdhury, the assistant manager of Business finance & strategy, including Mohammad Rezaul Haque and Silvia Anwar, the management trainees. In the Refinancing unit, I've worked with the senior officers; Moriam Akter, Md. Shaown Mahmud, Tithi Saha and Junior officer Md. Nayeem Hossain. I've furthermore worked with Faiza Adiba, the Head of Purnota. I've got a direct opportunity to work with all the members of our team. All of them were very helpful and friendly.

1.2.3 Job Responsibilities

As the only finance intern in the SME-PBM team I was assigned with various tasks. My main responsibilities were to check, compile, assemble, verify client documents for 6-7 types of loan schemes before sending them to Bangladesh bank for refinancing. All these documents were provided by the different branch officers for final checking by the Gulshan Branch. After checking, verifying the documents, I had to talk to the DPU's of other branches if any problems

were found in the documents or if the document itself was missing. I had to assist officers with refinancing documents for various loans, ensuring that each document was error-free and legitimate before being sent to Bangladesh Bank within the 15th of every month. My duties included reviewing and verifying SME business bills from all branches before submitting them to Administration, updating disbursement loan amounts on the Bangladesh Bank Dashboard website, writing the letters of complaint cells, researching the women's banking done by other banks or NBFIs for Purnota. Other than that, I also assisted the head of Purnota by writing invitation letters and creating the database of the guests for IDLC Purnota- Boishakhi Mela.

1.3 Internship Outcomes

1.3.1 My contribution to IDLC Finance Limited

During my internship period, our senior officers ; Tithi Saha, Moriam Akter used to give me work. Mainly the first fifteen days of every month, I used to check the refinancing documents which were then sent to Bangladesh Bank. I checked almost 600 files of different refinancing schemes. Other than that, I contributed in researching women's banking done by other banks or NBFIs. Also I used to help and support the team's day-to-day activities. Furthermore, I could help in writing the letters of complaint cells. Sometimes I had to call the DPU's of other branches. My job responsibilities were easier than the seniors but it helped them to decrease their excessive stress and workload.

1.3.2 Advantages for the student

As an intern at IDLC Finance Limited, I was exposed to the company culture directly for the first time. My experience provided me with a more in-depth and realistic grasp of the business world. This has given me significant insights on how to behave myself professionally in such situations, as well as a sense of the problems I may face if I pursue a career in this industry. Furthermore, working closely with various senior officers gave me a deeper knowledge of the Small and Medium Enterprise (SME) sector, allowing me to appreciate its complexities in greater depth.

1.3.3 Challenges/Struggles

As a student working at IDLC Finance limited, I've learned and gained knowledge but beside these I've also faced some potential challenges in these three months;

- The instructions that were given by my seniors were not sufficient. I sometimes faced difficulties understanding the task hence had to ask them more than once.

- For the first time, I had to work for 8-9 hours everyday. So it was very hectic for me.
- Also, working in a professional atmosphere was intimidating, and it took time to adjust to the company's culture and work style.
- Since IDLC Finance Limited hires more permanent staff, there is a scarcity of desk space for interns, making it difficult for me to obtain a workplace.
- The workload in our department was huge. Sometimes, I lose motivation to work here.
- Furthermore, the overall time period was very short so I think I could not learn enough.

1.3.4 Recommendations

After acquiring experience and finishing my internship at IDLC Finance Limited, I have a few recommendations for future internships for the company. I believe my recommendation will be useful to both the company and the interns. These are ;

- One of the recommendations that I have for IDLC Finance Limited is to extend the internship period for the future internship programs. By extending the internship period from three months to a minimum of four months and a maximum of six months, interns will have more time to learn about the non banking finance industry. This will also result in a deeper understanding of non banking finance activities which will make interns even more valuable assets to the company as they will have more time to contribute.
- Interns should also have their own desk. It enables them to focus more on their work.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective/ Purpose

This report shows a comprehensive overview of IDLC Finance Limited, covering all of its departments. This report dives into specific management approaches, including leadership style, recruiting and selection processes, remuneration, and performance evaluation. Furthermore, the financial performance, accounting processes, and marketing tactics of IDLC Finance Limited are analysed. Moreover, to finish and complete a detailed examination of the company's industry and competitors, this report provides insight into the organisation's operations management and information system practices.

2.2 Overview of the company

IDLC Finance Limited is a non banking finance company with its headquarters in Dhaka, Bangladesh. It is formerly known as Industrial Development Leasing Company of Bangladesh Limited. With a small team of 5 members a company focused on providing lease financing for a specific product began operations in 1985. Over time, the company increased its services and product offerings, transforming itself into a varied financial institution with strong customer ties. After 38 years later IDLC Finance Limited is now one of the leading NBFIs in Bangladesh with 40 branches, more than 1600 employees and serving over 400000 clients. IDLC has a significant and wide presence in many financial services sectors, including Corporate, SME, Retail, and Capital Market. As a result, IDLC has become one of the most recognized brands in its sector. SME finance, supplier and distributor financing, corporate financing, structured financing, retail financing, deposits, and treasury products are among the financial services provided by the company. IDLC is operating in the Capital Markets industry through three wholly owned subsidiaries. These are; IDLC Investments Ltd, IDLC Securities Ltd, and IDLC Asset Management Ltd. The company is committed to promoting environment friendly practices while also ensuring long-term economic growth. The fundamental goal of the company is to give financial assistance to individuals, allowing them to improve their life and achieve their dreams. IDLC serves Corporate, Consumer, and SME clients with a diverse range of loans, deposits, and capital market products. In addition to its core operations, IDLC

provides services through three subsidiaries that offer services to various sections of the financial sector. These subsidiaries offer merchant banking, asset management, and brokerage services.

2.2.1 History

IDLC began its journey as a leasing firm in 1985, initiated through the International Finance Corporation's (IFC)'s efforts. The firm was formed by the partnership of many domestic and foreign companies. The Aga Khan Fund for Economic Development, the German Investment and Development Company, Kookmin Bank, the Korea Development Financing Corporation (KDLC), Sadharan Bima Corporation, and The City Bank Limited, Bangladesh Limited were among these entities.

2.2.2 IDLC at a glance



40 branches all across the country.



Wide range of financial products and services



More than 1600 employees.

2.2.3 Mission

IDLC's missions are to achieve excellent growth, provide outstanding customer service, and implement sustainable business practices as a non-banking finance company.

2.2.4 Vision

IDLC aspires to become the top financial brand in the nation.

2.2.5 Core values of IDLC

- Integrity
- Customer
- Focus
- Trust and Respect
- Equal Opportunity
- Eco-friendly
- Passion
- Simplicity

2.2.6 Strategic objectives of IDLC

- Achieve stable and sustained business growth
- Increase the use of our core banking platform
- Continue to maintain a strong financing mix
- Promote our social efforts
- Attract, retain, and develop qualified employees
- Consistently improve operational efficiency
- Adopt corporate governance standards that are widely recognized and sustainable company practices.

2.2.7 IDLC Finance Limited's Subsidiaries

The three subsidiaries of IDLC finance limited are ;

- ❖ **IDLC Investment Limited:** IDLC Investments Limited offers a wide range of services and products, including investment banking and margin services. It is completely a merchant bank. They mainly help their clients in the IPO process for the company. IDLC won the renowned "Euromoney Awards for Excellence 2018," highly renowned award which marked a significant milestone as one of the top investment banks. The services provided by IDLC investment limited are ;

- Portfolio management
- Easy Investment
- MAXCAP
- Profit – Loss Sharing Scheme
- Capital Protected Scheme
- Portfolio Advisory Service

- Cap Investment etc.
- ❖ **IDLC Securities Limited:** IDLC Securities Limited's brokerage department of IDLC Investments is committed to providing top-notch customer service. The business provides institutional and individual clients, both domestically and abroad, with exceptional brokerage services while strictly following the corporate ethics and standards. Securing the second spot in the industry with a sizable gain in market share was one of their noteworthy accomplishments in 2018, marking an important turning point for the business. The services provided by IDLC securities limited are;
- Brokerage
 - Investment Option
 - Value Added Services.
 - Trading Tools
 - Clients Segments
- ❖ **IDLC Asset Management Limited:** IDLC Asset Management Limited offers mutual fund services to its customers. In February 2018, IDLC Asset Management Limited launched two new offerings, these are;
- IDLC growth fund
 - IDLC balanced fund

2.2.8 Products & Services Offered by the company

A variety of goods and services are offered by IDLC Finance Limited with the goal of assuring long-term growth and satisfying client needs. The company works hard to provide outstanding service in a highly competitive business environment for the benefit of consumers as well as employees.

