



Breakthroughs to end poverty and hunger

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- Introduction

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



Project Overview

Project Design

Client Outreach

Research Design

Client Profile

Grameen Mitra Profile

Key Findings

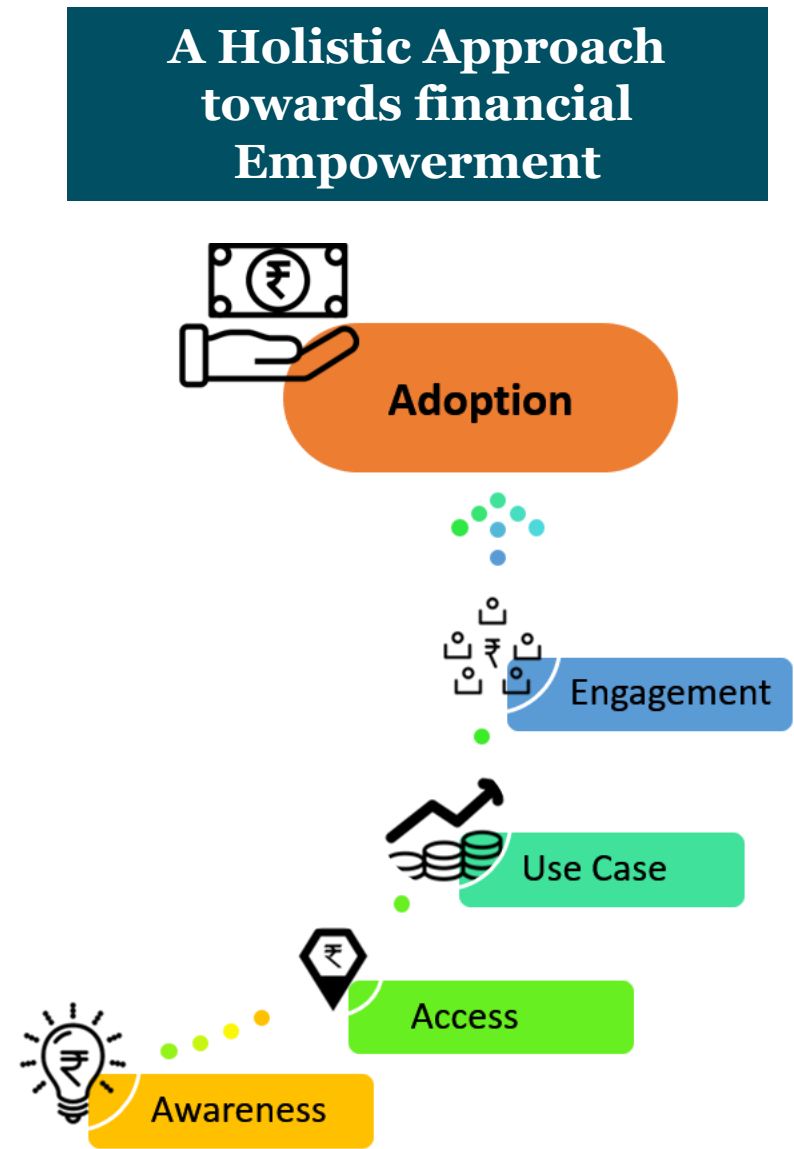
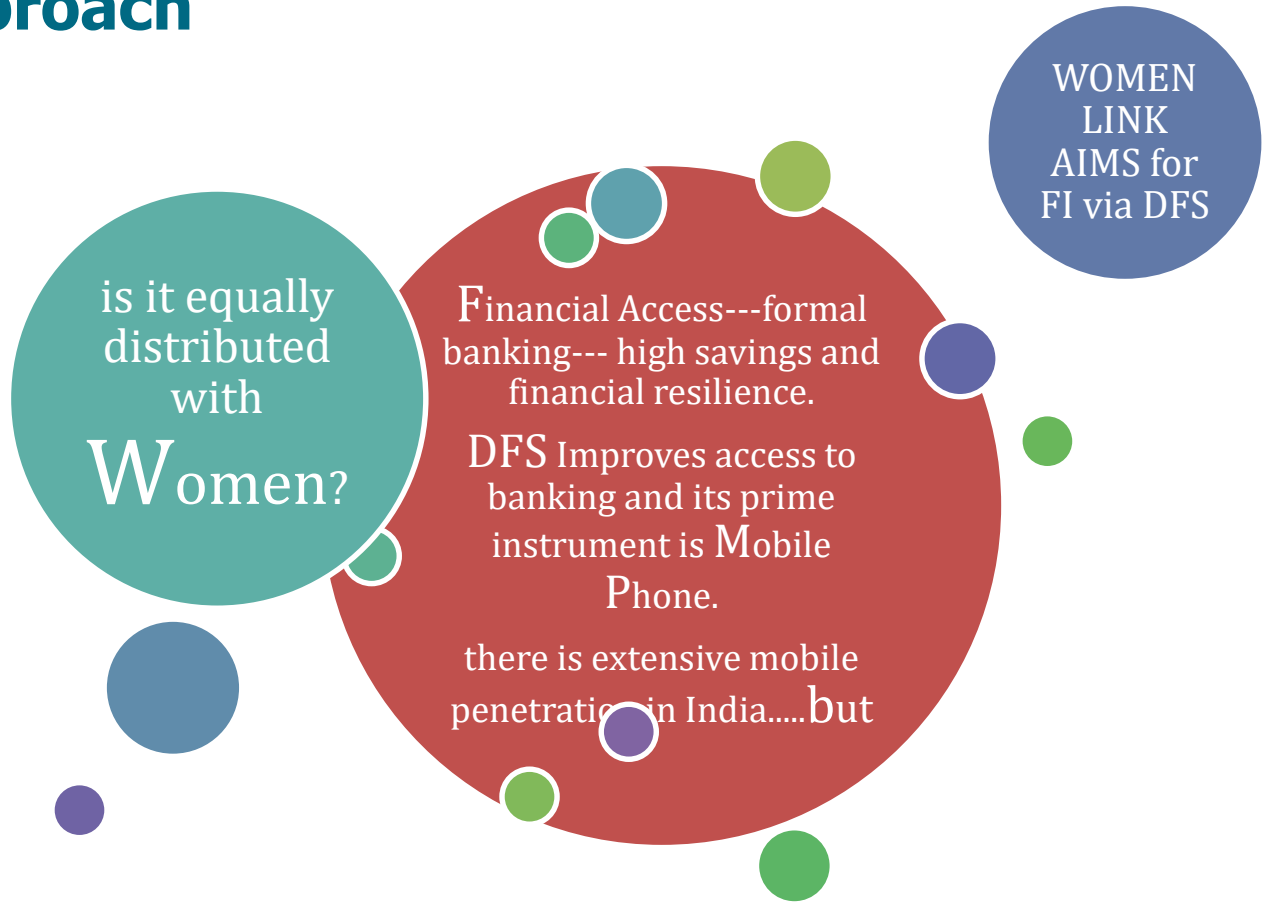
Recommendations

Contents

Acronyms

Abbreviation	Full form
A/c	Account
AEPS	Aadhaar Enabled Payment System
ATM	Automated teller machine
co	control
DFS	Digital Financial Services
DID	Difference-in-difference
FD	Fixed Deposit
FI	Financial Inclusion
fin	financial
G-leap	Gramin Learning App
GM	Grameen Mitra
HH	Household
LTG	Long term goal
M-banking	Mobile Banking
M-wallet	Mobile Wallet
NSC	National Saving Certificate
OBC	Other Backward Class
pr	project
RD	Recurring Deposit
SC	Scheduled Caste
SHG	Self Help Group
ST	Scheduled Tribe
STG	Short term goal
UPI	Unified Interface Payments

