



USAID
FROM THE AMERICAN PEOPLE



microlinks.kdid.org/afterhours

Participate during the seminar

 **#MLEvents**

 Follow us on Twitter
twitter.com/microlinks

 Like us on Facebook
facebook.com/microlinks

Sept 1, 2011

Financial Inclusion for Youth: Reaching the Next Generation

Santhosh Ramdoss
BRAC



Ashleigh Mullinax
SEEP Network



Lara Storm
Making Cents International



BRAC's Experience in Expanding Financial Access to Young People



September 1, 2011

- 130 million people
- 120,000 staff
- 11 Countries
- \$500 million operating budget



The GE of Development



GE Energy
Industrial Solutions



GE
Lighting



GE Capital



GE
Intelligent Platforms



Licensed
Products



GE Aviation



Microfinance
Health
Education
Agriculture & Food Security
Environment
Gender Justice and Diversity



brac Feed Mills

brac Dairy



BRAC's work with Adolescent Girls and Young People

1990

Training and support to girls graduating from the BRAC Primary schools

1993

Schools turned into Reading centers in the afternoons creating safe-spaces for adolescent girls

Program further evolves into a full-fledged Adolescent Development Initiative

2003

Microfinance services provided to adolescent girls through a separate program

2005

Through Nike Foundation support BRAC pilots an integrated approach: Safe-spaces, Life skills and livelihood training and financial services

Programs shows strong impact

2007

Expanded the NF funded pilot in Bangladesh --- SOFEA

Launch integrated ELA program in Uganda, Tanzania, South Sudan and Afghanistan

Adolescent Girls Saving and Borrowing Groups

440,000 members, \$95 million in loans
disbursed



Integrated approach: Combining
financial services with other services

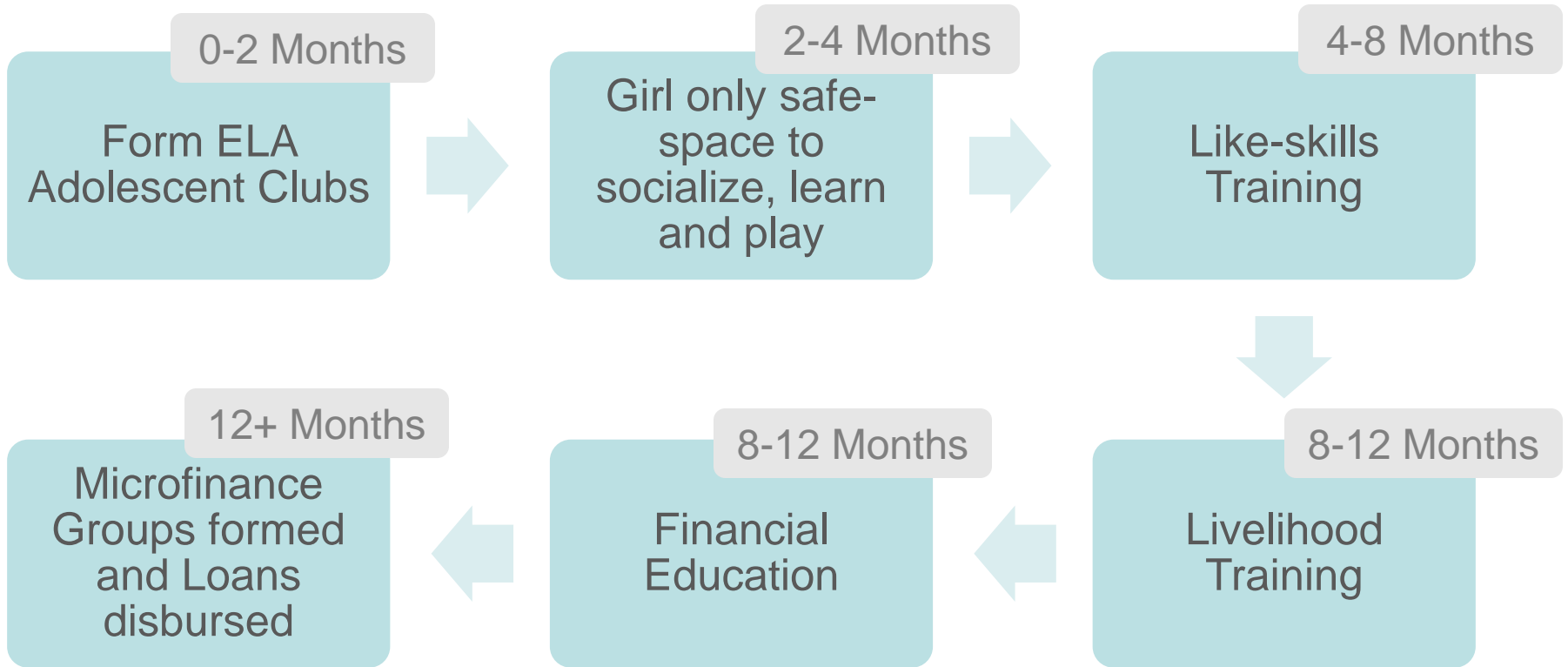
Pilots in Bangladesh, Uganda Tanzania and
South Sudan.