Consumer Loans: There are different times of consumer services offered by IDLC Finance Limited. These are;

- **IDLC Deposits:** A deposit is an amount of money that is placed into a bank or other financial institution in expectation of future benefits. IDLC Finance provides deposit facilities to customers, they make sure that the customers will get a guaranteed income

when the maturity period is over. After a predetermined period, customers gain from earning interest on their deposits. IDLC finance limited has attained AAA rating, the highest safety & security credit rating meaning that it has strong capacity to meet financial commitments with little credit risk.

- **Regular term deposit :** People can earn guaranteed income through the ‘Regular Term Deposits’ that IDLC offers. They can utilize it for any personal or commercial requirement. The greatest way to fulfil the financial future plan is with these savings. For the benefit of consumers, IDLC has created appropriate deposit tenures. These are; 3 months to 15 months term deposit, 500 days term deposit, 2 years to 5 years term deposit.
- **Monthly earner deposit :** This deposit is the ideal choice for a reliable monthly source of income. It's a good personal financial solution. This deposit is trustworthy and safe. The target customers for monthly earner deposits are ; retired persons, homemakers and others. The clients can choose from any tenure from 1 year to 5 years.
- **Quarterly earner deposit:** This deposit is the most secure source of quarterly income. After three months, clients can get a competitive and fixed return from their deposit. People have a choice of tenures ranging from 1 to 5 years.
- **Double money deposit:** People can double their investment amount in this deposit plan. One of the most common and popular used deposit strategies. Clients can put their extra cash into this deposit. It would be the best option for the long-term objective.
- **Triple money deposit:** Without hesitation, consumers can use the Triple Money Deposit program for any significant and long-term plans.

IDLC Loans : There are various types of IDLC loans. These are;

- **Home loan :** Everyone has a dream of owning their own home one day. But because of financial shortage sometimes they can not buy their dream home. For them, IDLC finance is working to provide necessary information on how to get loans. The company provides a practical long-term periodic payment process, enabling borrowers to conveniently repay the loan amount. Customers of IDLC can choose from a variety of loans, each with a different interest rate dependent on the loan category.
- **Car loan:** Just like owning a home, some people desire to have a car of their own. But as the cost of buying a car is high it gets very difficult to get one. For them IDLC finance ltd is also providing opportunity for car loans.

- **Apartment purchase loan:** IDLC offers this apartment purchase loan for the safety of the family and the children. Customers can now rely on IDLC and take apartment purchase loan.
- **Home equity loan:** A specialized loan from IDLC Finance is available for renovating older homes. This loan is the perfect option for people who want to remodel, decorate, or add on to their current residences. Borrowers who want money for home renovations may readily acquire this loan due to its short and uncomplicated application process.
- **Home loan shield:** This loan provided by IDLC Finance includes complete insurance protection. The insurance company will pay for a portion of the loan if the loan borrower has trouble repaying the borrowed amount. This loan is introduced for protecting the borrower's family from the burden of repayment in case the loan holder is unable to pay the loan for any reason. In such cases, the insurance provider will intervene and offer the required coverage.
- **Construction loan:** IDLC Finance Ltd. offers an ideal option for people who want to construct their own home or place of business. Customers who choose this loan option might finally realize their ambition of building a residential or commercial property. This loan provides a practical and easy method to get money from IDLC Finance, whether it is for a new project or an ongoing one.
- **Land purchase loan:** People who want to purchase land, this loan is for them.
- **Personal loan:** Loans from IDLC Finance are available for a range of personal uses, including starting businesses and financing for school. Individuals can apply for loans from IDLC for personal purposes, which may include financing business ventures or pursuing higher education, among other goals.

2.3 SME Financing

SME stands for Small and Medium-Sized Enterprises, which are identified by the total number of employees working there. SME Financing has been established to provide funding as well as assistance for these enterprises' expansion, growth and development. Small and medium-sized businesses provide a substantial contribution to the economy as a whole and are essential to the expansion of the labour force, social harmony, and the economy. Additionally, they support a number of industrial sectors and draw large capital investments to the banking industry. Banks and other financial institutions are thus paying more attention to and participating in the SME sector.

2.3.1. SME in Bangladesh

Small and medium-sized businesses, or SME, play a big part in Bangladesh's economy. These organizations are working diligently on advancing economic growth of the economy. Additionally, they are creating fresh opportunities for employment. Through SME businesses, poverty in the nation is also declining, and rural dwellers' incomes are rising. Despite having less infrastructural needs and requiring less energy, these organizations are still making significant contributions to society.

Due to several governmental and private efforts, the small and medium-sized company (SME) sector in Bangladesh has seen a noteworthy shift over the years. An estimated 7.5 million micro, small, and medium-sized businesses, including cottage industries, contributed to a significant portion of Bangladesh's economic activities. In fact, they make up more than 97% of all businesses in the nation. According to a 2015 research by the Asian Development Bank (ADB), the GDP contribution of the SME sector is estimated to be approximately 25%, however it may be greater if precisely evaluated by the community. There is also less risk from the environment.

2.3.2 Products of IDLC SME:

SME Term Loan/Lease: This financing option fulfils the short- and long-term finance necessities of SME business owners for the purchase of working capital or fixed assets.

Seasonal Loan: This loan offers flexible repayment choices based on the cash flow of the firm and is intended for companies with seasonal impacts, especially for those in the agricultural and agro-processing sectors.

IDLC Purnota: In order to support women entrepreneurs, IDLC Purnota loan was founded specifically for them. This financing is suitable for small and medium-sized enterprises.

Abashan Loan: This particular financing option is used to build housing facilities for manufacturing workers in industrial zones and the vicinity of Export Processing Zones (EPZs).

Commercial Vehicle Financing: This financing option offers SME business owners funding for the purchase of vehicles for commercial use.

Revolving Short Term Loan: This type of loan helps SME companies to get working capital as required.

IDLC Udbhabon: This is a complete set of financial and non-financial services created especially for ICT entrepreneurs to aid in the launch and growth of their companies.

Start- Up Loan: This financing option is for new entrepreneurs.

2.3.3 Refinancing Schemes of IDLC SME

Since 2004, IDLC has provided refinancing loans to SME companies at low interest rates. It has been successful in obtaining refinancing from organizations including the Bangladesh Bank, the Asian Development Bank, and the Japan International Cooperation Agency. These funding are especially targeted at a number of industries, including publishing and printing, plastic manufacture, light engineering, dairy and agricultural goods, firms that support green concepts, and women entrepreneurs. By leveraging these affordable funds, IDLC has the capacity to offer small and micro business owners financial assistance at competitive interest rates, significantly promoting their economic development. The refinancing schemes of IDLC SME are :