Problem Statement & Project Approach



Project Outreach



Wells Fargo
2019
Sakoli & Pauni
Blocks

Project Targets



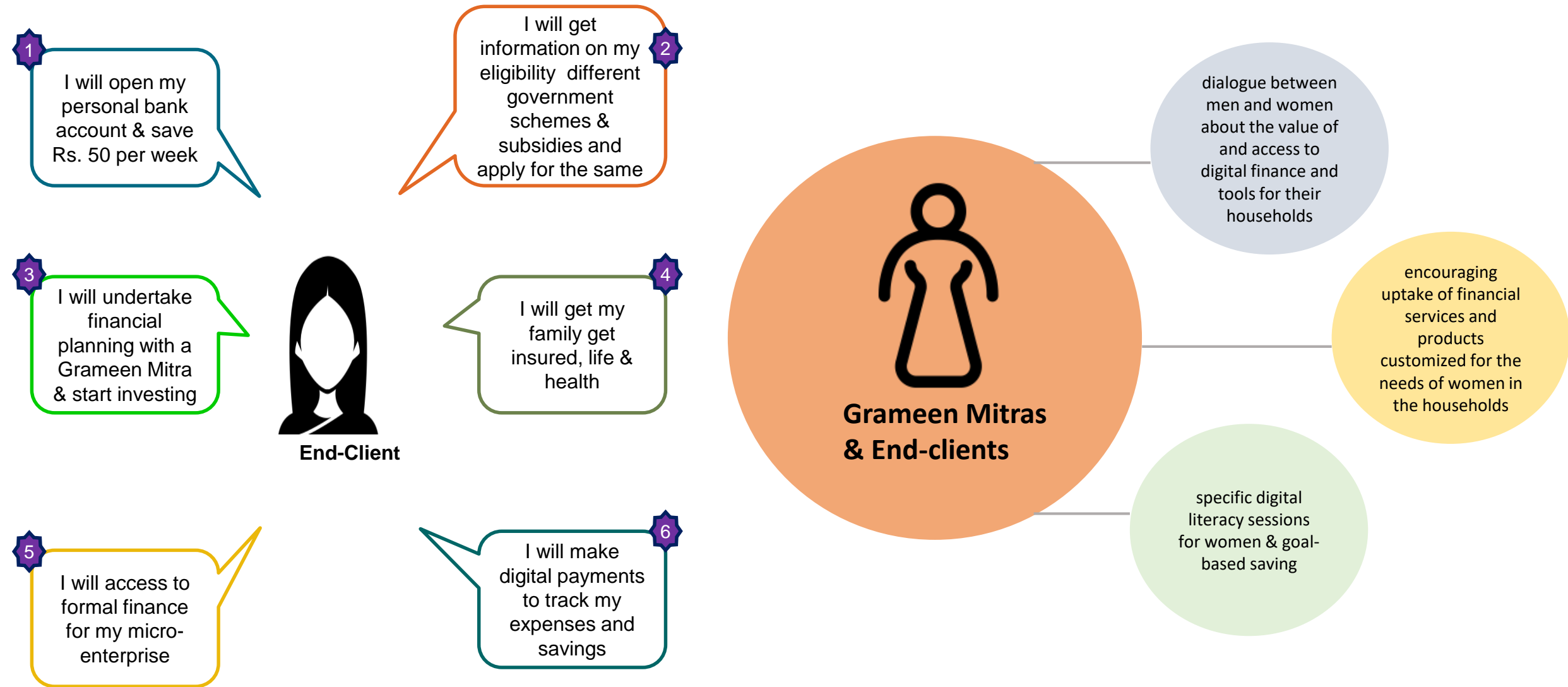
30000 Clients Trained on FI & DFS

10000 Clients identify financial goals

30 GMs trained on G-leap

Total Surveys Done:
197 Clients
30 GMs

Wells Fargo Women Link Project Design



Wells Fargo Women Link Project Partners

Banking



Financial Planning



Government Services



Insurance

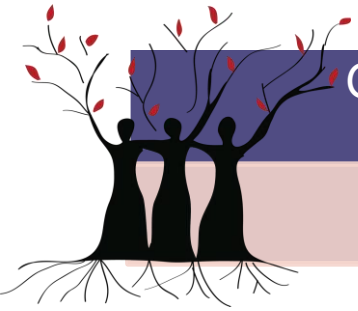
Credit



Digital Payments



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

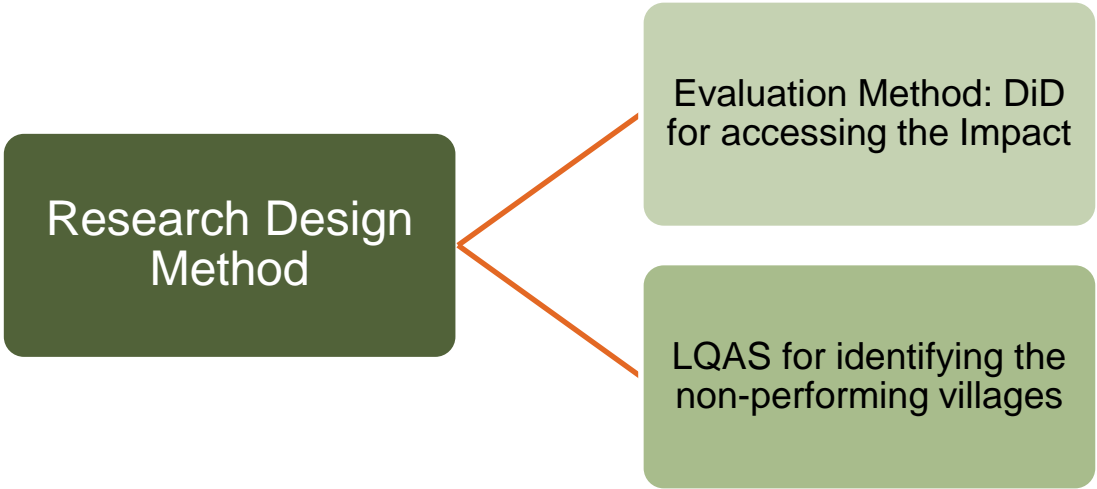
Improved Financial Capability: Training for GMs & hence clients on commitment based financial products

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



Research Design

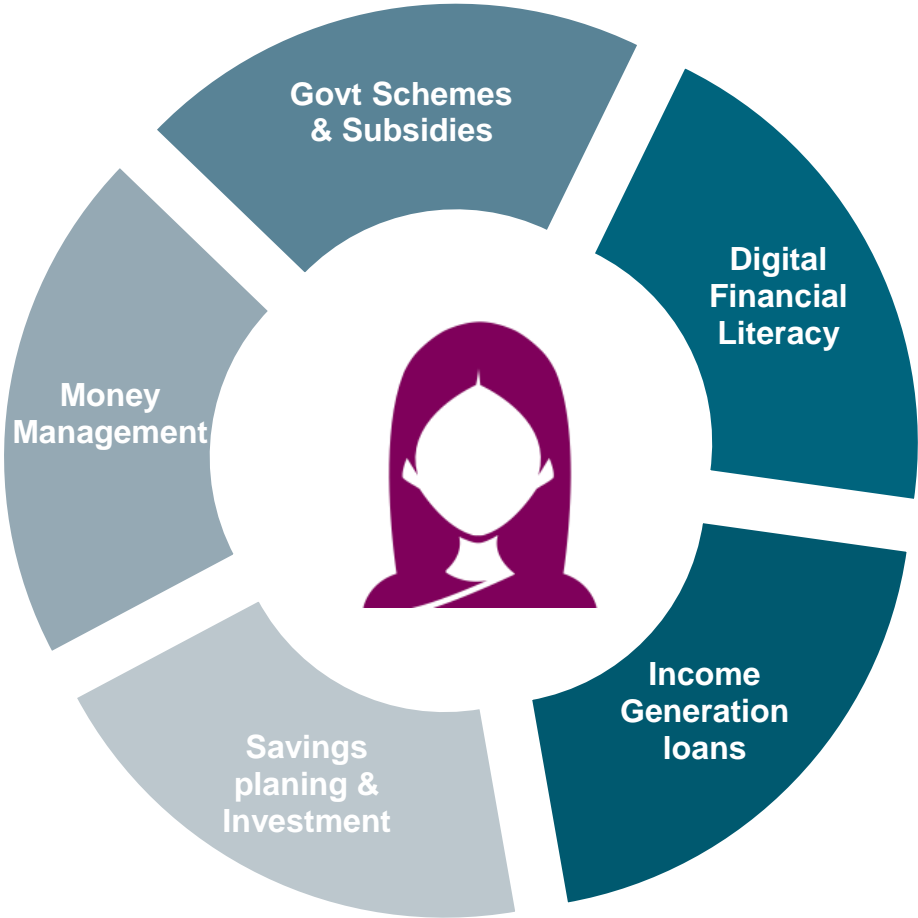


	Baseline
Surveys Done	197 (Clients) & 30 (GMs)
Client Outreach	40,000 clients, 130 GMs/ FLWs

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

**DiD however is not expected to yield statistical significant results owing to low sample size

Research Area



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.

			Village Name									
			Ghanod	Rengepar	Khairi	Katurli	Tirri	Mokhe	Sukali	Jamanapur	Chakara	Minsi
			Project	Project	Project	Project	Project	Control	Control	Control	Control	Control
Variable Indicators	Average (Project-Current Level)	Threshold	20	20	19	20	20	20	20	19	20	19
% of clients with Debit Card Usage/Access	15%	40%	20%	15%	0%	25%	15%	5%	15%	26%	20%	5%
% of clients with Insurance Usage	31%	40%	45%	30%	16%	30%	35%	10%	15%	37%	20%	11%
% of clients with access to RD/ FD / Chit Funds/ Post Office Savings/NSC/SHG/VSLA in past 6 months.	22%	35%	25%	23%	13%	17%	18%	20%	14%	26%	23%	23%
% of clients who understand RD Application	14%	30%	10%	20%	16%	15%	10%	25%	15%	5%	20%	0%
% of clients who understand FD Application	27%	30%	30%	15%	21%	45%	25%	15%	5%	16%	45%	37%
% of clients Able to identify need 75% of times	46%	60%	65%	45%	42%	50%	30%	30%	55%	47%	55%	53%
% of clients reduced wasteful expenditure in last 6 months	15%	30%	15%	10%	16%	20%	15%	15%	0%	16%	15%	21%
% of clients who are key decision makers	8%	20%	15%	15%	5%	5%	0%	5%	5%	5%	25%	5%
% of clients who are consulted for key decision making	74%	80%	75%	80%	53%	85%	75%	90%	65%	74%	90%	84%
% of clients who took financial decision	35%	50%	50%	35%	16%	55%	20%	25%	20%	42%	50%	21%
Clients can move outside community without escort	37%	50%	60%	35%	21%	40%	30%	45%	25%	47%	40%	37%
Clients can move out without permission	41%	60%	50%	35%	42%	45%	35%	35%	60%	32%	50%	47%
Clients who make budget	55%	60%	55%	55%	42%	45%	75%	70%	70%	68%	55%	58%
Clients save for Short term goal other than Saving A/c or SHG	26%	40%	30%	30%	21%	30%	20%	5%	10%	26%	40%	26%
Clients save for long term goal other than Saving A/c or SHG	57%	50%	70%	50%	47%	55%	65%	45%	35%	68%	60%	58%
% client using AEPS	33%	50%	50%	45%	16%	30%	25%	45%	50%	16%	15%	42%
% client using ATM	14%	20%	15%	15%	0%	20%	20%	0%	20%	32%	30%	0%
% client using UPI	3%	15%	0%	0%	0%	10%	5%	0%	0%	5%	5%	0%
Clients understand M-Banking application	21%	40%	30%	35%	11%	5%	25%	15%	15%	11%	5%	21%
Clients understand AEPS Application	54%	60%	65%	45%	37%	70%	55%	50%	45%	68%	50%	47%
Clients understand UPI Application	19%	30%	20%	30%	16%	15%	15%	35%	20%	42%	25%	5%