Case-study: Extending financial services to girls in Uganda

- Started in 2006 → Today: 120 offices, 1800 staff and reaching 2 million people
- Largest microfinance provider in the country
- Launched the integrated girls empowerment program in 2008 in partnership with the Nike Foundation
- Scale-up support from the MasterCard Foundation

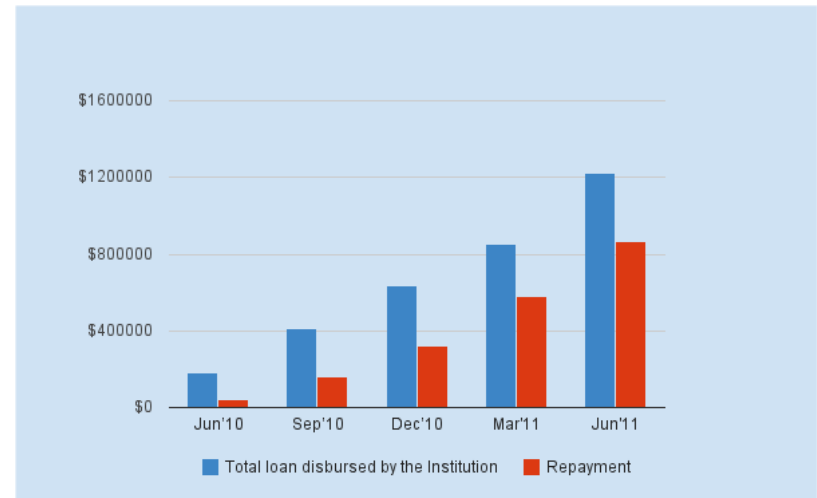
Key Program Components

- I. Adolescent Development Clubs – established meeting place within a village
- II. Life Skills Training – initial training of mentors and ongoing training for club members by mentors
- III. Livelihood Training – six demand-driven training programs on wage employment and/or entrepreneurship
- IV. Microfinance
- V. Community Participation – village support committees and mothers' forum



Results till date

- Rapid uptake of loans
- 6,000+ clients and \$1.2 million in loans disbursed
- PAR < 0.1%
- Exponential impact on the lives of girls
- Gap: Savings