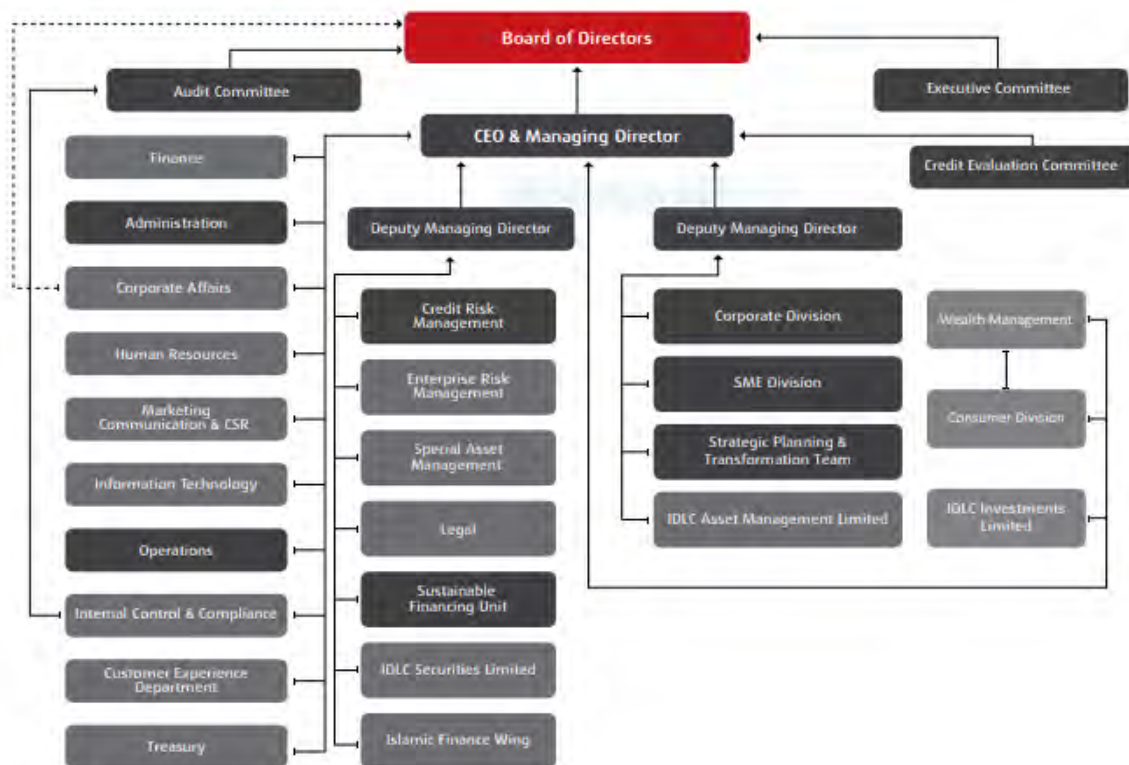
- ADB refinancing scheme
- Women entrepreneur refinancing
- JICA refinance scheme
- Agro Based refinancing scheme
- Stimulus

2.4 Management Practices

As shown by its management practices, IDLC Finance Limited is dedicated to upholding an innovative and cooperative management approach. The company also places a lot of focus on having employees and a board of directors that are qualified to perform the duties required by their positions. Both full-time and part-time employees as well as board members are included in this.

2.4.1. Organogram of IDLC Finance Limited

Company Organogram



2.4.2 The Human Resource Planning Process

IDLC Finance Limited recognizes that effective human resource management is essential for the success of any organisation. IDLC's human resource planning process begins with an analysis of the company's business objectives and the identification of the human resource needs that are necessary to fulfil those objectives. The company then evaluates its employees' skills, knowledge, and competencies to determine the present status of its workforce. The analysis assists with finding any gaps between the present workforce and the workforce required to meet the company objectives. Based on the analysis they start to develop strategies of recruiting employees. The company is dedicated to acquiring top talent and putting in initiatives to train and retain highly successful employees. IDLC is constantly developing human resource management policies and procedures to promote workers' personal growth and development while also assuring their active participation in accomplishing corporate goals. IDLC also recognizes that human resources are very important to the company's growth and

success, and it appreciates each employee, promoting their development and inspiring them to contribute to the company's goals.

IDLC Finance Limited has divided its human resources activities into two independent teams, each with its own set of responsibilities. The first team, 'Talent acquisition' is responsible for talent acquisition and organizational factors, such as hiring, employee engagement, employer branding, performance management, talent development, and development. The second team is in charge of ensuring the benefits and salary programs. They are known as the reward team.

2.4.3 Recruitment & Selection

Recruitment and selection are two key components of every organization's employment process. Recruitment is the process of attracting a group of applicants who fulfil the criteria for a certain job position. Selection, on the other hand, is the process of analysing and selecting the best candidate from the group of applicants who apply for the job opportunity.

The recruitment and selection procedure at IDLC is extremely noteworthy and fair. Its strong recruiting and selection process enables the company to attract top talent, evaluate candidates fairly and effectively, and finally pick the best candidate for the job. Generally, the departments submit information regarding job vacancies or replacements to the HR department. The HR department then develops a request form in which the number of employees required is specified. The company recruits employees from both internal and external hiring processes.

Internal employees are given preference for available jobs since they are already familiar with the organization's rules and regulations. Furthermore, internal hiring allows individuals to move from one department to another and it offers opportunities for internal growth.

For external hiring job opportunities are listed on several job boards, such as the business's own website, LinkedIn and bdjobs.com. Candidates are shortlisted based on their performance in a written exam and then are invited to an interview. Following the interview, selected applicants are subjected to a medical examination. If the candidates pass the medical exam, the management committee writes a note and hires the people who were shortlisted.

2.4.4 Employee Engagement

Employee engagement is a phrase that refers to employees' level of dedication and enthusiasm for their jobs and the companies for which they work. It refers to employees' emotional commitment to their job, colleagues, and the organization's goals and values. IDLC prioritises employee engagement because they acknowledge that happy and engaged employees are more efficient, innovative, productive and more likely to remain in the company for the long run.

For that, IDLC always tries to promote a good and equitable work environment, with the goal of avoiding employees from feeling demotivated or encountering hostile situations in the workplace. Furthermore, IDLC encourages new workers by assigning them mentors who have been with the organization for a long time to assist them in handling their first few months. They also promote professional growth by giving opportunities for employees to gain new skills. Beyond that, they organize a variety of events for the employees to participate in cultural festivals like ; Pohela Falgun and Pohela Boishakh, traditional food festivals such as Pitha Utshob, Picnics, team-building exercises, and even sporting events like cricket tournaments etc.

2.4.5 The Compensation System

A compensation system is the collection of rules and procedures that an organization employs to establish and administer its employees' salaries, fringe benefits, and other types of remuneration. IDLC provides a comprehensive payment system that incorporates monetary as well as non-monetary benefits. Employees are paid competitive salaries and get an annual performance-based incentive. To promote the well-being of its workers, IDLC places a high value on offering a flexible, competitive, and equal remuneration package. Each employee's entire compensation is separated into many components, including base salary, provision money, health fund, and home rent. This strategy intends to give complete benefits to employees and their families, such as health benefits, retirement programs, insurance benefits, and an obligatory 25 days' vacation each year. IDLC's well-organized compensation structure efficiently keeps its employees inspired to work hard.

2.5.6 Training & Development Initiatives

IDLC encourages its workers' advancement and professional development by conducting frequent training and development programs, seminars, and online sessions to improve their skills and effectiveness. These programs allow employees to gain new skills and information while sharpening their old ones, resulting in an overall increase in the company's performance. Employees like the opportunity to develop their talents and remark that the events have assisted them in redefining their prior abilities. The variety of training sessions that IDLC offers are ; business etiquette, leadership and management abilities, interpersonal skills, problem-solving, time management, and more. These training programs are divided into several categories, including foreign, public, in-house, safety management, excel, and CBI training provided by

Bangladesh Bank. IDLC trained a total of 9,108 persons in 2021, with 8,559 men and 549 women distributed among 185 different groups.

2.6.7 Performance Appraisal System

IDLC has established a performance assessment system to evaluate its employees based on numerous performance measures, ensuring that the company pays its employees fairly. The company observes the behaviour of its employees and keeps them accountable for their performance, while also giving opportunity for improvement. It evaluates employee performance using a variety of approaches, including past work experience, feedback from managers, peers, and suppliers, and a 360-degree feedback evaluation.