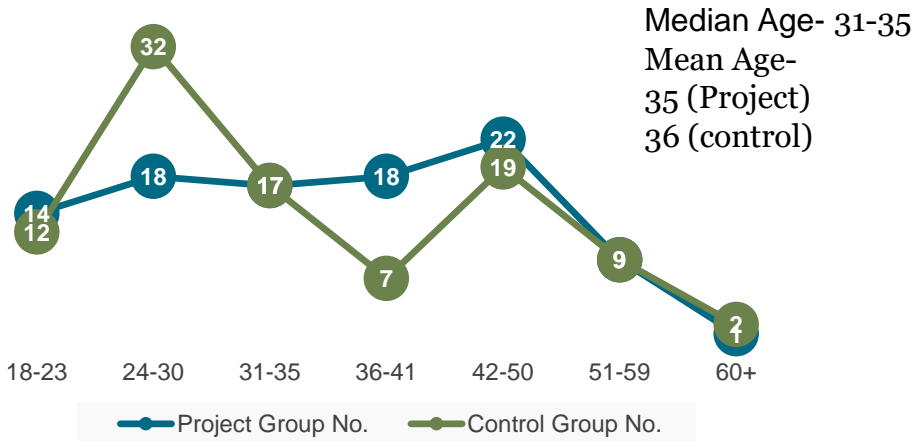
Key Findings



Household & Client Profile

Client Profile of Women Link Programme

Age Distribution



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

Project (87%),
Control (85%)



Hinduism

Project (13%),
Control (15%)

