Baseline Assessment - Women Link Phase II
Catalyse economic empowerment through the transformational use of Digital Financial Services among women and underserved populations
India
Grameen Foundation India (GFI) is a social business which works in partnership with organizations that aim to solve problems of the poorest sections of society and offers them consulting and financial services. GFI provides strategic and technical expertise to leading social enterprises, financial service providers and technology providers to extend financial information and services to underserved communities, especially women. Our parent organization, Grameen Foundation USA, is a non-profit organization, headquartered in Washington DC, and was founded in 1997 by friends of Grameen Bank to help spread the Grameen philosophy worldwide and to share the ideas of 2006 Nobel Peace Laureate Professor Muhammad Yunus, founder of Grameen Bank in Bangladesh. Our mission is to ‘Enable the poor, especially women, to create a world without hunger and poverty.

India works towards tackling multiple dimensions of the complex problems of poverty. Identifying solutions that build on the strengths of the poor, GFI puts technology to work, thus strengthening resilience and food security, increasing incomes, enhancing health, and building financial security for the poor.

GFI is working on a number of projects across India, creating a significant positive impact in bridging the gap in the financial inclusion space by acting as a bridge for end beneficiaries to get access to a variety of formal financial services.
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<td>Aadhaar Enabled Payment System</td>
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<td>Long term goal</td>
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<td>M-banking</td>
<td>Mobile Banking</td>
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<td>Mobile Wallet</td>
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<td>NSC</td>
<td>National Saving Certificate</td>
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<td>OBC</td>
<td>Other Backward Class</td>
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<td>pr</td>
<td>project</td>
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<td>RD</td>
<td>Recurring Deposit</td>
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<td>Scheduled Caste</td>
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<td>SHG</td>
<td>Self Help Group</td>
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<tr>
<td>ST</td>
<td>Scheduled Tribe</td>
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<td>STG</td>
<td>Short term goal</td>
</tr>
<tr>
<td>UPI</td>
<td>Unified Interface Payments</td>
</tr>
</tbody>
</table>
Financial Access---formal banking---high savings and financial resilience.
DFS improves access to banking and its prime instrument is Mobile Phone.
there is extensive mobile penetration in India....but

is it equally distributed with Women?

WOMEN LINK AIMS for Fi via DFS

A Holistic Approach towards financial Empowerment

Adoption
Engagement
Use Case
Access
Awareness
**Project Outreach**

- Wells Fargo 2019 Sakoli & Pauni Blocks

**Project Targets**

- 30000 Clients Trained on FI & DFS
- 10000 Clients identify financial goals
- 30 GMs trained on G-leap

**Total Surveys Done:**
- 197 Clients
- 30 GMs
Wells Fargo Women Link Project Design

1. I will open my personal bank account & save Rs. 50 per week.
2. I will get information on my eligibility for different government schemes & subsidies and apply for the same.
3. I will make digital payments to track my expenses and savings.
4. I will get my family insured, life & health.
5. I will undertake financial planning with a Grameen Mitra & start investing.
6. Dialogue between men and women about the value of and access to digital finance and tools for their households.
7. Encouraging uptake of financial services and products customized for the needs of women in the households.
8. Specific digital literacy sessions for women & goal-based saving.

End-Client
Grameen Mitras & End-clients
<table>
<thead>
<tr>
<th>Category</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking</td>
<td>airtel Payments Bank, Paytm Payments Bank</td>
</tr>
<tr>
<td>Financial Planning</td>
<td>kaleidofin</td>
</tr>
<tr>
<td>Government Services</td>
<td>Haqdarshak, Kotak General Insurance, Kotak Life</td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
</tr>
<tr>
<td>Credit</td>
<td></td>
</tr>
<tr>
<td>Digital Payments</td>
<td>AU Welfare Foundation, Spice Money</td>
</tr>
</tbody>
</table>
Project Design: Theory Of Change of WFWL Program