2.7 Marketing Practices

IDLC Finance Limited has an excellent team that uses unique marketing techniques to keep one step ahead of other NBFIs. Customer-based marketing, search-based marketing, collaboration-based marketing, and advertisement-based marketing are all part of their integrated marketing approach. "Taka Jombe, Barbe Nirapode," one of their latest ads, was a cooperation with BKash that allowed clients to use IDLC's digital savings services from any location in Bangladesh. IDLC also promotes its services on social networking sites, newspapers, and ceremonies, particularly during major holidays such as Bengali New Year, Mother's Day, and Independence Day. They also provide investing options for female investors and students. The company is constantly searching for ways to improve its services in order to please and engage more customers.

Additionally, through digital marketing, IDLC wants to reach out their target audience and communicate with interested individuals. They use social media channels such as YouTube, LinkedIn, and Facebook alongside their website for that. These channels are used to promote information about the company and make contact with potential consumers. IDLC prioritizes client happiness by evaluating many quality elements. Furthermore, they use relationship marketing methods such as delivering diaries, calendars, cards with messages, cakes to business clients, arranging events, and more to establish and build strong ties with their clients.

2.8 Financial Performance Analysis

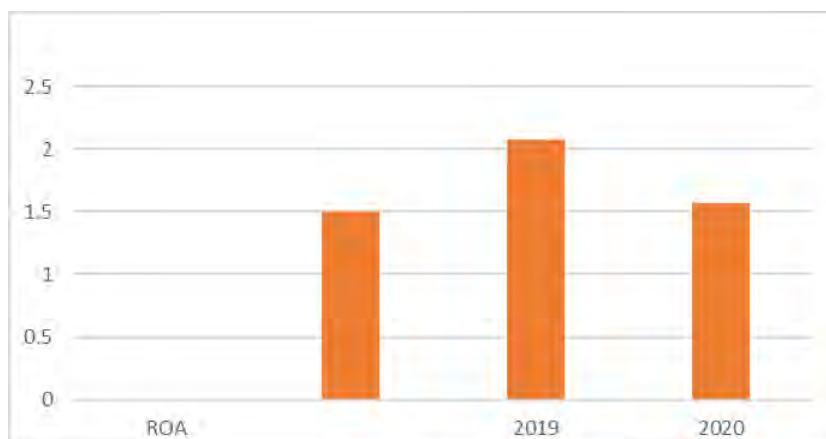
A thorough analysis is necessary to determine the sustainability and future prospects of a company's assets. The usage of financial ratios is an essential tool for assessing a company's financial performance. Ratio analysis makes it possible to evaluate a variety of organizational

characteristics, such as liquidity, profitability, risk, liquidity, efficiency, operational effectiveness, and how well resources are utilized. Investors and stakeholders can learn more about the company's financial condition and make better choices by looking at these statistics. Ratio analysis also makes it possible to spot patterns and compare current financial outcomes with past ones, which is helpful for making investment decisions. Below I have showed some ratio analysis for IDLC finance limited.

Return on Asset

A financial ratio known as return on assets (ROA) measures a company's profitability in relation to its total assets. ROA is used by corporate management, analysts, and investors to assess how well a firm uses its resources to make a profit. ROA is determined by dividing a company's net income by all of its assets. IDLC's ROA of 2019,2020 and 2021's are respectively 1.5, 2.08 and 1.57. In 2019 the ROA was 1.5 which means the company earned 1.5 units of money in profit for every unit of average total assets it owned in that year. A ROA of 1.5 indicates a reasonable level of asset utilization and profitability for the company. But in 2020 the company generated a profit of 2.08 units which is higher than previous year. Furthermore in 2021 the company's ROA decreased to 1.57 meaning a decline in profitability and asset utilization effectiveness from the previous year.

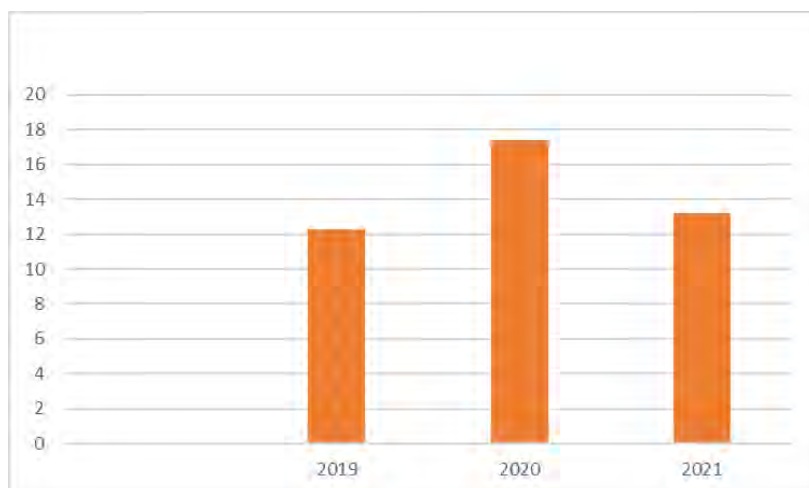
ROA		2019	2020	2021
		1.5	2.08	1.57



Return on Equity

A company's profitability and the effectiveness of its revenue generation are measured by its return on equity (ROE). A company's net income is divided by the equity of its shareholders to calculate its return on equity (ROE). IDLC's ROE in 2019, 2020 and 2021 are respectively 12.29, 17.37 and 13.21. The ROE for IDLC Finance Limited in 2019 was 12.29 which shows that, on the equity invested in the company by shareholders during that year, the company achieved a return of 12.29. In 2020, the ROE rose to 17.37%. This shows an increase in the business's profitability and effectiveness in producing returns for its investors. However, it dropped to 13.21% in 2021, implying a loss in profitability and return generation relative to equity invested from the previous year.

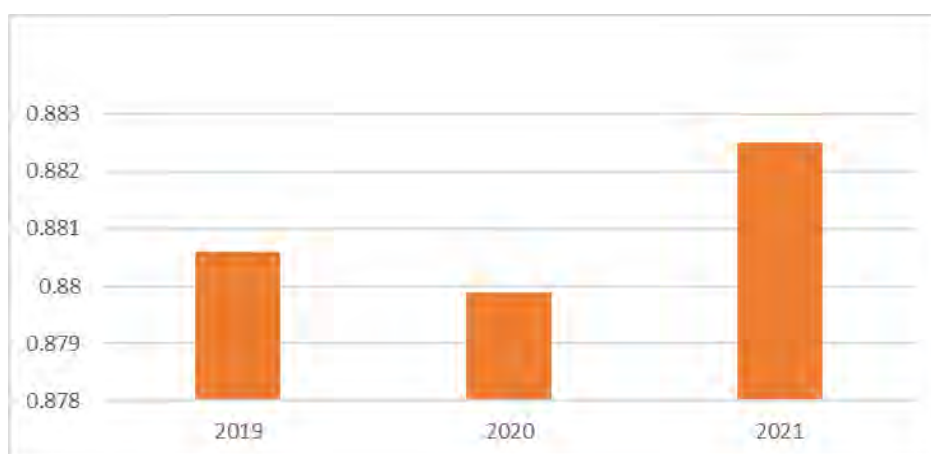
ROE	2019	2020	2021
	12.29	17.37	13.21



Debt ratio

A company's debt ratio offers details about how it uses loans and how its ability to repay financing compares to its assets. By dividing total liabilities by total assets, it is calculated. IDLC's debt ratio in 2019, 2020 and 2022 are respectively 0.8806, 0.8799 and 0.8825. In 2020, IDLC Finance Limited showed a decrease in its debt ratio, demonstrating a favorable trend toward using less debt than equity to support its operations and investments. This decrease in the debt ratio is good news for the business and shows that the financial foundation is sound.

