CGAP

WEBINAR

Is There a Business Case for Digital Financial Services for Women Farmers?

April 6, 2021 | 09:00 am - 10:15 am (US ET)

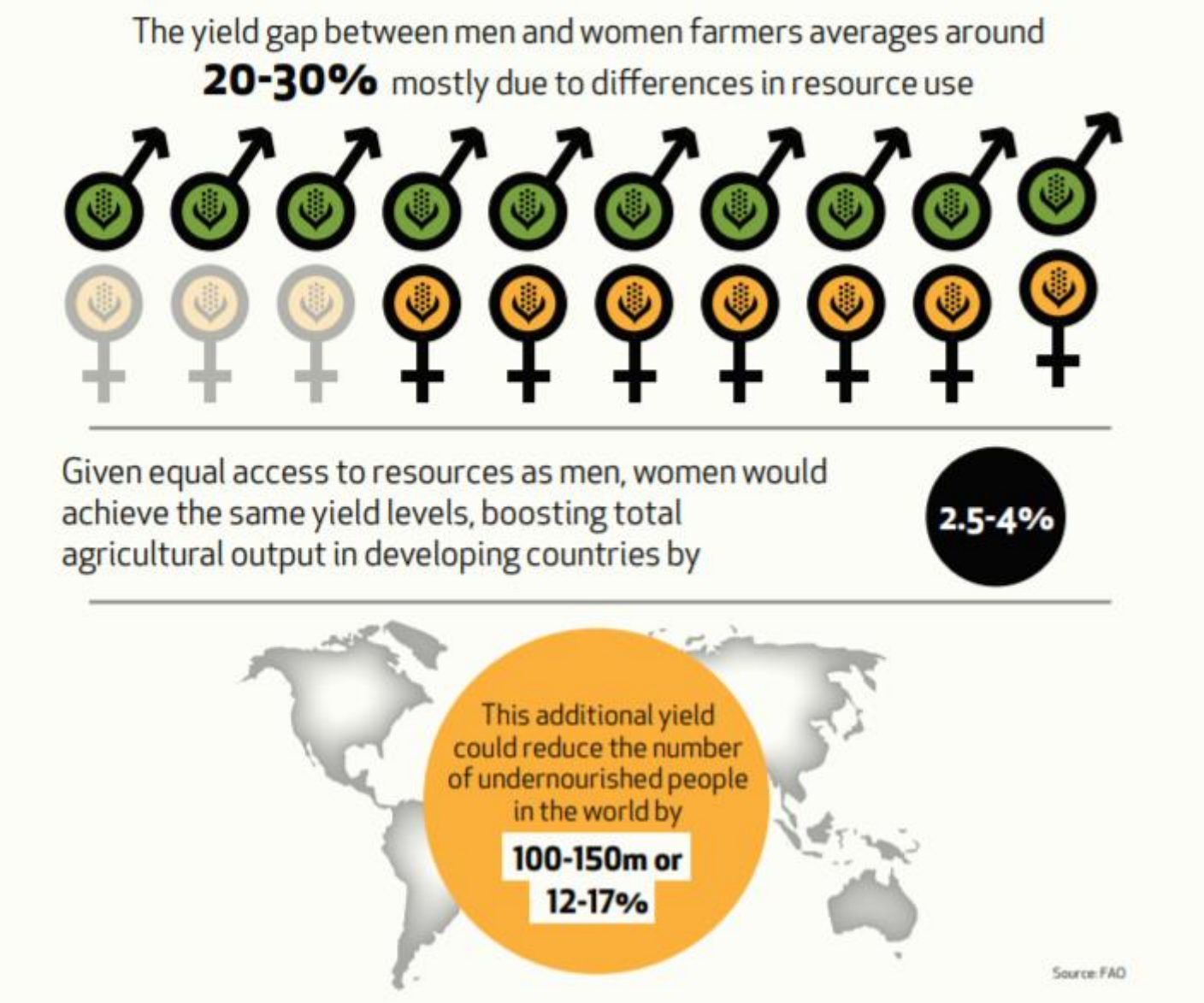