GF Outcomes: Enable the poor, especially women to improve living standard and hence remove hunger & poverty from the world

- Improved & Stable income for Women
- Financial Empowerment & Resilience

Program Outcomes:

- Institutionalised Financial Behaviour
  - Consumption stability as a result of Savings & Planned Investments
  - Financial decision by Women
- Improved Gender Resilience: Active participation by women in decision making

Outputs

- 10K women chose STFG
- 100 FLWs & 30GMs trained
- Women have options to buy financial products
- 30K women clients trained in FI
- FLWs/GMs Use AI App for improved client engagement

Inputs

- Improved Financial Capability: Training for GMs & hence clients on commitment based financial products
- Agent assisted Update: FLWs/GMs help clients identify financial goals and design financial plan to achieve the same
- Gender Empowerment : 1. Women specific DFLS, 2. Gender dialogues with Men & Women

Program Outcomes:

- Improved Gender Resilience: Active participation by women in decision making
- Financial Empowerment & Resilience
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Research Design

Method

Evaluation Method: DiD for accessing the Impact
LQAS for identifying the non-performing villages

Baseline

Surveys Done
197 (Clients) & 30 (GMs)

Client Outreach
40,000 clients, 130 GMs/ FLWs

DiD:
Impact = Project (endline – Baseline) - Control (Endline – Baseline)

**DiD however is not expected to yield statistical significant results owing to low sample size**
Research Methodology - LQAS Explained

Methodology
A Quasi Experimental Design has been adapted along with Lot Quality Assurance Sampling (LQAS) for the baseline evaluation.

➢ The project area receiving the intervention and a control area which would serve as a counterfactual was identified, list of panchayats in the project and control areas served as a sampling frame.
➢ LQAS method used serves as a programmatic approach and provides information on a PSU’s performance in binary terms when compared against a pre-decided benchmark or decision rule.
➢ Decision rules to be derived from existing literature and based on program targets for focus indicators.
➢ Quantitative Method Used - Client Survey,
➢ Target group – Women Clients and Grameen Mitras

The baseline and end-line will be conducted with the same cohort of clients and the same cohort with replacement for the control areas.

