

The Innovations in Technology - Enabling India's Vision for Financial Inclusion



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Financial Inclusion is playing a pivotal role in changing the economic scenario in the country. Capital formation through credit and financial services is necessary for inclusive and sustainable growth. The key challenge is in providing financial portfolio access to those living in 6 lakh villages throughout India. While the ATM industry has grown in the urban/semi urban areas, rural India lacks ATM penetration.

Last year, the Ministry of Finance and a consortium of all the public sector banks of India have contracted multiple Managed Service Providers to install and manage a total of 63,000 ATMs across urban and rural India. It is one of the largest initiatives adopted to widen the reach of ATMs beyond the tier I and II cities. In this project, MphasiS will deploy and manage about 14,000 new ATMs in 2 years, which amounts to 25 ATMs per day. As of November 2013, MphasiS has delivered more than 5,000 ATMs and has assessed more than 18,000 sites. MphasiS aims to rollout these ATMs by 2014.

The traditional model of implementing such a project of unparalleled scale involves a large workforce located regionally with decentralized operations. The model lacked visibility, transparency and control over the field processes. MphasiS' key objective was to challenge industry practice, run an innovative, technology-driven and automated operation with a lean workforce thereby setting new standards for delivery excellence.

"A large section of the Indian population still remains unbanked, and the developing nations are facing challenges in receiving access to critical financial services," said Andy W. Mattes, President and Chief Executive Officer, Diebold, Incorporated. "Together with MphasiS, we have been able to address this need and create a successful framework in the Indian ATM business. This implementation, in particular, is one of the fastest in the industry."

Innovations have been the cornerstone of MphasiS' solution. This includes use of Cloud-based Total Implementation Services Workflow System that integrates the stakeholder ecosystem on a common platform with greater transparency and accountability. Real time information on all aspects of ATM sites is available on-demand. This has set a new industry benchmark in ATM deployment operations.

"At MphasiS, it has been our constant endeavor to focus on innovation-led approach to create best practices aimed to increase the deployment efficiency. The initiatives to shorten the learning curve of accepting ATM almost as a branch, will shift the mindset of the masses from the transitional approach," said Ganesh Ayyar, CEO, MphasiS.

"An increase in the density of ATMs in the country is a tool to achieve financial inclusion. With some familiarization and training, the rural population can use ATM services. Leveraging technology, we need to place this service at convenient locations so that it is accessible and makes business sense for service providers and banks," said Puneet Bhirani, Senior Vice President & Head of Payment Services, MphasiS.

Now is the time to reap the benefits of newer technologies and infrastructure and make financial inclusion successful in India.