



CUSTOMER GRIEVANCE REDRESSAL MECHANISM



Micro Units Development & Refinance Agency Ltd. (MUDRA)

BOARD APPROVED VI-

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This policy on Grievance Redressal of Micro Units Development & Refinance Agency Ltd. (“MUDRA”), a wholly owned subsidiary of Small Industries Development Bank of India (SIDBI), is set out as a mechanism available within the organization to enable the customers of MUDRA to lodge their complaints / grievances or give their feedback / suggestions to MUDRA in relation to their dealings with MUDRA including financial assistance, if any, being considered for them and for addressing the same in a time bound manner, by following the provisions as provided herein (the Grievance Redressal Policy).

1. Definitions

The following terms are used in this policy with the meaning specified herein:

- 1.1. “Board” shall mean the Board of Directors of MUDRA from time to time.
- 1.2. “Customers”, means all Public Sector Banks, Private Sector Banks, Commercial Banks, Regional Rural Banks, Co-operative Banks, Non-Banking Financial Companies (“NBFCs”), Micro Finance Institutions (“MFIs”), Non-Banking Financial Companies–Micro Finance Institutions (“NBFC-MFIs”), and other financial intermediaries, who may avail financial and other facilities from MUDRA, as per the extant policies of MUDRA.
- 1.3. “End User” means a Person, Institution, Corporation, which has borrowed or seeks to borrow financial facilities from the above customers of MUDRA.
- 1.4. “Grievances” shall mean complaint, resentment, dispute, disagreement etc. arising out of the practices, procedures and codes, followed by MUDRA in its customer dealings.
- 1.5. “MUDRA Loans” means the financial facilities provided by MUDRA to its customers.
- 1.6. “MUDRA Services” means services, financial assistance, for the time being provided by MUDRA from time to time, to its Customers.
- 1.7. “Working Days” shall mean any day on which banks generally are open in Mumbai, for the transaction of normal banking business but does not include Saturdays and Sundays.

2. Introduction

- (i) Prompt, excellent and efficient Customer services and high level customer satisfaction is the prime objective of MUDRA at both institutional interfaces where organizations avail of financing / refinancing or other facilities from MUDRA as well as at the end user level where the Customers avail of MUDRA loans.

(ii) This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery and review mechanism and also to ensure prompt redressal of customer complaints and grievances, if there are any.

(iii) The key principles of MUDRA's grievance redressal policy are as under:

- ✓ Customers be treated fairly at all times.
- ✓ Grievances raised by customers are dealt with courtesy, efficiency and swiftly, not exceeding within prescribed time lines.
- ✓ MUDRA's employees shall act in good faith and without prejudice to the interests of the customer and within the laid down policies and guidelines of MUDRA.
- ✓ Customers are fully informed of avenues to escalate their complaints / grievances within the organization and their rights to alternative remedy if they are not fully satisfied with the response of MUDRA to their complaints.

3. Categories of Customer's Communications with MUDRA

- Query - These may be general inquiries, primarily relating to MUDRA loans, interest rates, repayment terms, eligibility norms, categories of loans, eligibility criteria for enrollment, terms of financing / refinancing etc.
- Request –Requests for obtaining any valid services including financing or refinancing support by the customers directly by MUDRA.
- Grievance – A communication by prospective / existing Customers of MUDRA that expresses dissatisfaction because of lack of action, inadequate quality of services by MUDRA.
- Grave / urgent Grievance – Related to staff misbehavior, cheating / fraud, false commitments, mis-conduct with the customers.
- Suggestion / Feedback – related to functions / roles of MUDRA with respect to its operations, policies or practices.

4. Mechanism for complaints

Customer can lodge his / her grievance through any of the following channels:

4.1 Complaint in Person:

A customer can lodge a complaint in person during working hours at Customer Service Cell (CSC) of MUDRA, established in its Corporate office, by submitting a written letter and giving full details, to CSC and obtain an acknowledgement for the same.

4.2 Complaints through post / mail / email/box:

Customers can also submit their grievances by post at the following address or through email at help@mudra.org.in by giving full disclosures and details of the complainant and giving specific instances of the cause of complaint.

The Customer Service Cell
Micro Units Development & Refinance Agency Ltd.
MSME Development Center, 1st Floor, C-11, G- Block,
Bandra Kurla Complex (E), Mumbai- 400 051
Tel: 022 6722 1465.

4.3 Through MUDRA Nodal Officers

- (i) Customers may also approach MUDRA Nodal Officers / Alternate Nodal Officers nominated at the designated Offices of SIDBI for specific queries and / or complaints relating to MUDRA's services. The Nodal Officers / Alternate Nodal Officers will forward the complaints received by them to the CSC at MUDRA for necessary action on the same, within a reasonable time.
- (ii) The telephone numbers, complete address and email address etc. will be prominently displayed on the MUDRA website for ease of contact by the customers of MUDRA.

4.4 Grievances lodged through the Public Grievance Portal

The Govt. of India, Department of Administrative Reforms & Public Grievances, Ministry of Personnel, and Public Grievance & Pension have introduced a web based mechanism "Centralized Public Grievances Redress and Monitoring System (CPGRAMS)", for lodging Complaints / Grievances by Citizens of India which may include MUDRA customers as well. This is known as Public Grievance portal (www.pgportal.gov.in). Customers may make use of the said Portal to communicate their grievances to MUDRA.

5 Resolution of grievances / complaints

- (a) Any complaint through e-mail / letters / person shall be acknowledged promptly after receipt, at the MUDRA Corporate office or Regional / Branch Offices as and when set up.
- (b) The Complaints should be registered in the Customer Grievance Register (CGR) maintained electronically and / or physically, and shall include full details of the complainant (name, address and contact details), date of receipt, fact of the complaint, category of complaint etc.