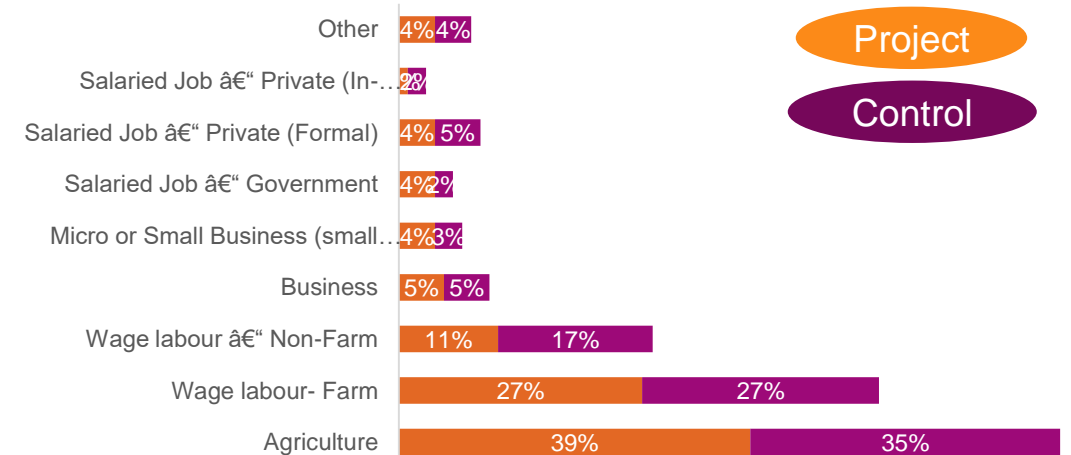


Buddhism

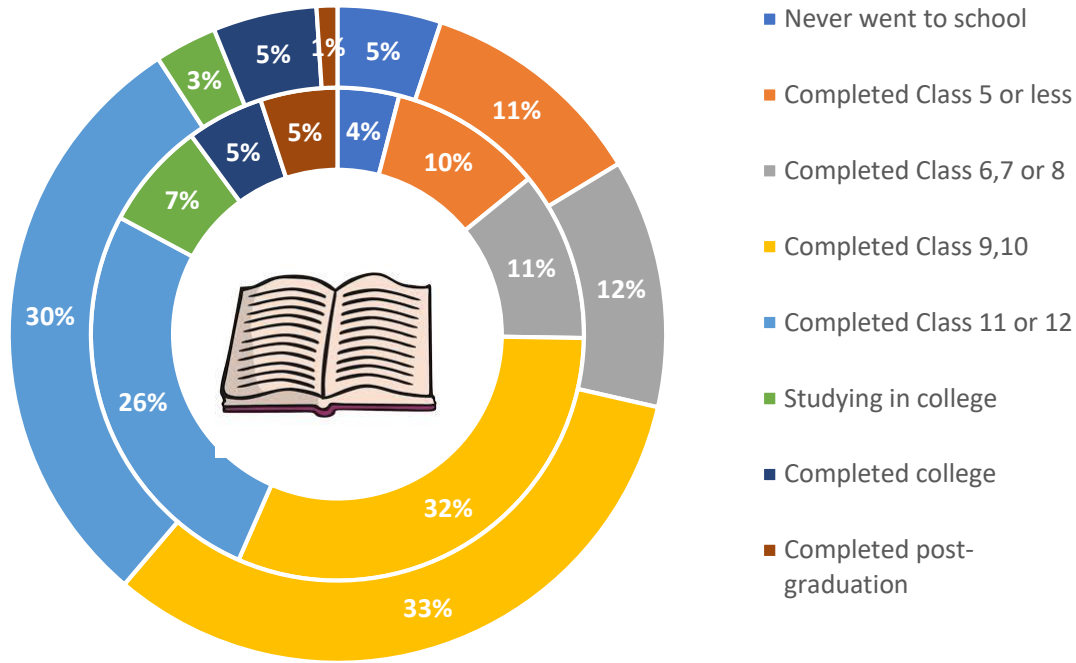
Average Household Size= 4.6~5



Primary Source of Income



Education Status

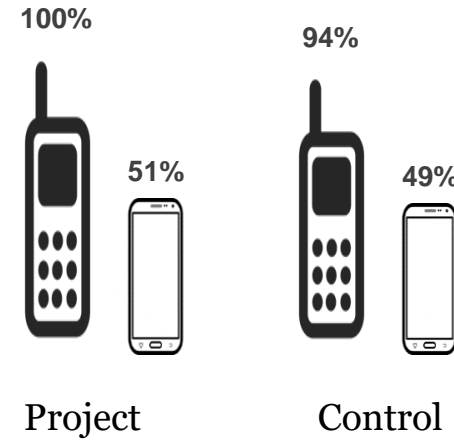


Outer Pie: Project Group
Inner Pie: Control Group

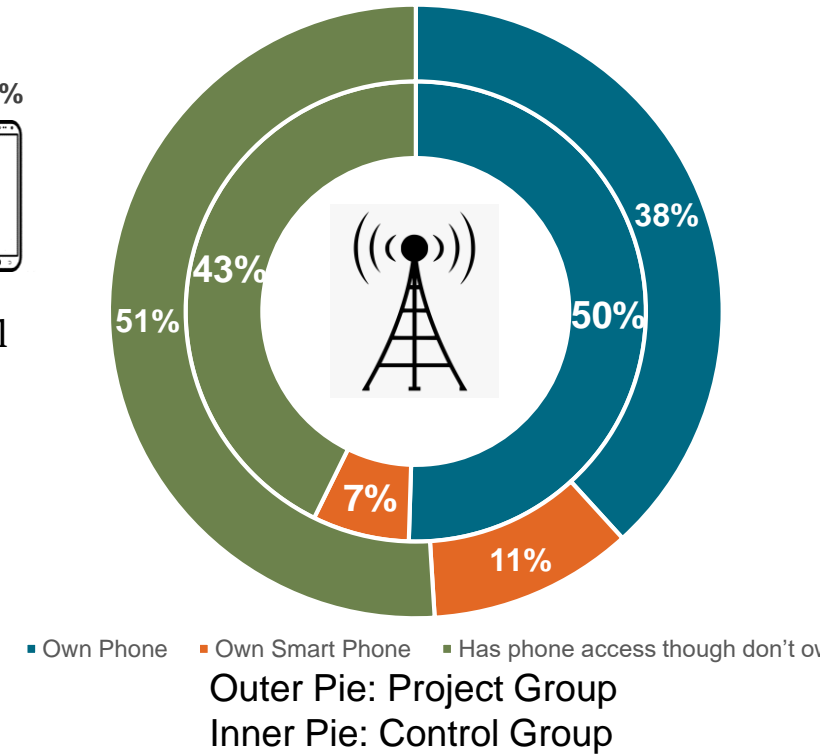


Member Project : 75%
Member Control : 80%

Average Household Phone Ownership

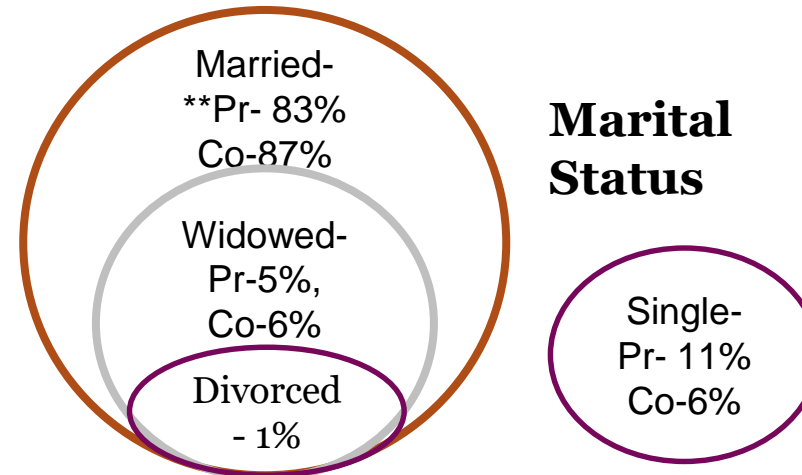


Average Client Phone Ownership



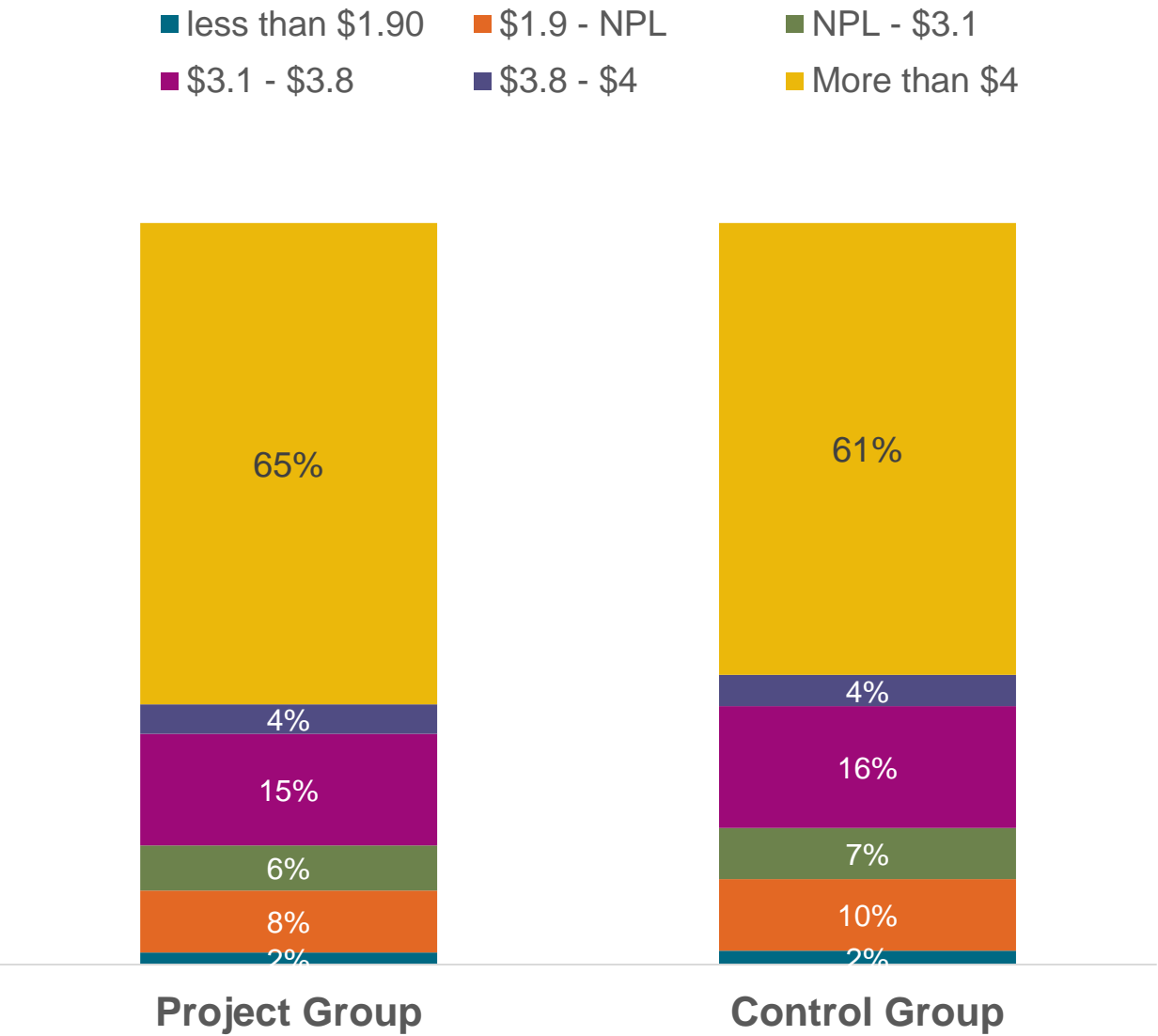
Outer Pie: Project Group
Inner Pie: Control Group

Marital Status



**Pr= project
Co= Control

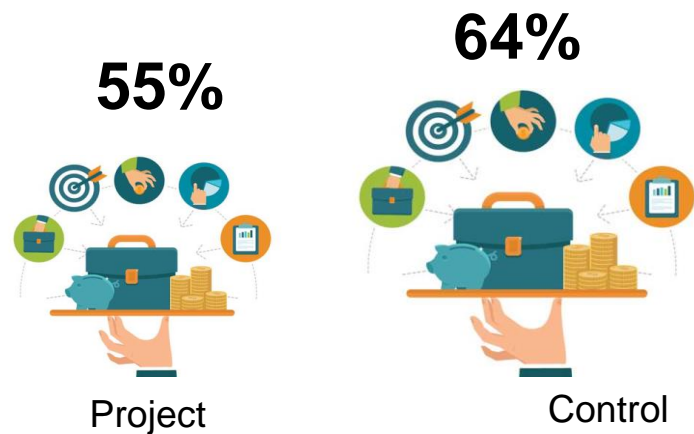
Poverty Outreach of Clients



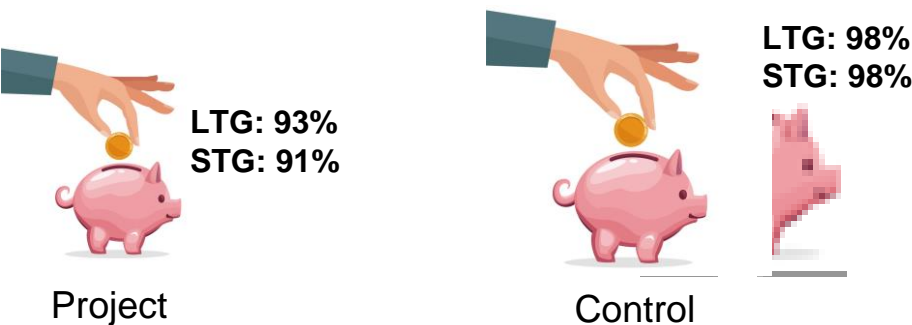


Financial Inclusion & Empowerment

Financial Behaviour & Coping Mechanism

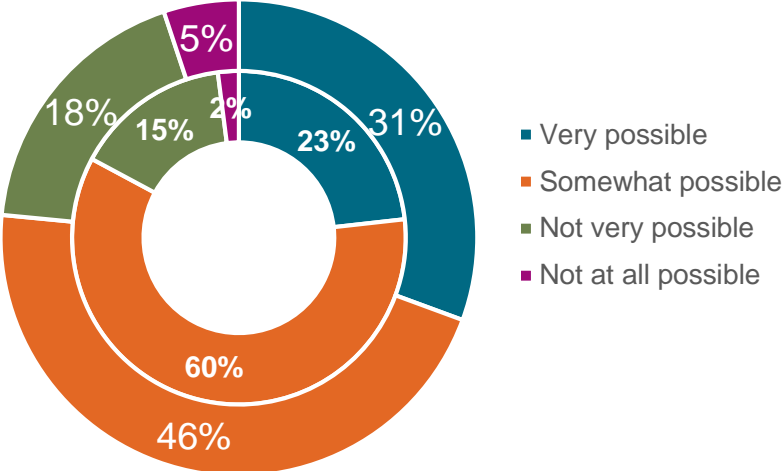


% of clients preparing budget as proportion of total client outreach



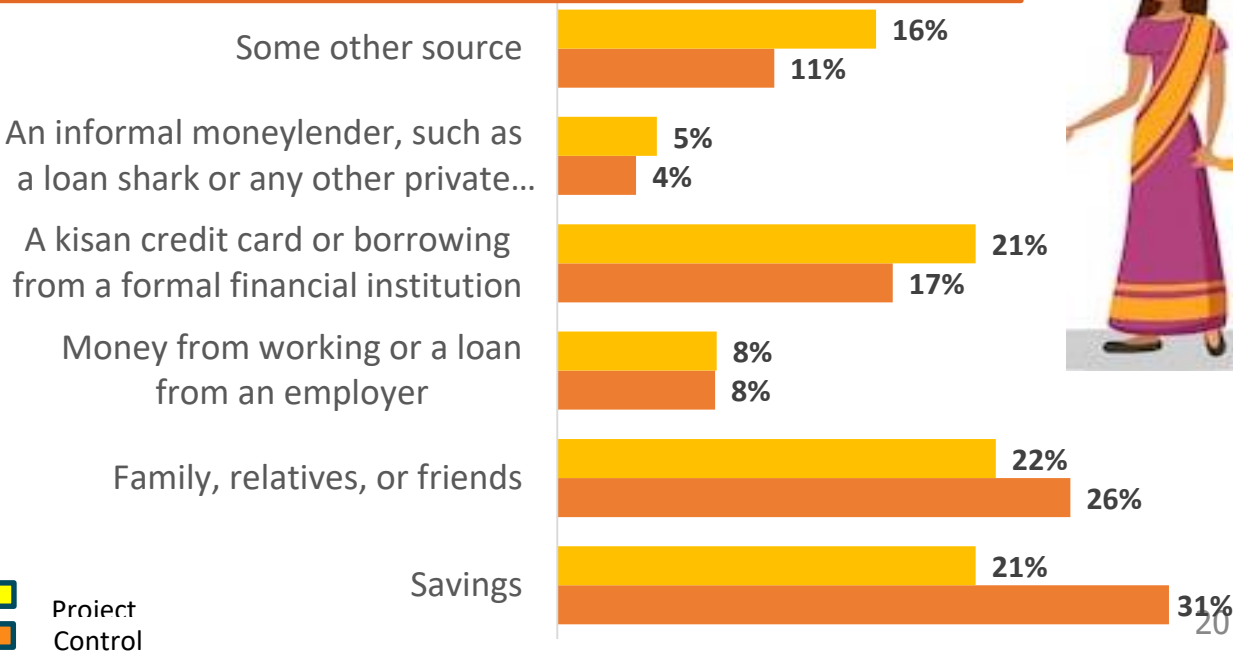
% of clients saving money as proportion of total client outreach