Thank You

Back-up

Results Chain



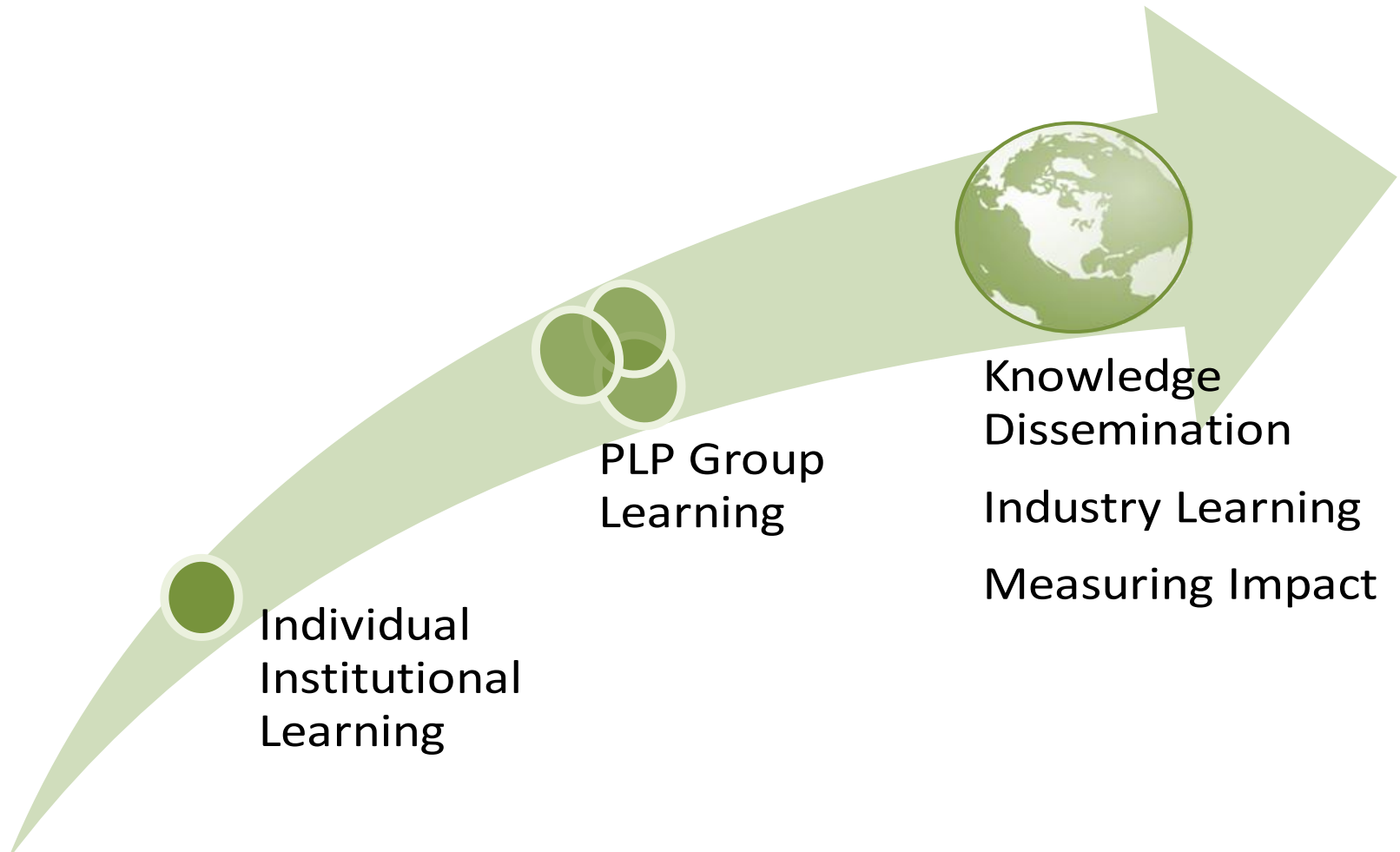
Adolescent Development Centers	Setting up safe space for girls to play games, read and socialize	Interest in club activities	Club participation, Schooling	Building social networks
Life skill training	Training on health & hygiene, social issues, maintaining relationships etc.	Knowledge, awareness	Health practices, early pregnancy, aspiration	Confident and empowered citizen
Livelihood trainings	Training on earning activities and financial management	Entrepreneurial attitude, Financial knowledge,	Employment, Income, Financial assets	Self-reliance, Access to finance
Microfinance	Organizing credit groups and providing access to credit	Borrowing		
Meeting of community elders and parents	Community participation	Parents' attitude to clubs	Parents support, expectations with girls	Adolescent-friendly community