Debt ratio	2019	2020	2021
	0.8806	0.8799	0.8825



Total asset turnover ratio

A measure used to evaluate a company's ability to generate revenue in relation to its assets is the asset turnover ratio. It calculates the amount of sales or revenue made per asset. A larger asset turnover ratio implies a more effective use of assets to produce income. It shows that the business is utilizing its assets to create revenue in an efficient manner. A lower asset turnover ratio, on the other hand, may indicate that the firm is not effectively using its assets to produce income. For the years 2019, 2020 and 2021 the total asset turnover are 0.0412, 0.0368, 0.0377. The Total Asset Turnover (TAT) of IDLC Finance declined from 2019 to 2020, indicating a drop in the company's revenue per dollar of assets kept. The reduction in TAT shows that IDLC Finance is having trouble making the most of its assets to produce income. It implies that the organization may be having trouble expanding and utilizing the full potential of its assets.

Total asset turnover ratio	2019	2020	2021
	0.0412	0.0368	0.0377

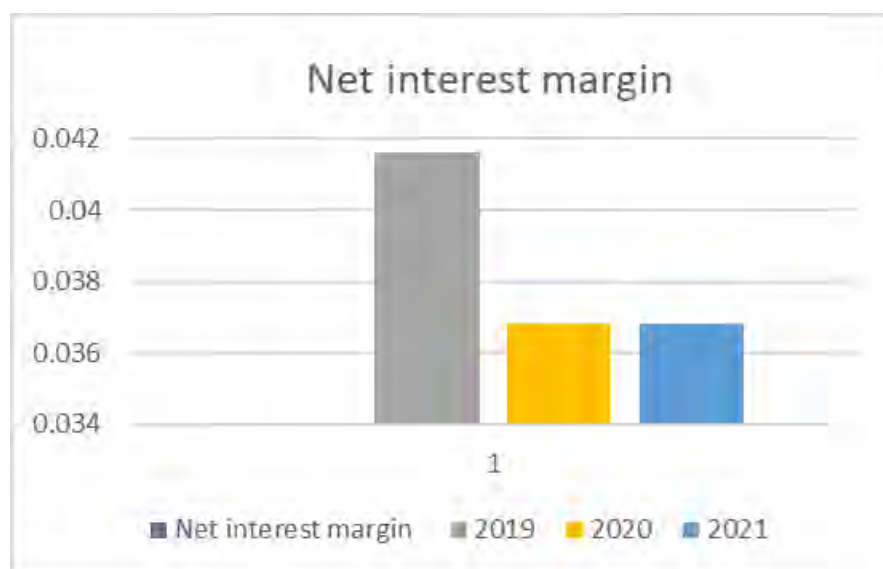


Net interest margin

NIM computes the difference between the interest received on investments and the interest paid on borrowed money in order to assess the profitability of the company's investment operations.

While a lower NIM denotes lesser returns from the investment portfolio, a higher NIM shows greater profitability from the firm's investment assets. IDLC's NIM in 2019 was 4.16% which shows that during that year, the company's investment assets brought in a profit of 4.16%. A higher NIM indicates that the company's investing operations are comparatively more profitable. In both 2020 and 2021, the NIM dropped to 3.68%. This shows that during these years, the company's investment operations continued to be profitable. In contrast, the lower NIM values in 2020 and 2021 point to a little worse profitability than in 2019.

Net interest margin	2019	2020	2021
		4.16%	3.68%



2.9 Operations Management and Information System Practices:

IDLC's primary objective is to sustain a positive net interest margin (NIM) in regard to the present liquidity crisis through raising deposit rates and fund disbursements. Since the market does not determine price, the company will put a lot of emphasis on raising the bar for its already top-notch customer service. Additionally, it intends to offer advanced lending products

and services. Furthermore, even if there is a little impact on margins, IDLC seeks to maximize resource use to sustain profitability. The corporation plans to set up enough buffers to evaluate and improve its risk rating systems before entering these areas. To target certain client categories, it has operating groups in place already. In the long run, IDLC wants to establish itself as a household name in the American banking sector. This mission statement acts as an aid for ensuring that companies and other organizations are on the same track with their goals. The IDLC's new dedication to social and environmental sustainability is shown in the Green Finance, Happiness, and Odita projects.

2.10 Industry and Competitive Analysis

2.10.1 Porter's Five Factors:

In order to assess the competitive environment in which a corporation competes, Michael Porter created the Porter's Five Forces Framework. The five factors that Porter utilized to evaluate the company's operating environment in the context of IDLC Finance are as follows:

Threats of new entrants : Low

Threats of new entrants are low because establishing a financial institution requires an enormous capital investment. Furthermore, the issuance of new licenses by the government will also affect the entry of new firms into the market.

Threats of substitutes: Low

Threats of substitute are low because IDLC Finance Limited faces major obstacles as a result of the development of non-banking financial institutions (NBFIs), mutual funds, insurance firms, and similar organizations in Bangladesh.

The power of buyers: High

The buyer power is high because consumers now have the advantage of having access to a variety of sources for their financing requirements.

The power of suppliers: Moderate

The power of suppliers are moderate because the banks are still the major supplier of NBFIs' fund. Also through its refinancing plans and monetary regulations, the central bank significantly affects the cost of money in the business.

Competitive rivalry: High

The market for non-banking services has changed from having a monopoly structure to having a very competitive and growing environment. Businesses in this sector must constantly increase

the range of services they offer in order to remain competitive, with service pricing and brand awareness emerging as the main competitive forces.

2.10.2 SWOT Analysis :

Strengths: IDLC has developed a strong reputation among their clients, and their continuous growth each year has strengthened their reputation. All employees are involved in the company's collaborative decision-making process through meetings and discussions. Additionally, staff members try to creatively impress clients, and analysts are free to address issues with approval officials. Employee recommendations are valued by the company and swiftly put into practice, which has led to a simplified debt collection procedure. company class individuals, start-ups, and small company owners are among the many clients of IDLC who seek loans for a variety of reasons, such as the purchase of apartments, automobiles, or retail establishments. One of their strengths that places them as a leader in the non-banking financial institution is the variety of goods and services they offer.

Weakness : Due to the wide selection of products and services offered, the company has difficulty arranging the services that are in line with its objective. There are frequently misunderstandings between workers and management, which causes difficulties in day-to-day operations. Obtaining loans from people without a mortgage can sometimes be difficult and have a negative impact on the company. Additionally, the company's online resources are of poor quality, which lowers employee productivity.

Opportunities : People are increasingly turning into taking loans in recent years for a variety of reasons, including the purchase of homes, cars, and other goods. This increase in customers creates a huge opportunity of having potential customers for IDLC. Customers' expectations of the business are rising along with their base of business, which is continually expanding. IDLC has started making preparations to grow its activities and branches in several significant areas of the nation in light of this potential. Additionally, IDLC Finance Limited has the potential to be a leader in a number of different industries in addition to banking. International investments have increased significantly over the past several years across a variety of industries with promising future growth. As a result, the need for financial advice has significantly increased, opening up new prospects for IDLC.

Threats: There are many banks and non-bank financial institutions (NBFI) on the market nowadays, and the level of competition among them has never been higher. The emergence of new banks and NBFI businesses intensifies the competition in this market. Customers have the choice to switch to other financing solutions if they discover more desirable ones that IDLC Finance Ltd. does not provide. With several banks and NBFIs competing for consumers, cheaper interest rates are frequently offered, which makes it simpler for customers to switch away from IDLC. This might put the business at risk. Additionally, if any of its clients are discovered engaged in seriously corrupt actions, such as seeking to convert illegal money into legitimate ones, IDLC Finance Limited runs the possibility of losing their licence for a year and paying huge penalties. Risks associated with business volume at IDLC include diminishing business volumes and market share, losing their position as the industry leader to rivals, and overtrading. Through unreliable income streams, decreased spread profits, worse bond ratings, and weakened trustworthiness, these risks can have a severe effect on profitability. Capital loss is another danger associated with excessive trading.