UMBRELLA FACILITY FOR GENDER EQUALITY

WORLD BANK GROUP

AGRIFINANCE COMMUNITY OF PRACTICE

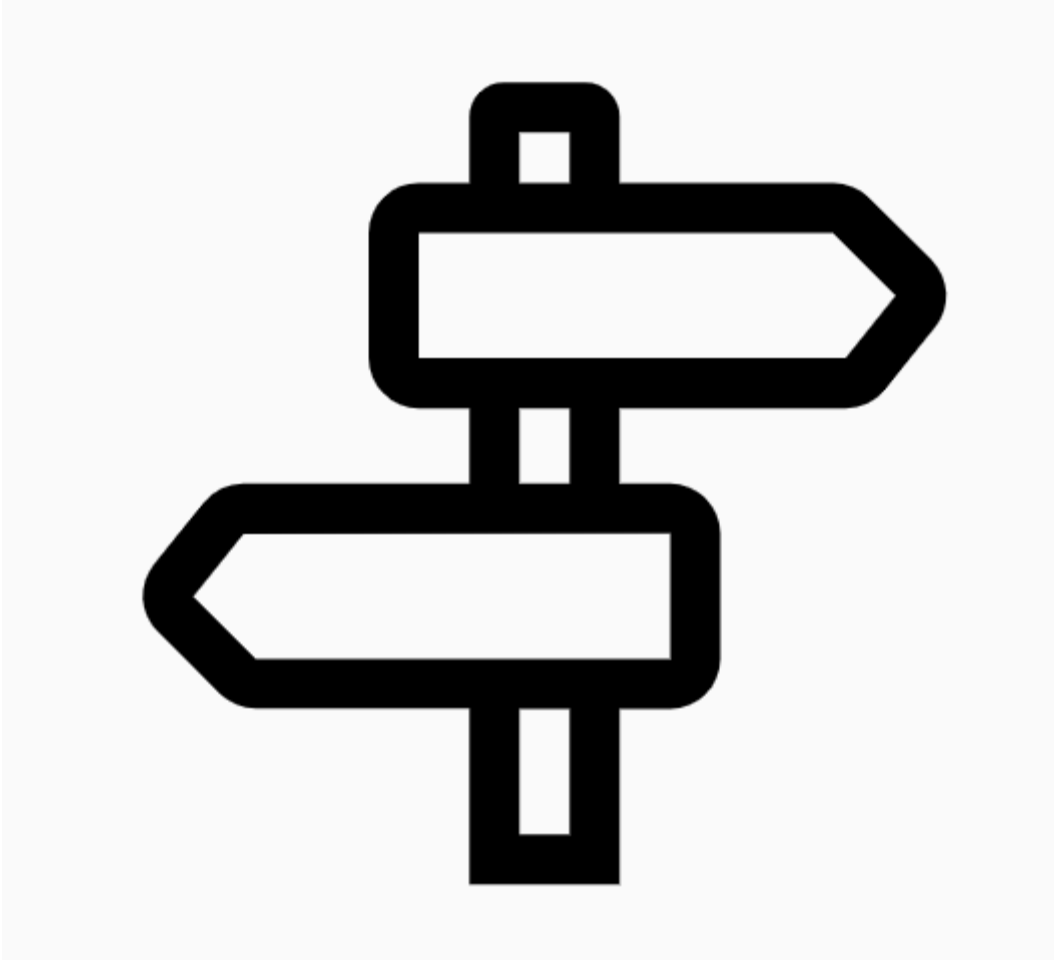
Photo by Vikash Kumar, CGAP Photo Contest 2014