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



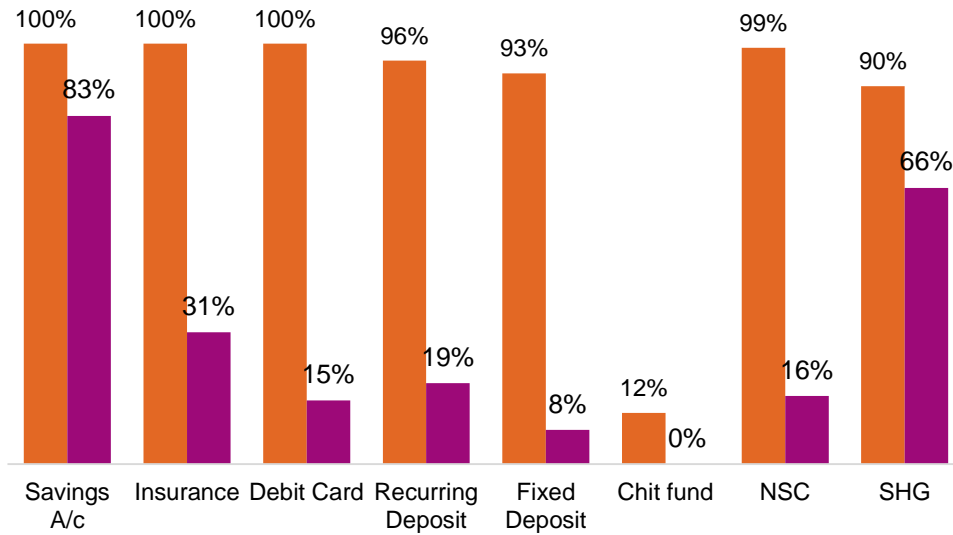
Outer Pie: Project Group, Inner Pie: Control Group

Source of Emergency Borrowing

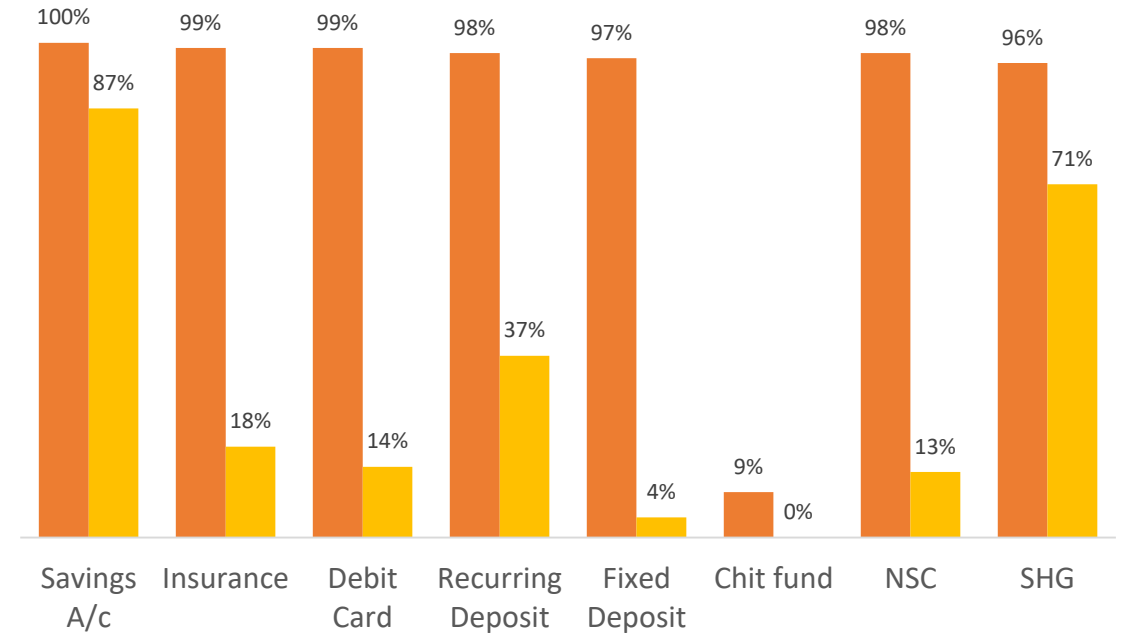


Financial Products Awareness & Usage

Project Group



orange: Financial Product Awareness
purple: Financial Product Usage



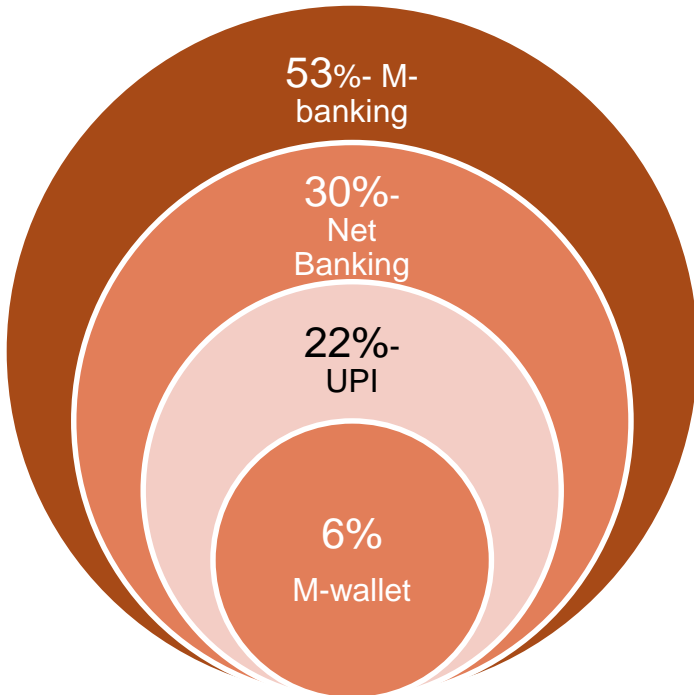
Control Group

orange: Financial Product Awareness
yellow: Financial Product Usage

Digital Financial Services



Product Application by Clients for DFS services



DFS Aware & Usage- Project Group

Awareness



Usage



AEPS

95%

33%

Internet Banking

86%

4%

ATM

100%

14%

UPI

42%

3%

M-wallet

31%

1%

Mobile Banking

81%

2%

DFS Aware & Usage- Control Group

Awareness



Usage



AEPS

92%

34%

Internet Banking

72%

3%

ATM

96%

16%

UPI

46%

2%

M-wallet

28%

0%

Mobile Banking

72%

0%

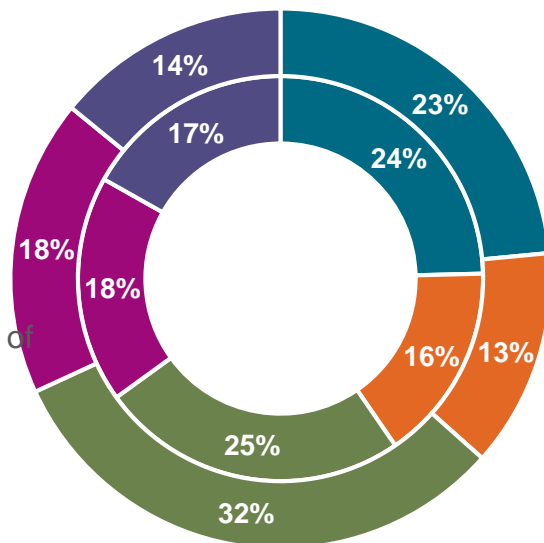
Financial Empowerment & Decision Making

■ 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

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

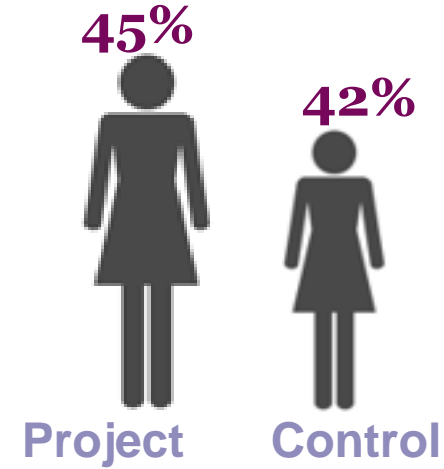
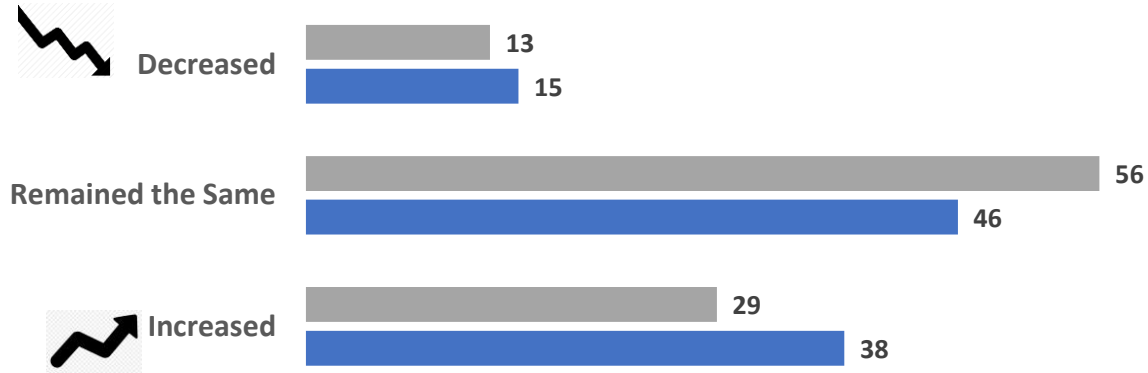