2.11. Conclusion

One of the most prosperous NBFIs in Bangladesh is DLC Finance Limited. With all of the company's internal resources cooperating to fulfill the organization's goals, it has lately moved closer to its mission and vision. An evaluation of IDLC's financial performance over the previous three years reveals that the company is effectively pursuing its goals and has established a place in both its target audience and the Bangladeshi financial market. The majority of Bangladesh's NBFIs are likewise putting in a lot of effort to meet client demands and survive the Covid-19 epidemic. Nevertheless, IDLC Finance Limited managed to raise its earnings per share. The financial institution is also encouraging new customers while utilizing cutting-edge tactics to boost service volume. With just five staff when it first began, the company has now expanded to 40 branches across Bangladesh, making it one of the largest NBFIs in the country. This shows how dedicated the company is to attaining its targets.

2.12 Recommendation

- IDLC Finance Limited must evaluate a consumer's payment history before granting a loan.
- Despite being a prominent non-banking company in Bangladesh's growing financial industry, IDLC Finance Limited experiences lower levels of activity satisfaction than

other significant industries there, including the banking and non-banking sectors. I believe that hiring more marketing managers might be one way for IDLC to address this problem. The success of the organization's branding strategy and operational actions may be enhanced by these new employees. Additionally, they might be helpful in determining the root causes of employee unhappiness and offering relevant solutions to enhance the overall working environment.

- To stay competitive in the industry, IDLC finance limited should offer more benefits and services to their consumers.
- IDLC finance limited should be more technologically advanced.

Chapter 3: Project Part

3.1 Introduction

3.3.1 Abstract

IDLC Finance Limited, a reputable non-banking company in Bangladesh, was founded with the goal of being the nation's top and most creative solutions provider. With the goal of simplifying lease finance and industrial investments and promoting economic growth and development across the country, its founders started out on this purpose in 1985. The IDLC is a versatile financial organization that provides a wide range of financial products and services to meet the various needs of both institutional and private clients. Their goal is to provide a wide range of financial products and services to fulfill the various demands of their clients.

Just like providing term financing, real estate financing, short term financing, corporate financing, merchant financing etc IDLC finance limited is also providing loans for the women entrepreneurs of Bangladesh and their product's name is Purnota. A part of the SME lending program created specially to help women business owners is the Purnota plan.

In both rich and developing nations across the world, women entrepreneurs have a significant influence on the long-term economic growth of these nations. It is essential for every nation's woman to step up and contribute to their country's economy for the advancement of the country and their own lifestyles. Almost half of Bangladesh's population is made up of women, which emphasises their vital significance as a large portion of the country's human resources. As a result, leaders are now aware of how crucial it is for women to participate in occupations that provide revenue and perceive this as a major problem.

Today, discussions about development are seen as essential and fundamentally centred on empowering women economically. But for female entrepreneurs, finding the necessary finance to launch or grow a firm may be quite difficult. Many women find that obtaining sufficient funding is a significant barrier to their attempts at entrepreneurship. This is where the SME loans play a vital role for helping female entrepreneurs to overcome obstacles and succeed. According to information published by the Bangladesh Bureau of Statistics (BBS) in 2020,

there were 2.8 million female-owned small and medium-sized firms (SMEs) in Bangladesh, making up around 24.6% of all SMEs in the nation.

The IDLC SME Division has been committed to serving the needs of SME companies across the economy. The division has attempted to increase the economic contributions of women and promote their financial acceptance in line with the country's commitment to women's empowerment. The idea that financial independence is essential for a successful entrepreneurial journey is reflected in Purnota, a complete lending solution that is particularly created for women business owners in the CMSME sector. This loan product is intended to provide women company owners with the required financial assistance so they may grow their companies and realize their dreams. Women entrepreneurs may maximize their operations by making the most of this cost-effective finance because of IDLC's various repayment choices and affordable interest rates. In addition, in 2015 IDLC Purnota went further than usual by setting up networking events, training sessions, and market linkage activities, giving women entrepreneurs the tools, they need to grow their businesses. Over 5,000 women have received funding from IDLC as of 2022 for their business initiatives.

3.1.2 Purnota's Offerings :

Purnota, named after the Bengali word for fulfillment, was launched by IDLC Finance Limited in 2015 as a financial solution specifically designed for female entrepreneurs. For companies run by women, Purnota provides a complete solution that includes both financial and non-financial services. The Purnota loan portfolio has significantly increased since the company's start, going from US \$28 million to US \$39 million. The product has acquired a customer base of about 5000 people till now. With a remarkable low non-Performing loan ratio of just 0.64%, Purnota's portfolio quality stands out as one of the strongest among IDLC's numerous business areas. Purnota offers financial and non-financial services to their customers. The offerings for their women entrepreneurs are ;

- Purnota loan and deposit schemes for women-owned businesses with special rates and benefits.
- Workshops for capacity building on subjects including product marketing, fundamental accounting, and cash flow management were held in association with the SME Foundation.

- Business facilitation centre that helps female entrepreneurs get licences, taxes, and regulatory paperwork,
- A special hotline service where female entrepreneurs can call for advice on a variety of business issues;
- Women entrepreneurs can receive discounts from participating suppliers with the IDLC Advantage Card;
- Purnota Club is a group where female entrepreneurs may gather to exchange knowledge, concepts, and experiences.

3.1.3 Purnota Loan:

The Purnota Loan has a number of attractive advantages for women entrepreneurs. The 13-to-60-month loan term offers a choice of repayment options. The loan limit begins at BDT 2 lacs to accommodate various company demands. One important benefit is that no collateral is needed to receive loans up to BDT 35 lacs. Repayment choices are made to be flexible while taking the business's cash flow into account. Additionally, loans up to BDT 50 lac are accessible via the Bangladesh Bank's refinancing program at a competitive interest rate of 5%. Purnota offers specially created non-financial services in addition to financial support to aid and promote the expansion of women-owned enterprises.

3.1.4 Purnota's Marketing campaigns

IDLC Purnota organises Purnota fair each year. The first Purnota Fair, a yearly event where women entrepreneurs are invited to present their goods, was inaugurated by IDLC in March 2016. The fair has changed over time, IDLC extended it to include networking sessions for the participants. Reputable Bangladeshi women entrepreneurs led these workshops. Along with the Purnota Fair, IDLC actively helps its clients in marketing their goods by taking part in a variety of national events and meetings that highlight SMEs and female entrepreneurs.

The "Purnota Fair 2018" was organized by IDLC and held at the Public Library Mart in Rangpur exclusively for female entrepreneurs. The two-day expo served as a venue for presenting the broad range of goods produced by female entrepreneurs.

Arif Khan, the Managing Director and CEO of IDLC, and Afeef Zaman, the CEO of ShopUp, launched the month-long "IDLC-ShopUp Online Purnota Loan Fair" at a virtual event on August 16 in 2020. Other important officials were present at the ceremony as well. The event

seeks to support female entrepreneurs who have been utilizing ShopUp's platform to run their enterprises online for the previous year. Under the Bangladesh Bank's Refinance Scheme for New Women Entrepreneurs, qualified candidates will be eligible for loans at a favorable interest rate that may be as low as 7%. The loan will have a range of Tk 50,000 to Tk 500,000, with a three to twelve month payback period. According to IDLC, this project will help a lot of women business owners nationwide by promoting financial inclusion for online and offline retailers.

Recently, IDLC Purnota held the "Purnota Boishakhi Fair 1430" in Jashore, Bangladesh, as part of its attempts to advance financial inclusion and inspire the entrepreneurial spirit in female business owners. They gave 30 regional artisans a platform to advertise and sell their goods, allowing them to network with potential customers and other business owners.

3.2 Literature Review

In Bangladesh, women are just recently beginning to participate in entrepreneurship or own firms. Small and medium-sized businesses (SMEs) are typically where women entrepreneurs work. The general growth of the nation may be considerably aided by increasing support for SMEs and encouraging a more welcoming business climate for women. According to a 2016 survey by the International Finance Corporation (IFC), a member of the World Bank Group, in Bangladesh out of over 8 million businesses, 99.93% of businesses fall within the category of cottage or micro, small, and medium-sized enterprises (MSMEs). The survey however did find that women only hold a very small percentage of these companies—roughly 7.2%. The report also made clear that, even among women who own firms, women entrepreneurs are seen to be underrepresented in a variety of industries, notably in wholesale and retail commerce (apart from textiles).