Scaling Up Youth Financial Services

Emerging Lessons Learned from the
Innovations in Youth Financial Services PLP

microLINKS After Hours Seminar
September 1, 2011
Washington, DC

About Practitioner Learning Programs



The Innovations in Youth Financial Services PLP

Objective: To enable financial service providers, through peer learning, to better serve large numbers of young people with innovative, demand-driven financial services.

Partners:

CRS/Enlace—El Salvador

FINCA—Uganda

Hatton National Bank—Sri Lanka

XacBank—Mongolia



Enlace youth savings group, El Salvador

The Importance of Scaling Up

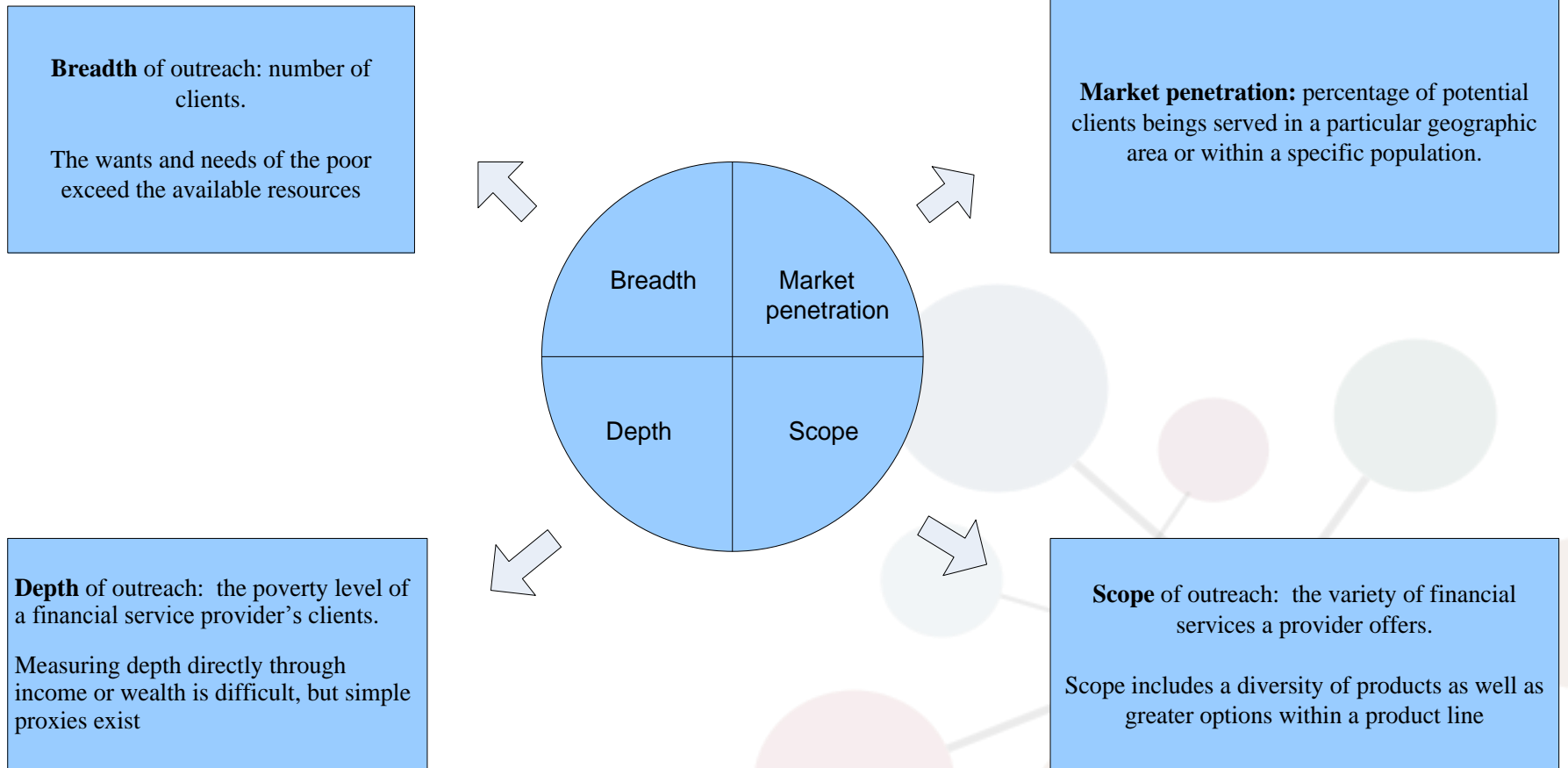
Youth Population Numbers (2010)