Sampling
All 30 Grameen Mittras trained in the current phase will be interviewed.
For clients, the sample selection will be done using a 2 stage sampling approach.
• In the 1st stage 5 PSUs in both control and project arms was selected across the 2 blocks using Simple Random Sampling.
• In the second stage 19 respondents per PSU will be selected using a systematic random sampling along with a random index start.
• The survey will conducted with a total of 190 clients.
<table>
<thead>
<tr>
<th>Village Name</th>
<th>Ghanod</th>
<th>Rengepar</th>
<th>Khairi</th>
<th>Katurli</th>
<th>Tirri</th>
<th>Mokhe</th>
<th>Sukali</th>
<th>Jamanapur</th>
<th>Chakara</th>
<th>Minsi</th>
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</thead>
<tbody>
<tr>
<td><strong>Variable Indicators</strong></td>
<td><strong>Average (Project-Current Level)</strong></td>
<td><strong>Threshold</strong></td>
<td>20</td>
<td>20</td>
<td>19</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>19</td>
<td>20</td>
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<tr>
<td>% of clients with Debit Card Usage/Access</td>
<td>15%</td>
<td>40%</td>
<td>20%</td>
<td>15%</td>
<td>0%</td>
<td>25%</td>
<td>15%</td>
<td>5%</td>
<td>15%</td>
<td>26%</td>
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<tr>
<td>% of clients with Insurance Usage</td>
<td>31%</td>
<td>40%</td>
<td>45%</td>
<td>30%</td>
<td>16%</td>
<td>30%</td>
<td>35%</td>
<td>10%</td>
<td>15%</td>
<td>37%</td>
</tr>
<tr>
<td>% of clients with access to RD/ FD / Chit Funds/ Post Office Savings/NSC/SHG/VSLA in past 6 months.</td>
<td>22%</td>
<td>35%</td>
<td>25%</td>
<td>23%</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
<td>20%</td>
<td>14%</td>
<td>26%</td>
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<td>% of clients who understand RD Application</td>
<td>14%</td>
<td>30%</td>
<td>10%</td>
<td>20%</td>
<td>16%</td>
<td>15%</td>
<td>10%</td>
<td>25%</td>
<td>15%</td>
<td>5%</td>
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<td>% of clients who understand FD Application</td>
<td>27%</td>
<td>30%</td>
<td>30%</td>
<td>15%</td>
<td>21%</td>
<td>45%</td>
<td>25%</td>
<td>15%</td>
<td>5%</td>
<td>16%</td>
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<td>% of clients Able to identify need 75% of times</td>
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<td>60%</td>
<td>65%</td>
<td>45%</td>
<td>42%</td>
<td>50%</td>
<td>30%</td>
<td>30%</td>
<td>55%</td>
<td>47%</td>
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<td>% of clients who reduced wasteful expenditure in last 6 months</td>
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<td>30%</td>
<td>15%</td>
<td>10%</td>
<td>16%</td>
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<td>15%</td>
<td>0%</td>
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<td>% of clients who are key decision makers</td>
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<td>20%</td>
<td>15%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>0%</td>
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<td>% of clients who are consulted for key decision making</td>
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<td>80%</td>
<td>75%</td>
<td>80%</td>
<td>53%</td>
<td>85%</td>
<td>75%</td>
<td>90%</td>
<td>65%</td>
<td>74%</td>
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<td>% of clients who took financial decision</td>
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<td>50%</td>
<td>35%</td>
<td>16%</td>
<td>55%</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td>42%</td>
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<tr>
<td>Clients can move outside community without escort</td>
<td>37%</td>
<td>50%</td>
<td>60%</td>
<td>35%</td>
<td>21%</td>
<td>40%</td>
<td>30%</td>
<td>45%</td>
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<td>47%</td>
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<td>Clients can move out without permission</td>
<td>41%</td>
<td>60%</td>
<td>50%</td>
<td>35%</td>
<td>42%</td>
<td>45%</td>
<td>35%</td>
<td>35%</td>
<td>60%</td>
<td>32%</td>
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<td>Clients who make budget</td>
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<td>55%</td>
<td>55%</td>
<td>42%</td>
<td>45%</td>
<td>75%</td>
<td>70%</td>
<td>70%</td>
<td>68%</td>
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<td>Clients save for Short term goal other than Saving A/c or SHG</td>
<td>26%</td>
<td>40%</td>
<td>30%</td>
<td>30%</td>
<td>21%</td>
<td>30%</td>
<td>20%</td>
<td>5%</td>
<td>10%</td>
<td>26%</td>
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<td>Clients save for long term goal other than Saving A/c or SHG</td>
<td>57%</td>
<td>50%</td>
<td>70%</td>
<td>50%</td>
<td>47%</td>
<td>55%</td>
<td>65%</td>
<td>45%</td>
<td>35%</td>
<td>68%</td>
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<tr>
<td>% client using AEPS</td>
<td>33%</td>
<td>50%</td>
<td>50%</td>
<td>45%</td>
<td>16%</td>
<td>30%</td>
<td>25%</td>
<td>45%</td>
<td>50%</td>
<td>16%</td>
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<td>% client using ATM</td>
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<td>15%</td>
<td>0%</td>
<td>20%</td>
<td>20%</td>
<td>0%</td>
<td>20%</td>
<td>32%</td>
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<td>% client using UPI</td>
<td>3%</td>
<td>15%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
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<td>Clients understand M-Banking application</td>
<td>21%</td>
<td>40%</td>
<td>30%</td>
<td>35%</td>
<td>11%</td>
<td>5%</td>
<td>25%</td>
<td>15%</td>
<td>15%</td>
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<td>45%</td>
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<td>70%</td>
<td>55%</td>
<td>50%</td>
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<td>68%</td>
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<td>Clients understand UPI Application</td>
<td>19%</td>
<td>30%</td>
<td>20%</td>
<td>30%</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
<td>35%</td>
<td>20%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Household & Client Profile
Client Profile of Women Link Programme

