

MFI Profile- ASASAH



ASASAH is one of the leading non profit microfinance institutions, which continues to serve financially poor households in the province of Punjab, Pakistan. The word "Asasah" literally translate to asset from the Urdu language. Hence, Asasah views clients and staff as invaluable assets who will deliver the promise of prosperity to communities in Pakistan. Our philosophy is shaped by work at the grassroots, which has shown that provision of economic opportunities to enhance micro productivity and alleviate poverty empower the poor to create lasting change in their lives.

Vision

"A programme to enhance micro-productivity and alleviate poverty"

Mission

- Improve living standards of people below the poverty line through provision of diverse economic, educational and information services
- Safeguard the interest of donors, financial institutions and individuals interested in poverty alleviation
- Improve community well-being and balance the interests of stakeholders by encouraging participation
- Keep employees motivated and ensure continuous achievement of objectives through staff capacity building.

Objectives

ASASAH developed its microfinance program to full fill the following objectives:

- Offer our services to the underserved marked of financially poor households.
- Empower women through direct participation of households in use of our services.
- Achieve 100 per cent operational sustainability in three years.

Name of the MFI	ASASAH
Established	March 2003
Legal Status	Section 42, Companies Ordinance 1984
Area of Operations	ASASAH is operational in the Punjab province of Pakistan in ten districts, namely, Lahore, Gujranwala, Kasur, Faisalabad, Pakpattan, Vehari, Khanewal, Multan, Sahiwal and Okara. ASASAH has 29 branches, out of which, 14 caters the needs to marginalized rural population of operational area.
Main Products	Micro Credit Micro Insurance Micro Savings
Portfolio outlook as of March, 2009	
Number of Active Clients	27,825
Loan Outstanding Portfolio (Million EURO ¹)	2,416,198
PAR 30+	0.1

Please click www.rspn.org/FD/asasah.pdf for detailed pitch book

Contact Details

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¹ 1 EURO= 100 PKR

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