According to numerous studies, the challenges faced by women entrepreneurs include poor access to capital, a lack of start-up investment, small capital amounts, inadequate training facilities, a lack of managerial knowledge, difficulties obtaining formal credit, complex legal and regulatory frameworks, various social and family taboos, obstacles to market access, unfavourable working and transportation conditions for women, etc. To reduce women entrepreneur's suffering from taking loans for their businesses, many banks and non-banking financial institutions. Few of the women entrepreneur loan schemes that are provided by some

of the renowned banks and NBFIs are ; EBL's women loan, DBBL's Women Entrepreneurs Financing, IFIC's Prantonari (Women Entrepreneurs Loan), MTB Women Entrepreneur, Shakti (Women Entrepreneur) by Union Capital Limited , Shikha Loan by LankaBangla Finance etc.

By providing equal opportunities to everyone, IDLC Finance Limited is dedicated to supporting the rights of women and promoting gender equality. The company has made further steps to empower women and assist them in achieving their goals in addition to offering loans in a number of different sectors. The IDLC Ladies Forum was established with the goal of fostering a welcoming and inclusive workplace for women, and this is noteworthy work. Female employees from all levels of the company, including various departments and branches, are encouraged to actively participate in the forum in order to voice their thoughts and contribute to the improvement of the business. Additionally, IDLC has launched the Purnota loan, which was created especially to meet the demands of the nation's aspirational women. Numerous advantages come with this loan package, including help with getting the required licences and paperwork, access to the Purnota helpdesk for advice and support, insurance against potential hazards, and supply of medical allowances.

3.3 Objectives of this study

3.3.1 Broad Objective

The broad objective of this report is to understand the impact of Purnota on women entrepreneurs in Bangladesh. In addition to know about the key challenges entrepreneurs face while taking loans for their businesses.

3.3.2 Specific Objectives

The specific objectives of this report are;

- To conduct a survey on the assessment of Purnota loan.
- To know about all the services that Purnota loan is offering.
- To know about what type of challenges and barriers the women of our country are suffering while taking loans and how Purnota is stepping ahead of all that.
- To know about if the women entrepreneurs are aware of Bangladesh Bank's refinancing scheme for only women entrepreneurs.

3.4 Significance

The importance of this analysis exists in its capacity to provide an expanded view of how the Purnota loan has affected female entrepreneurs in Bangladesh. The report aims to provide useful information and insights that can be utilized to evaluate Purnota's performance and understand its contributions to women's entrepreneurship in Bangladesh by conducting a survey and evaluating the loan program. In particular, the study aims to identify the options made available by the Purnota loan, highlighting its advantages and features. For female entrepreneurs who are thinking about accessing financial assistance and learning about the benefits of the Purnota loan package, this information might be helpful.

The report also looks into the difficult circumstances and challenges that women in Bangladesh face when trying to get loans for their own businesses. By pointing out these obstacles, the study can help us understand the structural issues that need to be fixed in order to improve women's access to finance. Additionally, the report aims to highlight how Purnota is overcoming such obstacles, highlighting its role in reducing barriers and empowering women. The survey also aims to find out how well-informed female entrepreneurs are about the refinancing program offered by Bangladesh Bank. This data is essential because it may provide light on the degree of knowledge and execution of such programs, which in turn can advise policymakers and financial institutions about the efficacy of current initiatives and the need for additional awareness campaigns for female entrepreneurs.

3.5 Methodology

In the majority of situations, the investigation relied on its top sources of data, which included direct contact with the Head of Purnota Ms. Faiza Adiba. She provided priceless information and insights on the loan application. Additionally, the research conducted a survey with 50 respondents to get more data and viewpoints. Similar to the primary data, the study used secondary resources to further its understanding of this issue. Numerous publicly accessible resources, such as web-based information, articles, feedback, news sources, and yearly reviews, are included in those secondary sources.

In order to ensure a thorough study and interpretation of the impact of Purnota loan on women entrepreneurs in Bangladesh, the investigation used a combination of primary and secondary sources of information.

3.6 Limitations of this research

Insufficient sample size: Despite gathering all the essential and relevant data, the sample size in this study is insufficient. Only 30 people participated in the study, which may restrict how far the results may be applied. Additional people were tried to be contacted, however some either couldn't be found or weren't interested in helping with the investigation. The reliability and representativeness of the results may be impacted by the small sample size. When analyzing and making inferences from the data, it is critical to be aware of this limitation. For increased accuracy and validity of the results, future research projects should strive for a bigger and more varied sample.

Lack of information: The small sample size of this study was one of its main drawbacks, especially because some people were unreachable. The representation and generalizability of the results were severely impacted by this restriction. Despite efforts to engage a bigger participant pool, many people either could not be reached or showed a lack of interest in participating in the study.

Time limitations: The completion of this study was significantly hampered by time restrictions. The short internship program's duration made it difficult to spend enough time researching deeply into each component of the research. As a result, certain facts might not have been sufficiently addressed or examined.

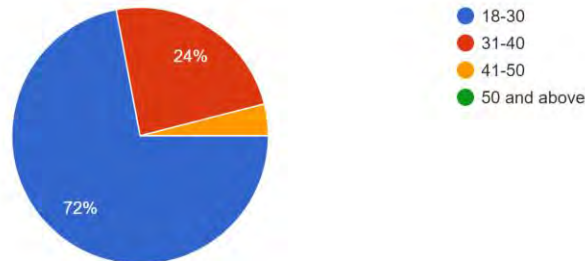
Workload: Since I was the only intern in my department, I had a huge work pressure. So, I couldn't find enough time to finish my report in time.

3.7 Finding and Analysis from the survey

In order to write the paper on IDLC Purnota loan, I conducted a survey online and got responses from 50 people. The survey was only sent to female entrepreneurs of Bangladesh.

1. What is your age group?

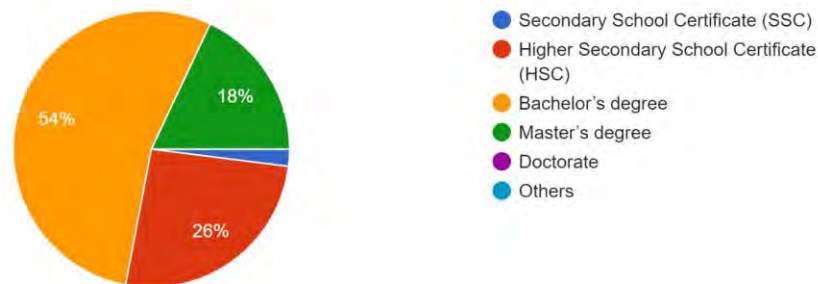
50 responses



Total 50 women responded to this survey. Almost 72% of the women were of the age group of 18-30 who are doing business in our country. Whereas 24% are from the 31-40 age group and rest are from 41-50. In this survey it is shown that this survey did not reach women who are from the group of 50 and above.

2. What is your highest level of education achieved ?

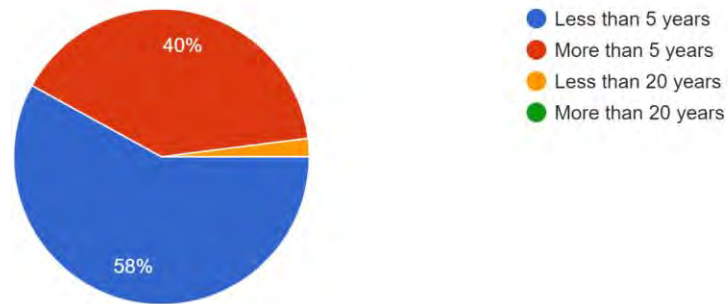
50 responses



In this question, we can see the highest education level achieved by women entrepreneurs. 54% of them received bachelor's degree, 18% of them received master's degree, 26% received higher secondary school certificate and the rest received secondary school certificate. From this we can see that even highly educated women are also doing business and not relying on jobs.