Age Distribution

Median Age: 31-35
Mean Age: 35 (Project)
36 (control)

Caste Distribution of Client Sample

- OBC: Project (45%), Control (54%)
- ST: Project (20%), Control (8%)
- SC: Project (31%), Control (33%)
- General: Project (3%), Control (1%)

Religion Distribution

- Hinduism: Project (87%), Control (85%)
- Buddhism: Project (13%), Control (15%)

Primary Source of Income

- Other
- Salaried Job @ Private (Informal)
- Salaried Job @ Private (Formal)
- Salaried Job @ Government
- Micro or Small Business (small scale)
- Business
- Wage labour @ Non-Farm
- Wage labour @ Farm
- Agriculture

Average Household Size = 4.6~5
Poverty Outreach of Clients

Income Segmentation of Clients

Project Group

- Poor Income: 2%
- Low Income: 4%
- Middle Income: 6%

Control Group

- Poor Income: 2%
- Low Income: 4%
- Middle Income: 6%

Income Distribution:

- less than $1.90
- $1.9 - NPL
- NPL - $3.1
- $3.1 - $3.8
- $3.8 - $4
- More than $4

Project Group

- Poor Income: 2%
- Low Income: 4%
- Middle Income: 6%

Control Group

- Poor Income: 2%
- Low Income: 4%
- Middle Income: 6%
Financial Inclusion & Empowerment
Financial Behaviour & Coping Mechanism

% of clients preparing budget as proportion of total client outreach

- Project: 55%
- Control: 64%

% of clients saving money as proportion of total client outreach

- Project: LTG: 93%, STG: 91%
- Control: LTG: 98%, STG: 98%

% of clients believe that they can cope with urgent money need

- Very possible: 60%
- Somewhat possible: 23%
- Not very possible: 18%
- Not at all possible: 5%

Source of Emergency Borrowing

- Some other source: 16%
- An informal moneylender, such as a loan shark or any other private: 11%
- A kisan credit card or borrowing from a formal financial institution: 21%
- Money from working or a loan from an employer: 21%
- Family, relatives, or friends: 22%
- Savings: 31%
Financial Products Awareness & Usage

Project Group

- Savings A/c: 100%
- Insurance: 83%
- Debit Card: 31%
- Recurring Deposit: 15%
- Fixed Deposit: 19%
- Chit fund: 8%
- NSC: 12%
- SHG: 0%

Control Group

- Savings A/c: 100%
- Insurance: 99%
- Debit Card: 99%
- Recurring Deposit: 98%
- Fixed Deposit: 97%
- Chit fund: 98%
- NSC: 96%
- SHG: 71%

orange: Financial Product Awareness  
purple: Financial Product Usage  
yellow: Financial Product Usage
Digital Financial Services

Product Application by Clients for DFS services

DFS Aware & Usage - Project Group

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEPS</td>
<td>95%</td>
</tr>
<tr>
<td>Internet Banking</td>
<td>86%</td>
</tr>
<tr>
<td>ATM</td>
<td>100%</td>
</tr>
<tr>
<td>UPI</td>
<td>42%</td>
</tr>
<tr>
<td>M-wallet</td>
<td>31%</td>
</tr>
<tr>
<td>Mobile Banking</td>
<td>81%</td>
</tr>
</tbody>
</table>

DFS Aware & Usage - Control Group

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEPS</td>
<td>92%</td>
</tr>
<tr>
<td>Internet Banking</td>
<td>72%</td>
</tr>
<tr>
<td>ATM</td>
<td>96%</td>
</tr>
<tr>
<td>UPI</td>
<td>46%</td>
</tr>
<tr>
<td>M-wallet</td>
<td>28%</td>
</tr>
<tr>
<td>Mobile Banking</td>
<td>72%</td>
</tr>
</tbody>
</table>
Financial Empowerment & Decision Making