- (c) The Grievance Redressal Officer (GRO) of MUDRA will take steps to redress the grievances with care and diligence, normally within the period of 21 working days from the date of receipt of the complaints.
- (d) If the complainant is not satisfied with the reply / action / resolution given by Grievance Redressal Officer (GRO), he / she may directly approach the Chief Grievance Redressal Officer (CGRO), MUDRA for further action on the same.
- (e) Anonymous complaints will not be entertained.
- (f) The Grievance redressal mechanism is demonstrated in flow chart in the Appendix 1 hereto.

1. Internal Machineries to handle Customer complaints / grievances

6.1 Customer Service Cell (CSC)

- (i) The Customer Service Cell (CSC) will be the first point of contact for the customers in most of the cases. CSC will be responsible to receive the complaint of customers by whatever means, i.e. in person, post, mail etc. If the complaints are lodged through CPGRAM, it will be passed on to CSC for necessary action. Similarly, the complaints received by MUDRA Nodal officers / Alternate Nodal Officers will also be forwarded to CSC with related documents / enclosures (if any) for early resolution on the next working day of receipt of the complaint.
- (ii) CSC will provide an acknowledgment for the complaint received from the customer within 5 working days of the receipt, and also make necessary entries in the Customer Grievance Register (CGR) which shall include but without limitation to, full details of the complainant (name, address, and contact details), date of receipt, fact of the complaint, category of complaint etc.

6.2 The Grievance Redressal Officer

- (a) MUDRA will designate a GRO, not below the rank of AGM at its corporate office. GRO will have the responsibilities of ensuring early resolution of complaints.
- (b) GRO will first examine the nature of the Complaint and initiate necessary action to address the complaint to the satisfaction of the complainant. He / She will also ensure to record the action initiated or taken in the CGR along with the status of the complaint- resolved / unresolved or escalated to next level, as the case may be.

- (c) GRO will circulate the monthly Action Taken Report on all the complaints received, within 7 working days of the next month to the Chief Grievance Redressal Officer MUDRA for information / guidance.

6.3 The Chief Grievance Redressal Officer (CGRO)

- (i) MUDRA will designate a Chief Grievance Redressal Officer (CGRO), not below the rank of Deputy General Manager (DGM), at its Corporate office.
- (ii) If the GRO feels that it is not possible at his / her level to resolve the complaint or he / she wishes to seek further guidance on the matter, he / she may forward the complaint alongwith related documents (if any) and his / her recommendations to the Chief Grievance Redressal Officer (CGRO) of MUDRA, for his guidance and final settlement / resolution of the Complaint.
- (iii) Customer may directly approach and appeal to CGRO, MUDRA within 15 days of decision / solution / reply provided by GRO, in case he / she is not satisfied with the decision / solution / reply of GRO.
- (iv) CGRO may take up the complaints received by him directly from the customers or the GRO, who may escalate the matter at the request of the Customer, re-examine the issue and take necessary steps to resolve the matter.
- (v) He will provide necessary guidance / solution, to the complainant or CGRO as the case may be and resolve the same within a reasonable time, with possible solution as deemed expedient to him.

2. Time Frame

- (a) The Complaints received will be analyzed from all possible angles. All efforts will be made to resolve each complaint received generally within the stipulated time as per the following escalation matrix:

Level	Official	No. of working days
First	Grievance Redressal Officer	21
Second	Chief Grievance Redressal Officer	30

- (b) There may be some complaints which require deeper analysis from all possible angles which may cause delayed resolution of the complaint. In such cases,

MUDRA will try to resolve the grievances at the earliest depending on the nature of the case. Such delay in addressing the complaint beyond the prescribed time limit shall be conveyed to the complainant along with reasons for the same.

- (c) If the resolution of the complaint is delayed beyond 30 days of receipt, or the complainant is not satisfied with the reasons of delay conveyed to him / her, he / she may appeal to the Officer-in-Charge of the Regional Office of Department of Non-Banking Supervision (DNBS) of RBI, Mumbai within whose jurisdiction the registered office of MUDRA is situated.

3. Reporting to Board of Directors

Summary of the customer grievance reports along with actions initiated would be reported to the Board at least once in a year.

The report shall contain information like, the total no. of complaints received, disposed off and pending, with reasons thereof, which will be placed before the Board for information / guidance.

4. Mandatory display at the offices

At the operational level, MUDRA shall ensure to display the following information prominently, for the benefit of its customers, at its places of business:

(a) the name and contact details (Telephone / Mobile nos. / email address) of the Grievance Redressal Officer who can be approached by the customer for resolution of complaints against MUDRA.

(b) If the complaint / dispute is not redressed within a period of one month, the customer may appeal to the Officer-in-Charge of the Regional Office of Department of Non-Banking Supervision (DNBS) of RBI, under whose jurisdiction the registered office of the MUDRA falls.

5. Interaction with customers

MUDRA recognizes that customer's expectations / requirements / grievances can be better appreciated through personal interaction with customers and publicity of grievance redressal machinery by placing them on its website / its offices at the regional level / corporate office.

6. Sensitizing operating staff for improvement in service & handling complaints

MUDRA deals with customers from different segments, which may give rise to difference of opinion and areas of friction. MUDRA understands the importance of sensitizing staff to handle customer complaints / grievances with courtesy, empathy and promptness. MUDRA shall also conduct training programmes regularly for staff on customer services and minimizing grievances. Imparting soft skills required for handling customers, would be an integral part of the training programmes.

Grievance Redressal Mechanism

