



Project Title:	Knowledge Management for Centre for Microfinance
Client Organization:	Centre for microFinance (www.cmfrac.org)
Location:	Rajasthan, India
Period of Performance:	December 2008 – April 2009

Problem Statement and Background:

Based in the Indian state of Rajasthan, the Centre for microFinance (CmF) works to widen, deepen and scale up the microfinance sector. Its objective is to serve as a knowledge and support center for various stakeholders operating in the state.

However, studies have shown that awareness of CmF within and beyond Rajasthan is limited. In order to become more effective at its mission, CmF needs to increase its awareness and determine more effective means for disseminating information in the sector.

Project Objectives:

CmF sought to better understand the knowledge needs of its stakeholders (including banks, policymakers and NGOs), as well as to improve its knowledge collection, processing, and dissemination efforts. As such, the Duke MBA team aimed to:

- Analyze current processes used by CmF for information flow
- Meet with a variety of “customers” of the CmF to understand their needs
- Develop a document detailing best practices for collecting information and the most effective approach(es) or medium for passing information to the various interested parties

Approach / Methodology:

The project was conducted through a combination of classroom and field study. In the classroom setting, the team gathered information regarding social impact management, business in India, and researched best practices in the field of microfinance administration. While in Jaipur, the student team conducted site visits to various stakeholders and conducted interviews regarding each customer segment’s need for information on microfinance best practices. These site visits helped the team to better understand the gaps in the current knowledge dissemination process and provide recommendations to CmF.

Sample Recommendations:

The team's final recommendations identified ways in which CmF could more effectively disseminate information to its various stakeholders. Gaps in the current knowledge dissemination process were identified for each stakeholder group – policy makers, banks, and practitioners. The team also developed an implementation plan outlining ways to communicate and share information related to the specific stakeholders needs, specific action plans for CmF to implement, proposed timeframes and projected results.

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