Present Status of Decision Making status for various Indicators

8% women are Key decision Makers

74% in Project Group & 81% in Control group are consulted for key decisions in HH

35% in Project Group & 32% in Control group are consulted for financial decision

Only about 4% women own any major asset in HH, with Joint Ownership of 21%

25% in Project & 33% in Control owns HH jewellery.

Women Mobility

9% in project & 13% in control Can’t move without permission

35% in project & 24% in control Can’t go outside of local community without escort

1% can’t go without escort in local community

feels respected by Financial Service provider

feels confident to compare price of financial products

Understands the risk of borrowing

Confident that client can select right financial product for requirement

Outer Pie: Project Group
Inner Pie: Control Group
Financial Needs Identification

Change in Wasteful Expenditure

<table>
<thead>
<tr>
<th>Change in Wasteful Expenditure</th>
<th>Control Group</th>
<th>Project Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Remained the Same</td>
<td>56</td>
<td>46</td>
</tr>
<tr>
<td>Increased</td>
<td>29</td>
<td>38</td>
</tr>
</tbody>
</table>

88% in Project Group & 81% in Control group have wasteful expenditure in 0-10% bracket

11% in Project Group & 19% in Control group have wasteful expenditure in 11-30% bracket

1% in Project Group & 0% in Control group have wasteful expenditure in 31-50% bracket

Clients able to identify Needs v/s wasteful expenditure

45% Project, 42% Control
Grameen Mitra Profile
Grameen Mitra Profile

Caste Distribution
- OBC: 57%
- ST: 7%
- SC: 30%
- General: 7%

Religion Distribution
- Hinduism: 83%
- Buddhism: 13%
- Muslim: 3%

Education Status
- Completed Class 9, 10: 13%
- Completed Class 11 or 12: 10%
- Studying in college: 10%
- Completed college: 54%
- Doing post-graduation: 3%
- Completed post-graduation: 10%

Average Household Size: 4

Marital Status
- 80% Married
- 7% Widowed
- 13% Single

Age Distribution
- Median Age: 37
- 20% 19-23
- 23% 24-30
- 31-35
- 36-41
- 42+

Median Age = 37
Poverty Outreach of Grameen Mitras

- 87% GMs said that they have enough nutritious food at all times
- 13% reported to have food deficiency at certain time points
- 83% GMs had income in range of INR 1,000-3,000
- 3% GMs had income above INR 3,000
- 60% GMs reported that their income has increased since last year

Primary Source of Income

- Agriculture: 43%
- Salaried Job â€“ Private (Formal): 13%
- Micro or Small Business (small Shops/vegetable vendor/house run businesses): 7%
- Business: 10%
- Wage labour â€“ Non-Farm: 10%
- Wage labour- Farm: 13%
- Other: 3%
Financial Inclusion & Empowerment
97% of the GMs were able to identify financial product application.

90% of the GMs were able to identify Fixed Deposit application correctly.

100% of the GMs were able to identify life insurance application correctly.
23% of the GMs were able to identify 2 DFS product for money transfer on immediate basis.

7% of the GMs were not able to identify DFS product for money transfer on immediate basis.

43% of the GMs were able to identify 1 DFS product for money transfer on immediate basis.
Financial Empowerment & Decision Making

Present Status of Decision Making status for various Indicators

- **8%** women are Key decision Makers
- **73%** Grameen Mitras take decisions for spending their own earned money.
- **23%** Grameen Mitras take part in decision making for spending their spouse’s earned money.
- **No** Grameen Mitra hold any HH asset in their name.
- **50%** Grameen Mitras were able to identify need v/s expenditure all times.