1% can't go without escort in local community

Financial Needs Identification

Change in Wasteful Expenditure

■ Control Group ■ Project Group



Clients able to identify Needs v/s wasteful expenditure



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

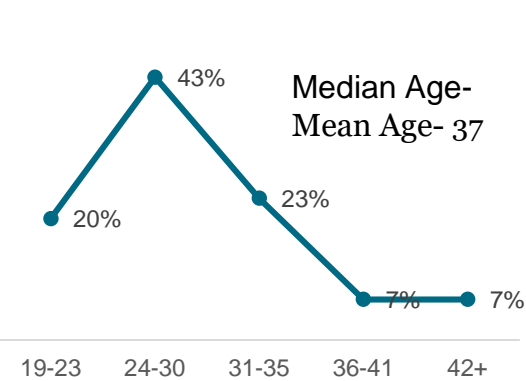
1% in Project Group & 0% in Control group have wasteful expenditure in 31-50% bracket



Grameen Mitra Profile

Grameen Mitra Profile

Age Distribution

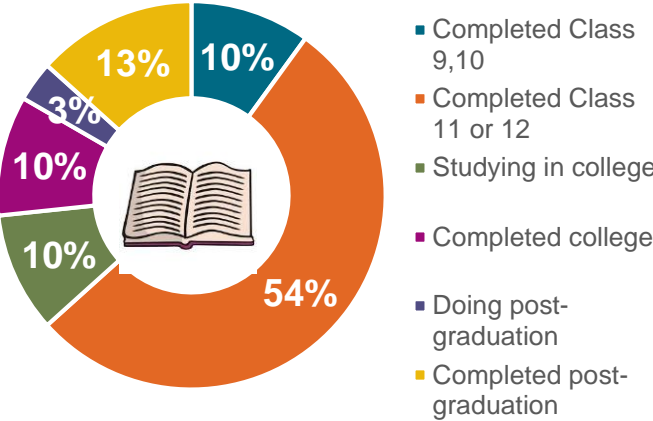
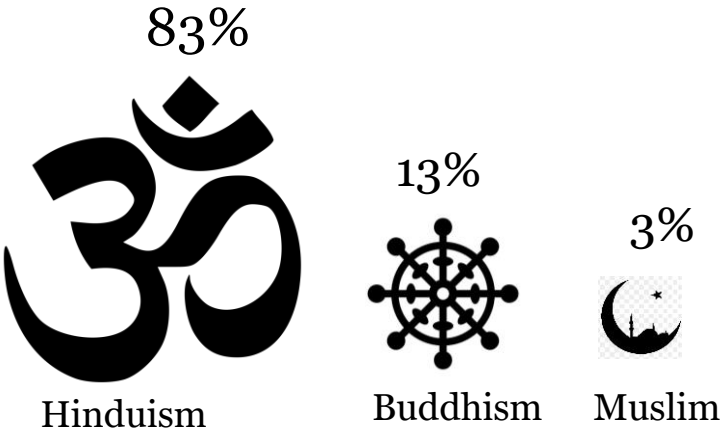


Caste Distribution



OBC: 57%
ST :7%
SC: 30%
General:7%

Religion Distribution



Education Status



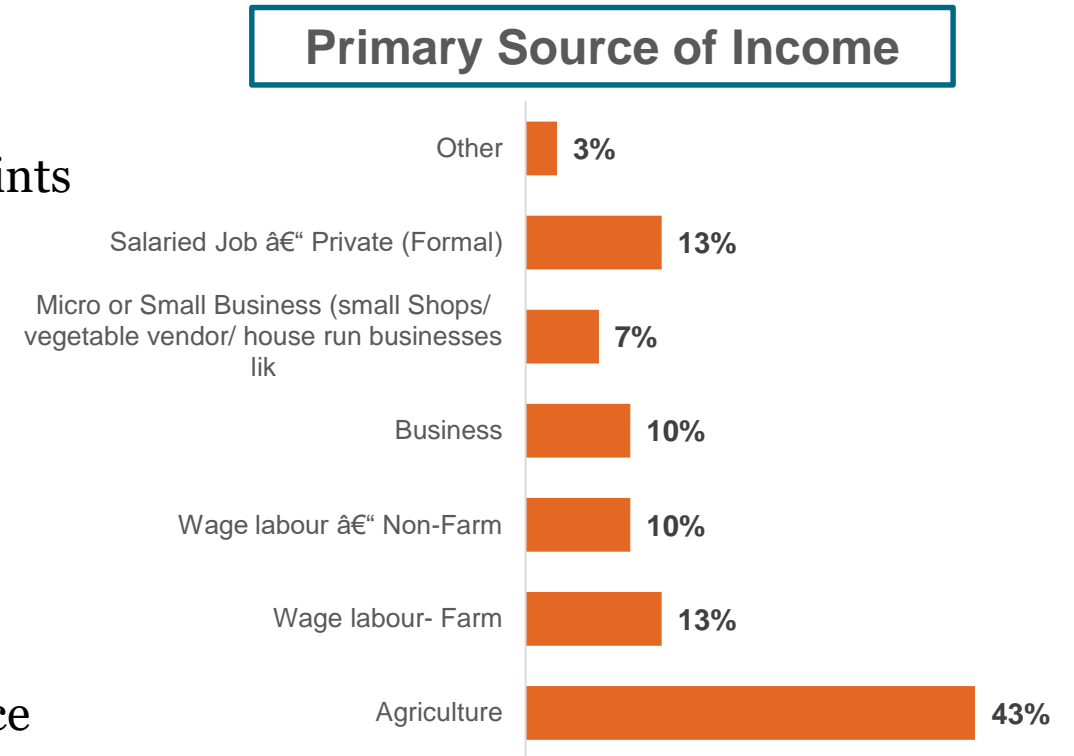
Average Household Size= 4

Marital Status

80% Married
7% Widowed
13% Single

Poverty Outreach of Grameen Mitras

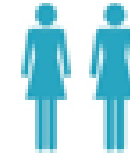
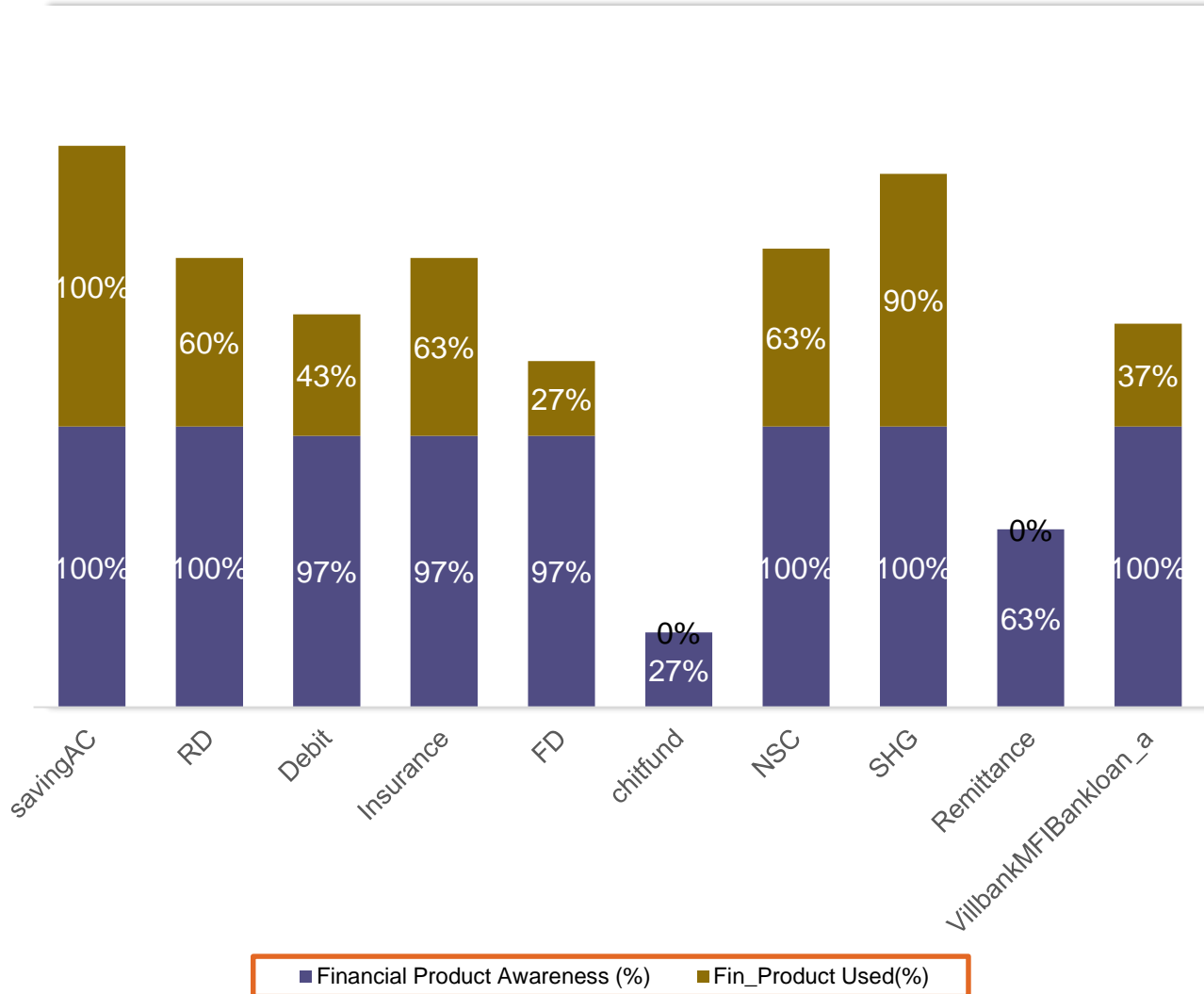
- 87% GMs said that they have enough nutritious food at all times
- 13% reported to have food deficiency at certain time points
- 83% GMs had income in range of INR 1,000-3,000
- 3% GMs had income above INR 3,000
- 60% GMs reported that their income has increased since last year



