

Dvara KGFS Mission:

Our mission is to maximise the financial well-being of every individual and every enterprise by providing complete access to financial services in remote rural India.

About Dvara:

KGFS Dvara KGFS was incorporated in August 2008 by Dvara Trust, a private trust set up with the mission “to ensure that every individual and every enterprise has complete access to financial services.” Dvara KGFS works towards achieving this goal through its network of branches in remote rural areas that offer a range of financial products and services. The organisation instils this mission into its business by facilitating and originating financial products and services through a unique branch-based business model called Kshetriya Gramin Financial Services (KGFS), which translates to “Regional Rural Financial Services.”

With strong technological support, well-managed resources and highly trained employees, Dvara KGFS offers a plethora of services adopting the ‘Wealth Management Approach’ through its unique branch-based KGFS Model in remote rural areas of the country. Since the resources offering the services are the people within the same community, the brand has successfully established a strong connection with the local population. Dvara KGFS’s success in delivering financial services to even the most remote rural areas is underpinned by a sophisticated technology that includes a Customer Management System (CMS), Core Banking Solution (CBS), Biometric Verification Process and Centralised Audit System. Dvara KGFS has implemented the KGFS model across India and has made great strides towards maximising the financial well-being of the rural population across the country. With the expertise and confidence cultivated with this KGFS experience, Dvara KGFS is looking forward to expanding its horizons and bringing the KGFS model closer to those in need across India.

KGFS Operates Through Three Basic Methodologies:

1. **Focused Geographic Commitment:** Each KGFS institution is designed to be a regional institution serving a specific territory with distinct geographic, economic, and linguistic characteristics. This unique methodology helps us gain better insights about the customer and the local economy. Our focused commitment to a geography and the population within it enables us to deliver better customized products to our clients, to engage with them effectively and also help us react more quickly to local events.
2. **Wealth Management Approach:** Each KGFS provides tailored financial advice to every enrolled client. This is called a “wealth management” approach, which is a term common in private banking for affluent clients. The goal of this approach is to ensure that every client uses a tailored combination of financial services that best promotes the financial well-being of the client’s household. The KGFS model believes that clients will make better choices among complex financial services when they have the benefit of advice from trained professionals and a better understanding of the financial products and services available.
3. **Access To A Wide Range Of Financial Products:** Central to the KGFS vision of complete financial inclusion, is the conviction that households need a diverse range of financial services. This is reflected in its wealth management approach that takes a holistic view of the financial requirements of a household while recommending financial products to the clients. As a result of this vision, KGFS branches, in turn, offer a bouquet of products such as credit, insurance, savings and remittance products to its customers.

Dvara Outreach:

1.67 million happy customers, No of States 10, No of Districts 107, 378 branches, 18704 villages, 8020 disbursed as loan, 1823 AUM, 34.36 remitted, 970 lives insured, 8272 digital mitra agents.

Dvara Company Overview:

Dvara KGFS was incorporated in August 2008 by Dvara Trust, a private trust set up with the mission “to ensure that every individual and every enterprise has complete access to financial services.” Dvara KGFS works towards achieving this goal through its network of branches in remote rural areas that offer a range of financial products and services. The organisation instils this mission into its business by facilitating and originating financial products and services through a unique branch-based business model called Kshetriya Gramin Financial Services (KGFS), which translates to “Regional Rural Financial Services.”

Dvara KGFS uses a customer-centric, technology-enabled business strategy to provide products and services through a distinctive “Wealth Management” approach. A financial well-being report, which serves as a tool to assess the suitability of a customer’s chosen product, is created by gathering information on a household’s assets, liabilities, income, expenses, and financial goals.

Our headquarters and branches, positioned in different locations, cater to a clearly defined geographical area spread over a contiguous location with a population of 5 million. As a business correspondent for banks and other financial institutions, we also collaborate with them on the distribution front using the direct origination approach (BC).

To help fulfil our vision of becoming a “Rural FinTech,” Dvara KGFS has embarked on an ambitious and innovative journey of implementing an omnichannel strategy for our customers by ensuring better reach, last mile connect, increased touchpoints, deeper penetration, and better products and services. The various components of this omnichannel network, apart from our traditional branch-based business model, include the following:

KGFS Digital: We operate in several villages, each with a network of digital agents that can provide a range of products and services to our clients. Through cross-selling and up-selling, KGFS Direct, our inside sales channel, provides our current clients with digital access to a variety of products and services.

MyKGFS WhatsApp: Users can enable a variety of services using our self-service WhatsApp Chatbot channel, including digital EMI payments.

KGFS Branch on Wheel is our mobile branch, which allows us to serve customers at their doorsteps in the remote deep rural villages where we work.