3. How long has your business being running?

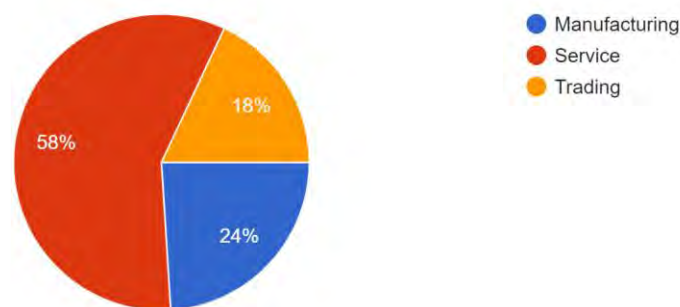
50 responses



From the total 50 respondents, 58% of them answered that they are running their business for less than 5 years and 40% of them answered that they are running their business fom more than 5 years. Some of them have chosen the option of less than 20 years.

5. What type of product/ services does your business provide?

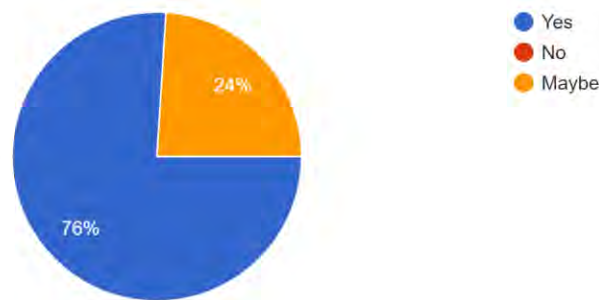
50 responses



There are 3 types of products and services that can be traded. These are manufacturing (shoes, clothes, bakery items, crockery and cutlery items, organic farming etc), service (beauty parlour, yoga training classes, financial advisor firms etc) and trading.

6. Have you ever considered applying for a loan from IDLC Purnota for your business needs?

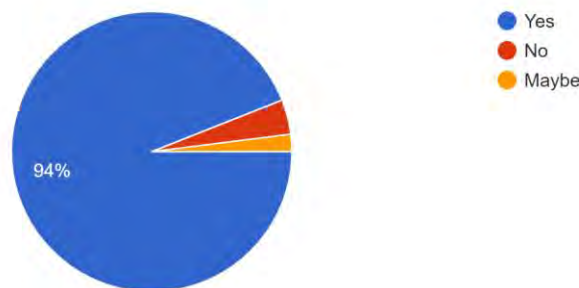
50 responses



When asking if the 50 presidents ever considered applying for a loan from IDLC Purnota for their business needs, almost 76% of them said yes and 23% were not sure about this.

7. Have you ever faced any difficulties while taking loan as a women entrepreneur ?

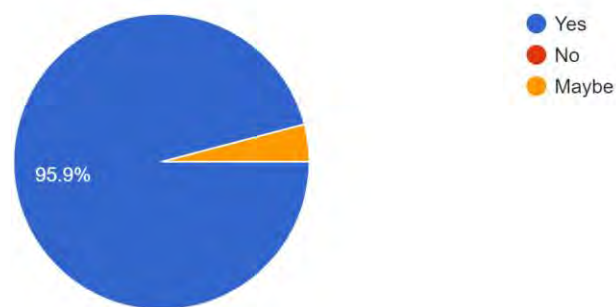
50 responses



We all know that women entrepreneurs from Bangladesh face a lot of challenges and barriers for their business. Upon asking this question 94% of them answered yes, which is a huge number. The barriers and challenges include the women having lack of information about loan, inability of giving collaterale while taking loan, obstacles to market access, unfavourable working and transportation conditions etc.

8. Do you think Purnota's loan process is easier than others?

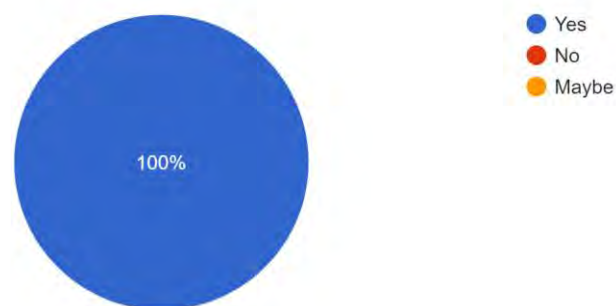
49 responses



Almost 95.9% of the 50 women said they feel that Purnota's loan process is easier than others.

9. Do you find Purnota's helpline service helpful?

50 responses



Those who have taken a loan from Purnota or considered taken a loan from Purnota, all of them agreed that their helpline service is helpful because they can ask questions about the loan procedures or advice from them.

10. Are you aware of the Refinancing Scheme offered by Bangladesh Bank for loans up to BDT 50 lac at a 5% interest rate?

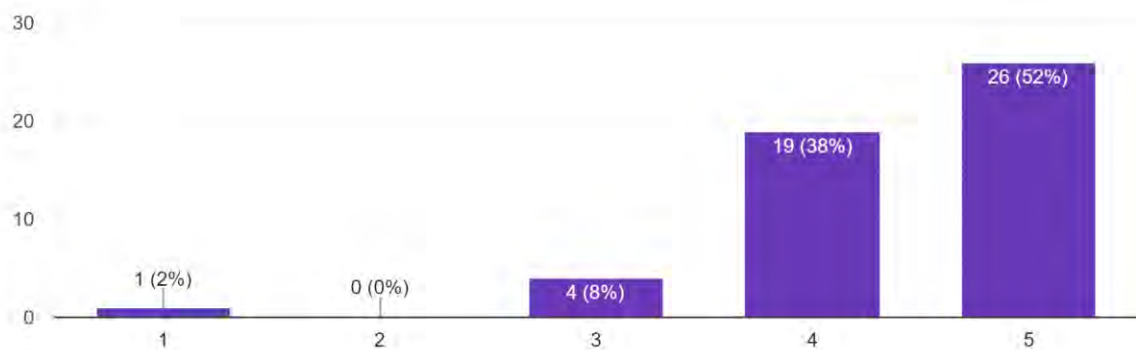
49 responses



The interest rate has been lowered by Bangladesh Bank from 7% to 5% in an effort to motivate female entrepreneurs to take low-interest loans. Upon asking if the respondents know about this scheme all of them agreed.

11. How would you rate the overall customer service and support provided by IDLC Finance Limited for Purnota loan applicants?

50 responses



Purnota tries to give top notch services to their customers. The overall customer service and support provided by IDLC finance limited for Purnota loan applicants were rated by the respondents. 52% said they are very satisfied with the service. 19% were satisfied and 8% were neutral about this question.

3.8 Conclusion

In conclusion, IDLC Finance Limited has proven through Purnota loan product that it is committed to promoting female entrepreneurs in Bangladesh. Purnota offers a complete financial solution that is especially created for women-owned businesses, including both financial and non-economic solutions. The loan portfolio has significantly increased, demonstrating Purnota's fantastic impact on women businesses. With initiatives like the Purnota Fair and the IDLC Ladies Forum, the organization's efforts to support women in business go beyond finance and promote networking, knowledge exchange, and advertising possibilities. However, there are still obstacles that female entrepreneurs must overcome in

order to obtain loans, such as limited access to finance and a lack of adequate educational or training facilities.

3.9 Recommendation

The recommendation for Purnota loan product are ;

- IDLC finance limited should increase awareness among women entrepreneurs about their women entrepreneur loan Purnota and its features and benefits.
- The Purnota loan program should be made more widely available by IDLC in order to assist more female entrepreneurs in various parts of Bangladesh. Partnerships with regional firms or companies and the use of digital platforms to increase accessibility can be used to accomplish this.
- Purnota offers non-financial services, but IDLC should expand its services by offering more training courses, mentorship opportunities, and advice on company growth and market access. This will provide female business owners with the information and abilities they need to be successful in their ventures.
- IDLC finance limited should enhance their marketing campaigns for Purnota loan. They should spread information about Purnota on social media.

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