Our motivation

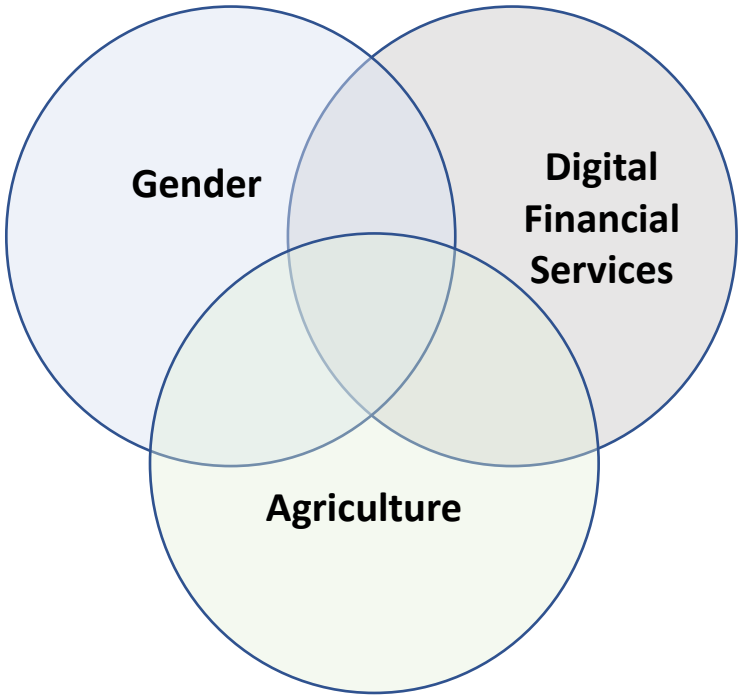


Can finance play a role?

Can DFS be a game changer for female farmers?



Our objective



Let's help Digital Financial Services providers design and market services that take into account the specificities of female farmers

A word of caution

DigiFarm
Powered by Safaricom

fenix intl
A company of ENGIE

myAGRO

Kenya

Uganda

Tanzania

Recommendations to Financial Services Providers

1. **Segmenting female clients into sub-groups** is a necessary foundation for an effective design process, because it helps reveal similarities and differences between women that will influence product usefulness for women and, in consequence, uptake and usage

2. **Gender considerations must be embedded throughout** the research planning, implementation and prototype design processes

3. **Quantitative data analysis, complemented by human centred design (HCD**) or another qualitative research methodology, is a powerful tool for designing impactful solutions

4. **The economics** of serving female smallholder farmers can be challenging in some markets and establishing a business case is key to generate internal buy-in

5. **Gender gaps in mobile phone ownership and mobile money accounts** can jeopardize product uptake

Recommendations to development institutions

1. **Select providers** that have taken explicit steps to become gender sensitive, or that demonstrate a strong interest in re-orienting their business systems, culture and processes towards gender equality

2. **Align technical assistance** funding to partner firms' existing interests, KPIs, partnerships and timelines

3. Include a **rigorous business case** analysis within the partner's existing business model

4. Targeted technical assistance in early stages can have an impact, but **additional mechanisms** such as risk-sharing facilities and investments may be needed at a later stage to support implementation and scale-up viable services

AGRIFIN BRIEF:

DigiFarm Pitch

Leesa Shrader
AgriFin Programs Director

March 2021
Nairobi

BILL & MELINDA GATES foundation

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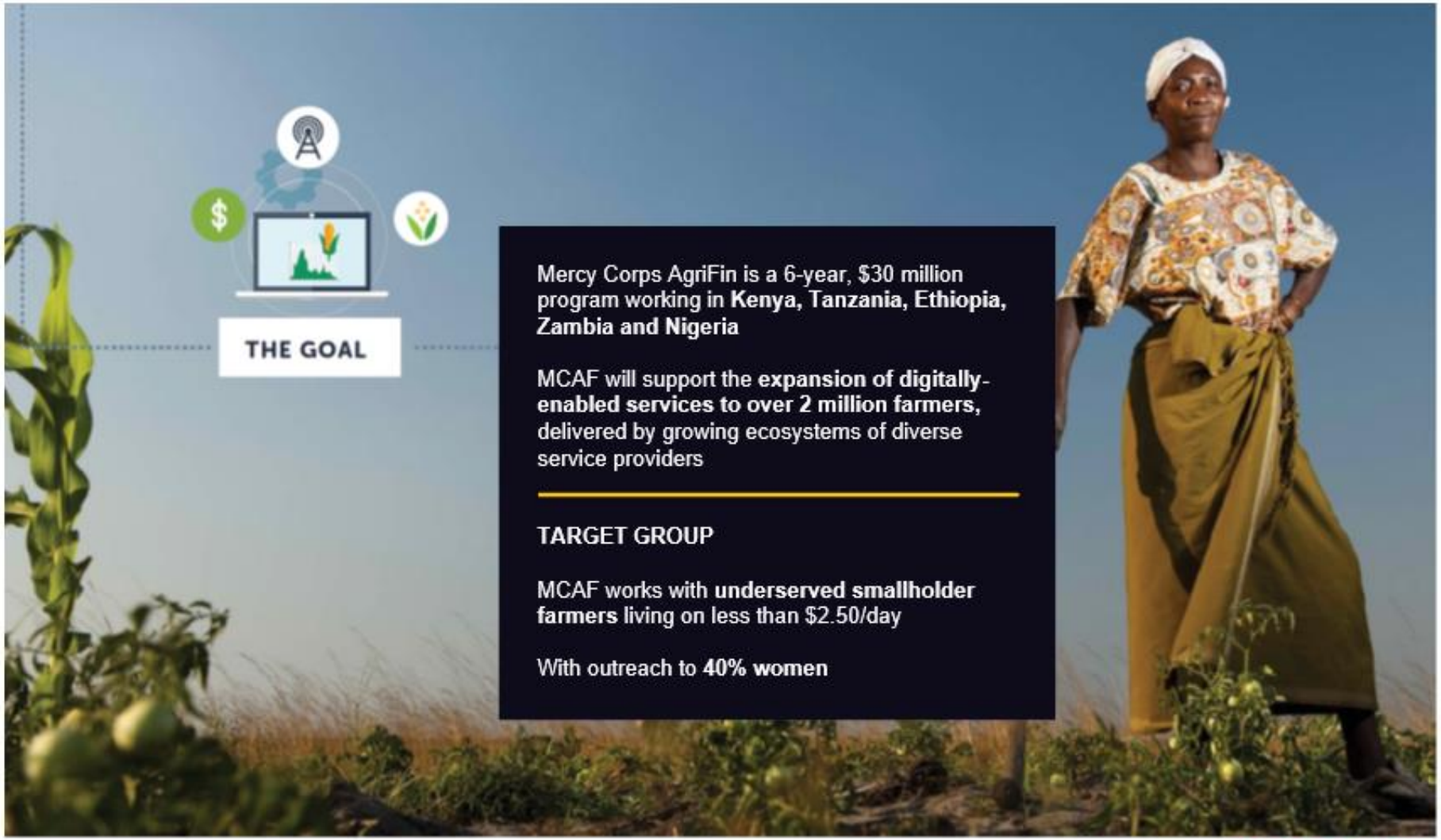
Mercy Corps AgriFin Program Objectives



Mercy Corps AgriFin is a 6-year, $30 million program working in **Kenya, Tanzania, Ethiopia, Zambia and Nigeria**

MCAF will support the **expansion of digitally-enabled services to over 2 million farmers,** delivered by growing ecosystems of diverse service providers

TARGET GROUP

MCAF works with **underserved smallholder farmers** living on less than $2.50/day