- **1.8 billion** people between the ages 10 to 24
- Youth aged 15 to 24 is estimated to be **17.6 %** of world's total population
- Youth aged 15 to 24 is estimated to be **20.2 %** of the total population in least developed countries

Youth and Financial Services

- Youth unemployment increased from **11.9 %** in 2007 to **13%** in 2009
- Demand is high but **less than 10%** of youth currently have access to financial services
- Microfinance is only reaching about **4%** of total demand (including youth)

Defining Scale for the PLP



Adapted from Schreiner, "Aspects of Outreach: A Framework for a Discussion of the Social Benefits of Microfinance"

PLP Learning Agenda

1. How do you **institutionalize** youth financial services to achieve scale?
2. How do you build **sustainable business models** for youth financial services?
3. What are effective strategies to deliver **financial education** as a complementary service at scale?
4. What are effective ways to **market** to youth to achieve scale?

Key Drivers for Scale Up

- Demand
- Organizational mission and vision
- Long term strategy
- Internal and external advocates
- Competition



FINCA-Uganda Star Girl client

Challenges to Scaling Up

- **High costs**
 - Segmentation
 - Complementary activities
 - Mobilization
 - Human resources
- **Smaller financial return (in the short-term)**
 - Specialized product features
 - Small volume customers
- **Lack of support from key stakeholders**
 - Senior management
 - Communities and adult figures
 - Schools
 - Government
 - Youth

PLP Lessons Learned in Scaling Up

- Include discussions about scale up during market research and product design
- Ensure that the youth product scale up strategy is in line with the organizational mission and business plan
- Evaluate the sustainability of scale up goals for youth products
- Obtain buy-in from key stakeholders
- Set targets and establish incentives for scale up early on to ensure accountability of staff working on youth initiatives

PLP Lessons Learned—Continued

- Incorporate youth scale up activities into existing organizational structure, processes, and resources
- Conduct pilot programs prior to scaling up
- Regularly communicate with staff and gather feedback about scale up process
- Engage in partnerships (where appropriate)
- Utilize appropriate marketing campaigns to scale up to youth
- Understand the potential benefits of complementary activities (such as financial education) when scaling up youth financial services

Thank you!



For more information, please visit www.seepnetwork.org



Youth-Inclusive Financial Services Linkage Program (YFS-Link)

MicroLinks After Hours Seminar

September 1, 2011





YFS-Link's KM Framework



Knowledge Generation



Knowledge Capture



Knowledge Application



Knowledge Dissemination and Sharing



Knowledge Generation: Global Youth Economic Opportunities Conference

September 7-9, 2011

Walter E. Washington Convention Center
Washington, DC

- **Who:** 400 participants from over 60 countries
 - Close partnership with 41 financial services providers and youth-serving organizations
 - Practitioners, funders, youth entrepreneurs, private sector, technical assistance providers, educators, advocates, researchers, gov't representatives
- **What:** Knowledge exchange and partnership building
 - Case studies, PowerPoint presentations, videos
 - Track dedicated to youth-inclusive financial services and financial capabilities
- **How:** Technical workshops, engaging plenary sessions, interactive networking
 - YFS Experts' Learning Workshop to brainstorm sound practices and challenges in YFS

www.YouthEconomicOpportunitiesConference.org





Knowledge Capture: Resources

Knowledge generated at Conference is captured in the following ways:

- State of the Field in Youth Economic Opportunities Publication
- Practical, hands-on curricula
- Case studies, tools and other resources
- Videos

Dissemination and Sharing: www.yfslink.org

Feature Your Work or Find Your Next Partner!

 = Youth Service Organization
 = Financial Service Provider
 = Technical Service Provider
 = Other



A Self-Help Assistance Program

[see more information](#)

Aflatoun

[see more information](#)

Aggar Micro Finance S.C.

[see more information](#)

Al Amana

[see more information](#)

Al Majmoua - The Lebanese Organization for Development

[see more information](#)

Alexandria Business Association

[see more information](#)

AMSSF/MC

[see more information](#)

Aseatic Himalayan Holidays -

Dissemination and Sharing: Training and ToT

- **23 capacity building events**
 - SMDP, UNCDF, BRAC Training Institute, MicroSave India, The Frankfurt School of Finance & Management
- **Over 350 direct training participants**
 - 155 organizations
 - 47 countries
- **More than 1,000 practitioners reached through MCI's cascade-based training model**

Dissemination and Sharing: Technical Assistance

- **SEEP PLP: Reaching Scale in Youth Financial Services (Global)**
 - 2-day training course on the development of scalable YFS
- **YouthSave Project, Save the Children (Colombia)**
 - Tool design and training for local bank Banco Caja Social de Colombia on participatory market research with youth
 - Training for youth workers on aspirations, savings, budgeting and banks as an option to safe savings
 - Key informant in helping Save the Children design financial literacy materials.
- **USAID ESAF (West Bank / Gaza)**
 - Recruit and build capacity of local market research firm, CHF Ryada
 - Oversee data collection, analysis and interpretation and translate findings into product / service recommendations
 - Prepare financial institutions to appropriately serve youth

Knowledge Application: Freedom from Hunger (FFH) – Mali & Ecuador

- **Training: YFS-Link trains two FFH staff on YFS; Participation at Conference and Experts' Learning Events**
- **TA: Oversee the market research to assess the implications of building financial capabilities in youth**
 - **Develop appropriate market research tools**
 - **Coach FFH on how to use data to inform financial product/service *and* financial education product/service**
- **Application: Conduct market research and develop comprehensive savings and financial education services for youth**
- **Sharing back at the Conference: Lessons learned from product implementation phase, which will be used to inform next round of YFS-Link curricula**

Knowledge Application: UNCDF YouthStart - Africa

- **Training and TA: YFS-Link technical training on market research**
 - 13 UNCDF staff
 - 45 practitioners from 20 financial services providers in 13 countries throughout Africa
- **Application: Market research and product development**
 - UNCDF develops market research matrix used to assess quality of youth-friendly market research
 - 20 FSPs carry out youth-friendly market research
 - 10 FSPs selected for additional funding for product development
- **Sharing back at the Conference: UNDF shares market research assessment matrix and trends in market research results**

WWW.YFSLINK.ORG

The last word from the clients...



QUESTIONS?



USAID
FROM THE AMERICAN PEOPLE

Santhosh Ramdoss

Santhosh@bracusa.org

Ashleigh Mullinax

Mullinax@seepnetwork.org

Lara Storm

Lara@makingcents.com

September 1, 2011



microlinks

After Hours Seminar

THANK YOU!

Please visit microlinks.kdid.org/afterhours
for seminar presentations and papers

Microlinks and the After Hours series are products of Knowledge-Driven Microenterprise Development Project (KDMD), funded by USAID's Microenterprise Development office.