Coping Mechanism for Grameen Mitras

- 87% people believed that it was somewhat possible to cope with financial problems
- 13% people believed that it was very possible to cope with financial problems

Identify STG & LTG

- 59% of the times GMs could identify short term goal correctly
- 80% of the times GMs could identify long term goal correctly

Savings, 43%

Family, relatives, or friends, 53%

Some other source, 3%
Grameen Mitra Training

Aids Used in Training
- 27%: Role Play
- 70%: charts
- 53%: pictures
- 30%: audio
- 67%: video
- 97%: mobile app

70% of GMs were satisfied with training topic
97% GMs were satisfied with training

80% GMs said that Banking is the most demanded service
70% GMs reported that Banking is most profitable.

Product easy to promote
- 57%
- 23%
- 14%
- 3%

Modules Covered in Training
- longterm & shortterm planning: 80%
- gender perspective: 97%
- women participation in decision making: 100%
- goal based savings: 87%
- financial planning: 97%
- Digital Financial Products: 97%
- Financial Products: 90%
- Investment: 93%
- Savings: 97%
60% of GMs reported On-boarding time on G-leap app between 1-2 weeks. 27% reported it takes more than 2 weeks.

Most GMs, 57% have completed more than 2 modules on G-leap. 33% have completed 2 modules.

93% GMs believe that G-leap has made learning fast & better. 90% GMs believe that G-leap can be used as a reference material.
Key Inferentials

Project Group & Control group shows significant differences in the following variables:

➢ Mobile owned by HH members
➢ RD Usage
➢ % of HHs saving for short term needs such as children's education, expanding business etc (Bought financial products to meet those needs)
➢ % of clients confident that they could compare prices and terms for similar financial products offered by different MFIs, banks, etc.
➢ % of clients confident that they can select the products or services that are right for them
➢ % of clients who understand their rights as a consumer and what they should expect from financial services providers.
➢ % of clients I feel treated with respect from financial service providers

Certain Input- Output Relationships

1. Education, Occupation, caste and phone ownership is shown to positively impact usage of financial products.

2. Education, occupation and group membership positively impacts consumer empowerment

3. Consumer empowerment positively impacts usage of Digital Financial Services

4. Financial awareness impacts financial planning
Conclusion

❖ **Gap between awareness and usage of Financial Products and Digital Financial Products** - There is a huge gap between the awareness and usage of financial products and digital financial products specifically in Debit card usage. Clients are aware about FD & RD but not so conscious with their application. Hence a deeper understanding is required there. SHG network and its usage for savings was found high.

❖ **Mobile Phone Access** – Overall, 89% of clients had access to a mobile phone though Only 61% of the project population had smart-phone which is a hindrance for enabling DFS, however, AePS is a best DFS product in such a scenario.

❖ **Consumer Empowerment** – was found low but had a strong influence on usage of DFS products. The likelihood of usage of an DFS product increased significantly if a client performed well on consumer empowerment indicators.

❖ **Other factors driving usage of DFS products** – Occupation and education positively impacts the uptake of digital financial products, hence a more focused approach can be adopted to work with women who have attained some level of education or financial literacy can be advocated prior to DFS in an essential manner.

❖ **Grameen Mittras** – identified Banking as the most demanded, profitable and easy to promote financial product. In general, they had high understanding of financial product application (97%) and DFS products (barring UPI -73%), however usage of DFS products was mostly low (below 50%) except AePS (73%). These women had limited participation in decision making at their own home. Lower level of awareness of Grameen Mittras (59%) about Short Term Goals was reported.
Team Suggestions

• Capture the insights on impact of PMJDY on accounts opening and financial product awareness and usage

• Categorise Insurance into crop insurance, life insurance and medical insurance

• Capture insights on govt schemes and subsidies like DBT, Mudra loan, LPG scheme and their impact on FI and DFS awareness and usage

• Reflect on why UPI awareness and usage is low or why there is a gap. (delve into qualitative insights as well)
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