KGFS Partnerships: Through our Business Correspondent Partnership model, we collaborate with FinTechs to originate business and provide better products and services to customers.

Our recent acquisition of Saija Finance Pvt. Limited has only further strengthened our reach and our customer base by adding new geographies, branches, and customers to Dvara KGFS. We are now present in 10 Indian states through 390 branches spread across 24,020 villages and 108 districts.

KGFS Technology: KGFS has been a forerunner by investing heavily in technology from the early days, supporting its well-laid-out mission and strategy.

- Financial Well-Being and Rural Focus
- Dense Geographic Expansion
- Wealth Management Approach
- Wide Range of Financial Products

With the foundation of the investments already made in Technology and Platforms, KGFS has embarked on a digital transformation journey into a Tech 2.0 stack. The emergence of digital platform and the explosive growth of cloud, analytics, big data, and machine learning capabilities have enabled us to look at a suitable mix of branch, field, and digital channels for customer engagement. The KGFS2.0 Tech Stack builds on our Plan, Grow, Protect, and Diversify model and brings a strong middleware with a specific focus on risk, productivity, growth, and regulatory compliance. On the user interface layer, there is a greater focus on customer, employee, and partner experiences. Besides driving the organization towards customer centricity, the KGFS Tech & Data Science Platform aims at improving operational efficiency, effectiveness, and market growth. The platform also creates new avenues for customer sourcing: inbound marketing via the WhatsApp Customer Self-Service App, data mining on customer transactions; data mining on CB reports (including earlier rejects); and retention management tools. WhatsApp engagement with customers, along with the digital agent network, provides the necessary impetus for customer stickiness and indirect network effects.

Key architecture principles guiding the technology solutions cover:

- Full system is mobile enabled
- Flexible Process and Workflow Management
- Flexible Product definition
- Multi-dimensional risk scoring engine
- Configurable legal forms / contracts definition module
- Psychometric test framework
- Document Scanner
- Deviations and Mitigants

Our key initiatives include:

- Digital onboarding and originations occur through journey-driven customer-facing systems aligning CRM, LOS, and various other systems.
- Implementation of a unified engagement platform to support omnichannel touch points covering all the channels – Branch, Direct, Digital Agent and Self Service.
- Agile Transformation covering Enterprise Agile setup aligning processes that support Architecture, DevOps setup, tools, system reliability, scalability, and security.
- Transition to a microservices-oriented architecture
- Drive data-driven decisions with a strong data strategy, analytics, and insights.

Following Are The Front-Office Systems, Which Are The Key Enablers For The Omnichannel Strategy.

- KGFS Assist is the customer management and wealth management system and app for the branch operations team.
- KGFS Mitra aims at creating digital touch points around the branch network. Technology-savvy small shop owners will use this application near customer locations.
- KGFS Direct is the CRM to stay in direct contact with customers and prospects for lead generation, overdue calling, agent onboarding, and activation.
- MyKGFSWhatsApp aims to offer self-service capabilities for smartphone-savvy customers via WhatsApp and mobile applications.

A Few Of The Key Back-Office Systems Are:

Perdix Loan Management System and Audit Management Software

HRMS

Compliance Tracker

Tally Accounting Solution

As part of the data strategy, a focused analytics team is formed to create a “trusted single version of the truth” through the consolidation of the data assets and to champion analytics maturity at the organization by integrating advanced prescriptive and cognitive modelling for decision support purposes. A clear and well-defined strategy is broken down into three essential pillars:

- Data Visualization: To make data transparent, visible, and clearer to identify patterns, trends, and outliers in large data sets. Stories are told through dashboards and trend charts. The subsequent aim is to make the data more accessible to consumers and to explicitly present the behaviours of the data in a well-recognized manner.
- Predictive Analytics: The main goal is to make predictions about future outcomes using historical data combined with statistical modelling, data mining techniques, and machine learning. Through this, we can create optimized solutions and drive better business decisions.
- Future Technology: The main goal is to leverage the latest, innovative technology, such as Web3, chatbots, computer vision, etc., and combine the problems to be solved to come up with an efficient, state-of-the-art solution. The potential is enormous, and there is a huge opportunity in utilising it to solve our current problems.

KGFS Guiding Principles:

- We meet the customers where they are, without judgment. we serve all with no prejudice of caste, income, creed and culture.
- We are customer centric: Awareness, affordability, accessibility and continuity are our strengths.
- We treat our customers and each other with respect and dignity.
- We believe that access to financial tools creates the ability to take action.
- We are committed to acquiring expertise and staying with the language of finance.
- We get into a geography and stay until the mission is accomplished.
- We understand that profitability is key to our success.
- We serve with urgency-every day passed without providing a service is a missed opportunity forever.

- We exceed our expectations through constant innovation and continual improvement.
- We firmly believe in meritocracy.