Financial Inclusion & Empowerment



Financial Products Awareness & Usage



97% of the GMs were able to identify financial product application.

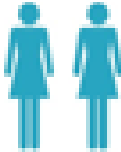
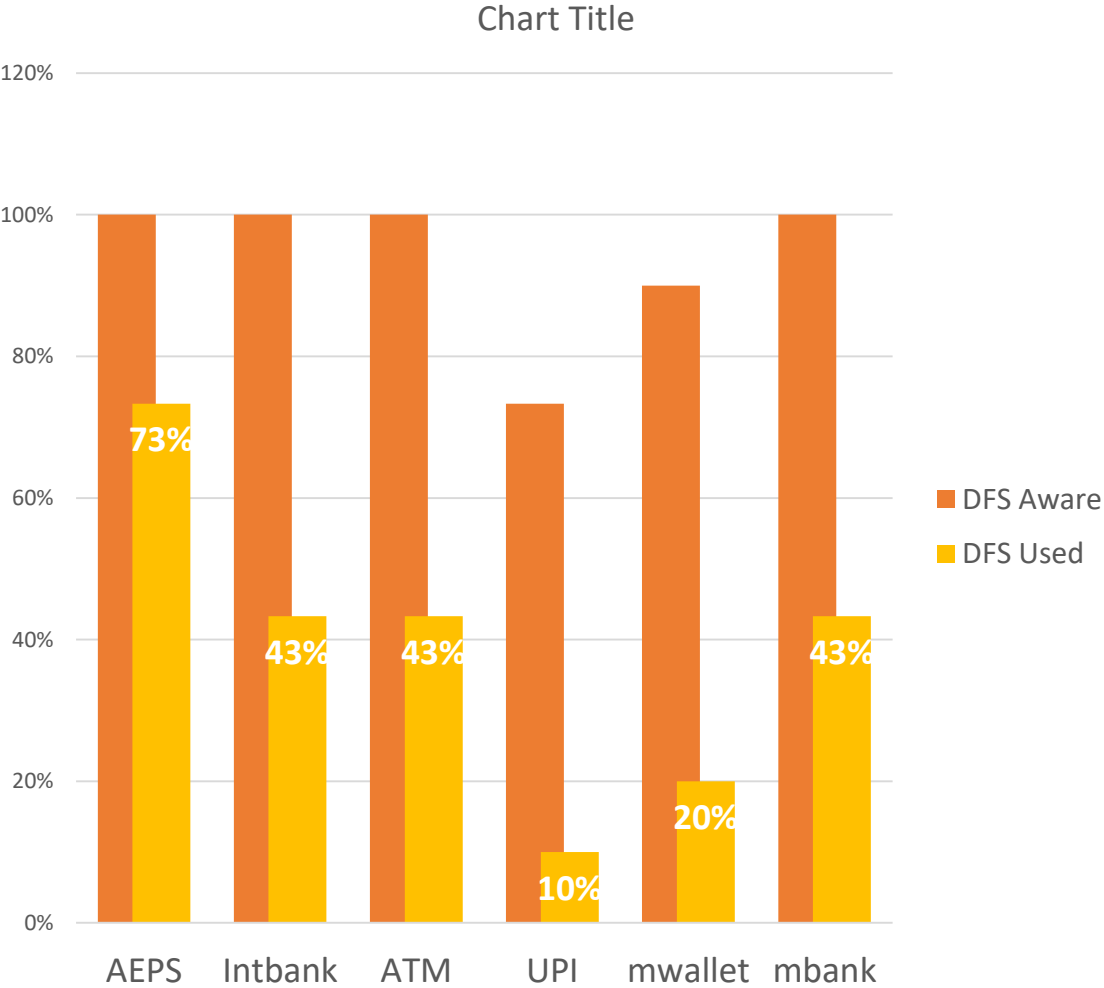


90% of the GMs were able to identify Fixed Deposit application correctly



100% of the GMs were able to identify life insurance application correctly

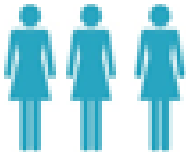
Digital Financial Services Awareness, Usage & Application



23% of the GMs were able to identify 2 DFS product for money transfer on immediate basis .

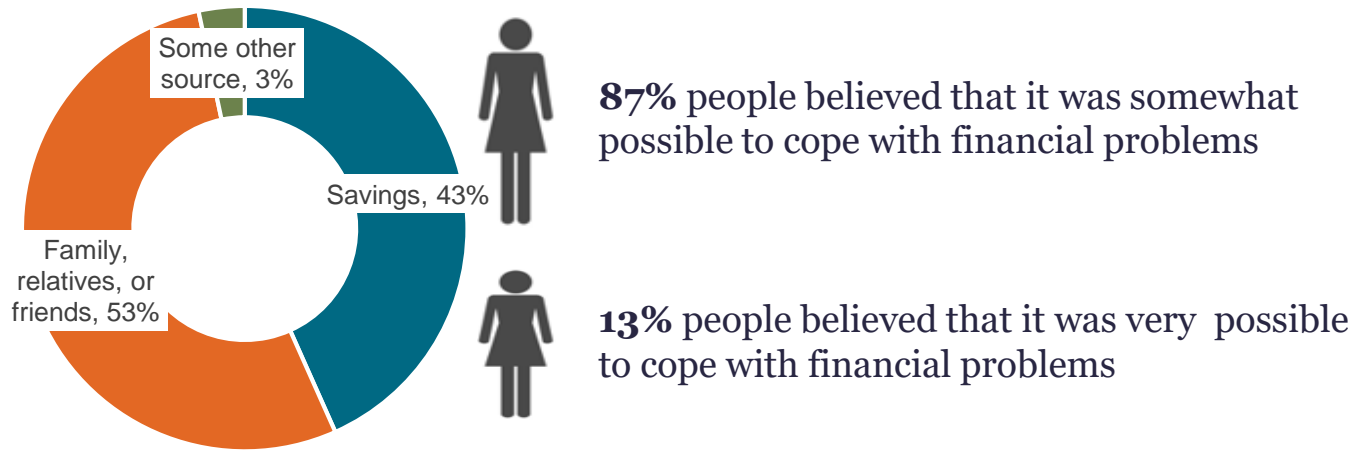


7% of the GMs were not able to identify DFS product for money transfer on immediate basis

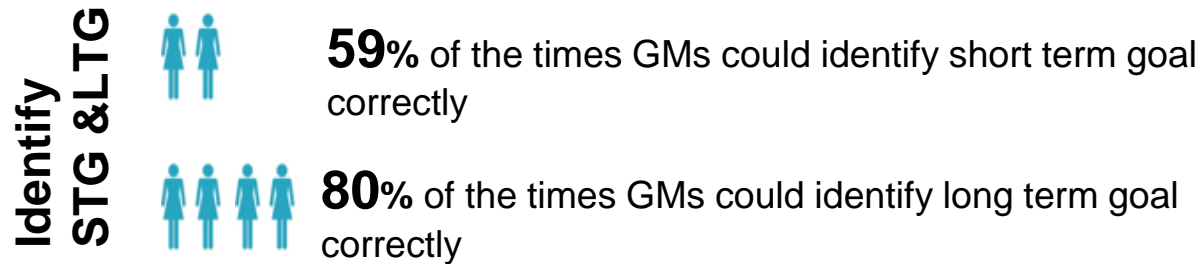


43% of the GMs were able to identify 1 DFS product for money transfer on immediate basis

Financial Empowerment & Decision Making



Coping Mechanism for Grameen Mitras



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.

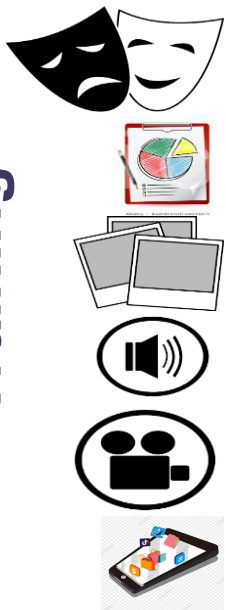
23% Grameen Mitras take part in decision making for spending their spouse's earned money

No Grameen Mitra hold any HH asset in their name.

50% Grameen Mitras were able to identify need v/s expenditure all times.

Grameen Mitra Training

Aids Used in Training



27%: Role Play

70%: charts

53%: pictures

30%: audio

67%: video

97%: mobile app



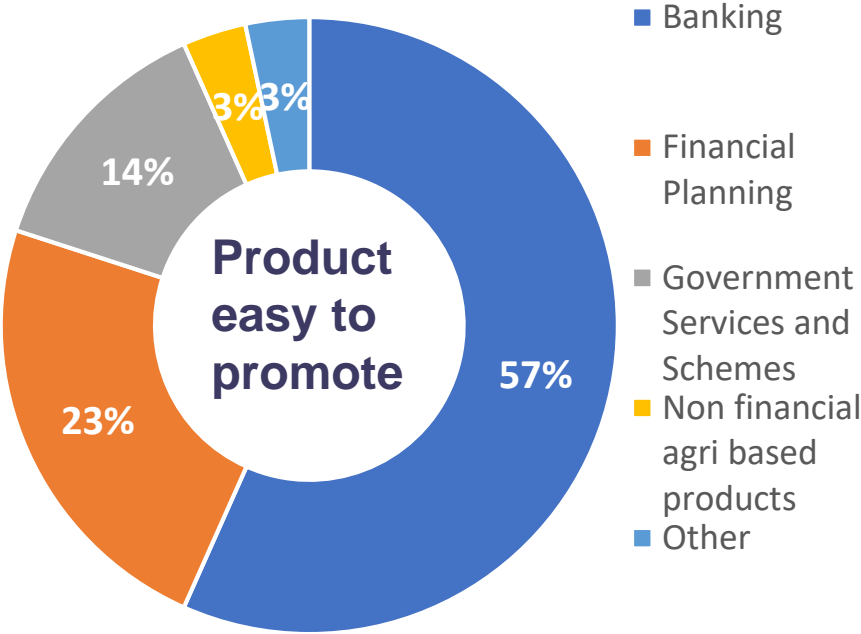
70% of GMs were satisfied with training topic



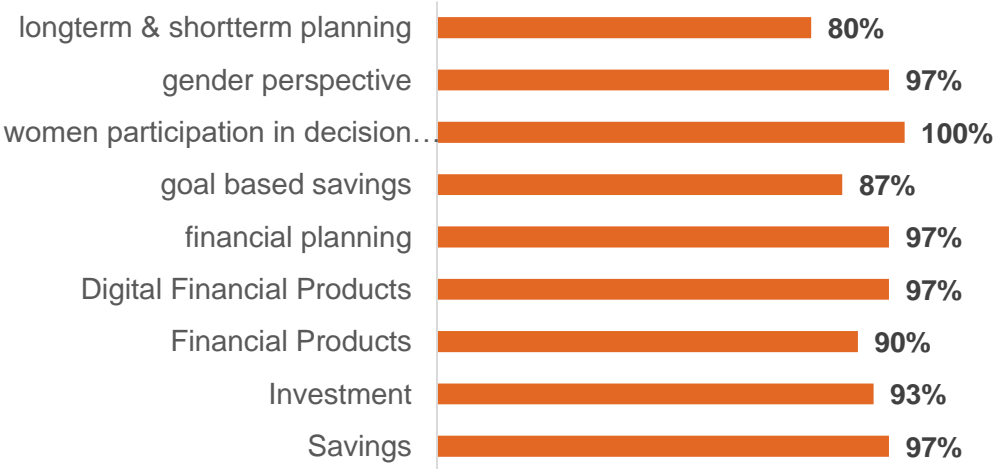
97% GMs were satisfied with training

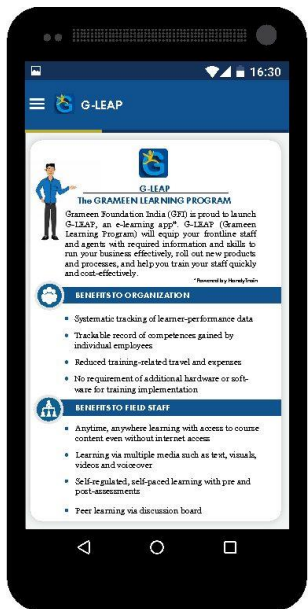
80% GMs said that Banking is the most demanded service

70% GMs reported that Banking is most profitable.



Modules Covered in Training



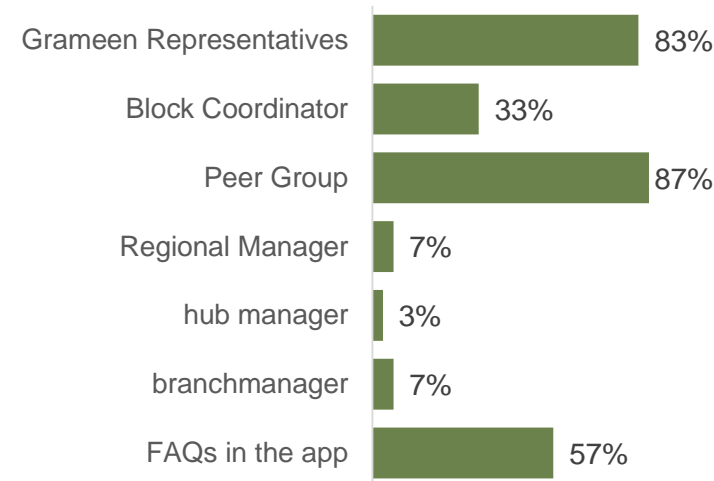


60% of GMs reported On-boarding time on G-leap app between 1-2 weeks
27% reported it takes more than 2 weeks

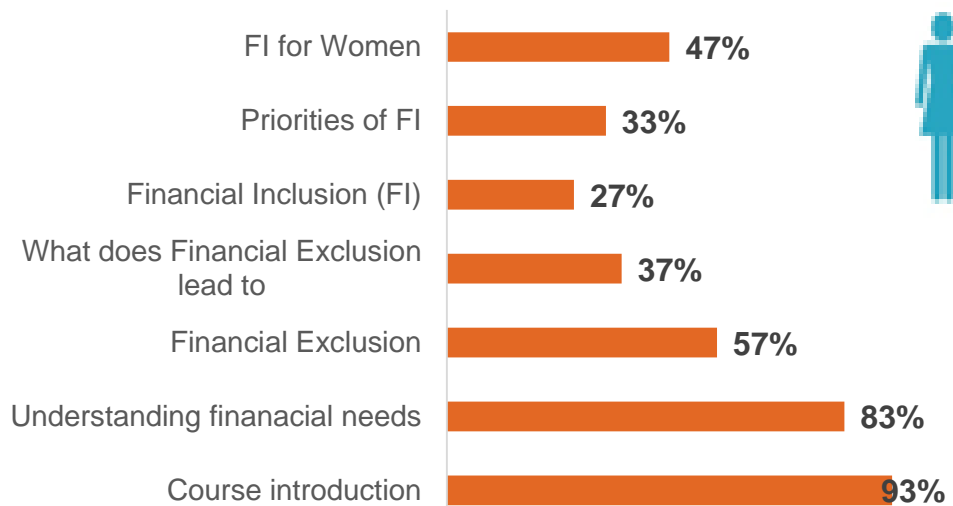


Most GMs, **57%** have completed more than 2 modules on G-leap
33% have completed 2 modules.

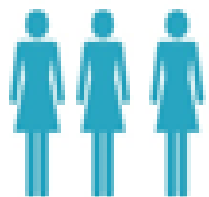
G-leap



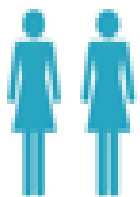
% of GMs who referred the respective assistants for help on G-leap



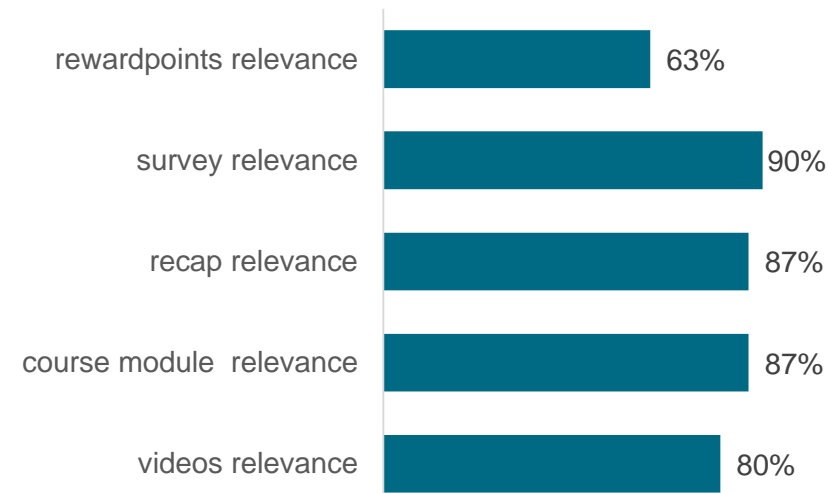
% of GMs who have completed the respective modules on G-leap



93% GMs believe that G-leap has made learning fast & better.



90% GMs believe that G-leap can be used as a reference material



% of GMs who reported the content as relevant on G-leap

Key Inference

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

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)

Thank You!



Contact us

info@grameenfoundation.org

Get involved

- Sign-up for Our Newsletter
- Partner With Us
- Volunteer With Us
- Help End Poverty and Hunger

[**www.GrameenFoundation.org**](http://www.GrameenFoundation.org)

We are social



Search "*Grameen Foundation*"