With outreach to **40% women**

MERCY CORPS

MERCY CORPS

WELCOME TO DIGIFARM

Safaricom

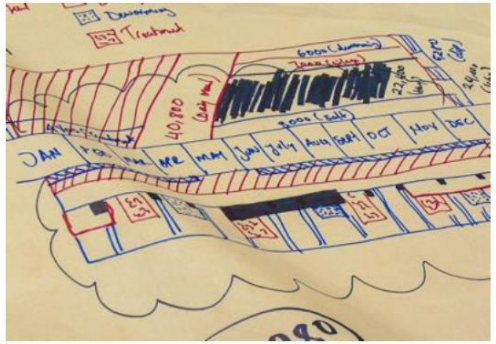
BILL & MELINDA GATES foundation

MERCY CORPS

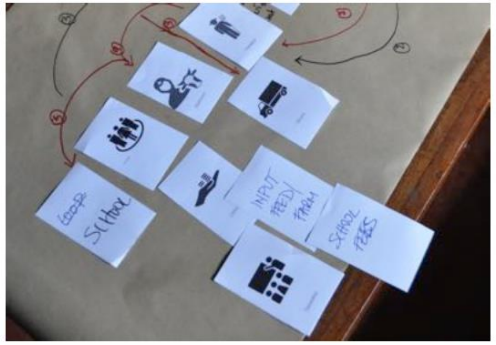
Human Centered Design – A First for Safaricom

In-field research was aimed at understanding farmers' challenges, aspirations, needs, financial behaviors and preferences.

We used the following tools during interviews to help uncover these insights:

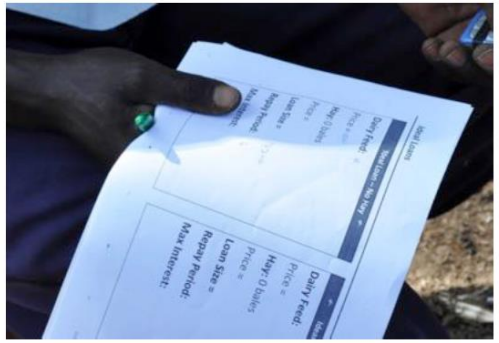


Expenditure calculator



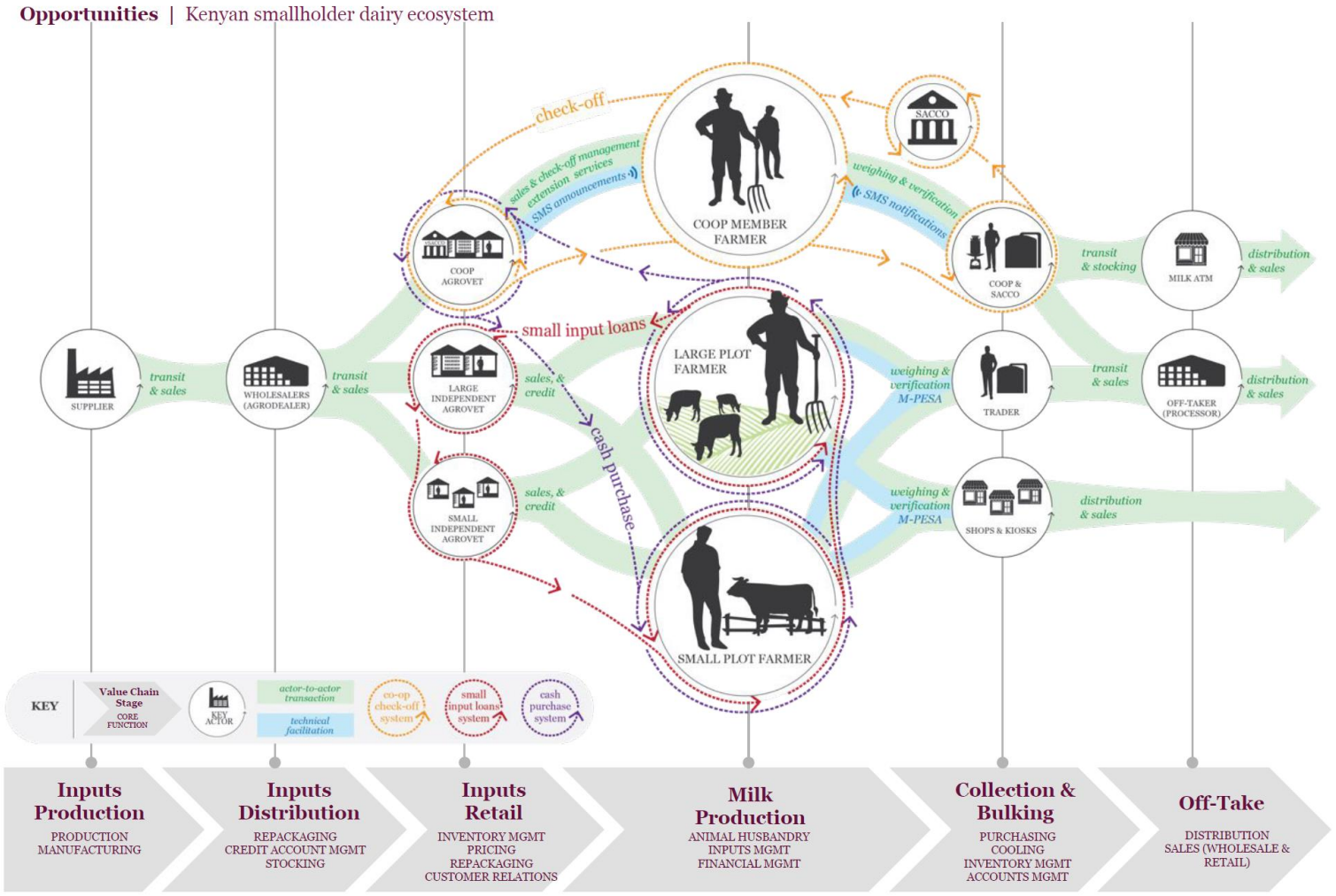
Inspiration cards

Product prototyping



Loan package calculator

HCD – Mapping the Dairy Ecosystem



Safaricom

BILL & MELINDA GATES foundation

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DigiFarm Product Roadmap

Over the past four years, MCAF has worked with Safaricom to develop the product roadmap for DigiFarm, evolving through five major product launches

PHASE 1 – MVP
Launch April 2017
To 200k SHF

BUY INPUTS
- Individual ordering
- Discount code system
- Pay via M-Pesa (only)
- Sample Products
- Find Nearest Depot

LEARN
- Arifu: Pull-based content
- Arifu: Dairy
- Arifu: Horticulture
- Arifu: Major Crops

SMCAFRICOM SERVICES
- Promotional messaging
- Link to M-Pesa, MShwari

REGISTRATION
- Farmer pre-registration
- Field force registration

LANGUAGE SUPPORT
- English and Kiswahili

PHASE 2 – Digital Input Credit
Launch December 2017
To 913k SHF

FINANCIAL SERVICES
- 30 day input loan
- 60 day input loan
- 90 day input loan

BUY INPUTS
- Loan checkoff
- Pay via AgroVet

LEARN
- Arifu: Financial literacy content
- Arifu: Loan product info
- iCow: Livestock info

REGISTRATION
- Client profile tool expanded

GOVERNMENT PARTNERSHIP
- Partnered with Makueni county government to onboard all farmers and share data

PHASE 3 – DigiSoko
Launch December 2018
To 930k SHF

MARKET ACCESS
- Links to buyers
- Related marketing and sign up facility
- DigiFarm Village Advisor field force launched
- Buyer web portal

FINANCIAL SERVICES
- 120 day input loan
- Cash harvest loan
- Harvest yield insurance
- Credit life insurance

LEARN
- iShamba: multi value chain push content

BUY INPUTS
- iProcure franchising model to new agrodealers
- Soil Testing

REGISTRATION
- Client profile tool expanded

PHASE 4 – Smart Farm
Launch Sept 2019
To 1.24 M SHF
42k on Marketplace

MARKET ACCESS
- Smart Farming & Decision Agriculture Tools
- DVA Incentives

FINANCIAL SERVICES
- Safaricom assumes lending
- Agrodealer financing

BUY INPUTS
- Buy direct from manufacturers

LEARN
- Decision Agriculture support content
- Insurance support content

REGISTRATION
- Farmer Android App
- DVA Android App

PHASE 5 -
Development 2020
Target 500k on Marketplace end 2020

MARKET ACCESS
- Smart Farming & Decision Agriculture Tools
- Logistics solutions
- Pop Up Aggregation Models
- DVA Incentives

FINANCIAL SERVICES
- Layaway Savings Product (with bank partner)
- Credit Line lending
- Agrodealer lending
- Link to bank financing

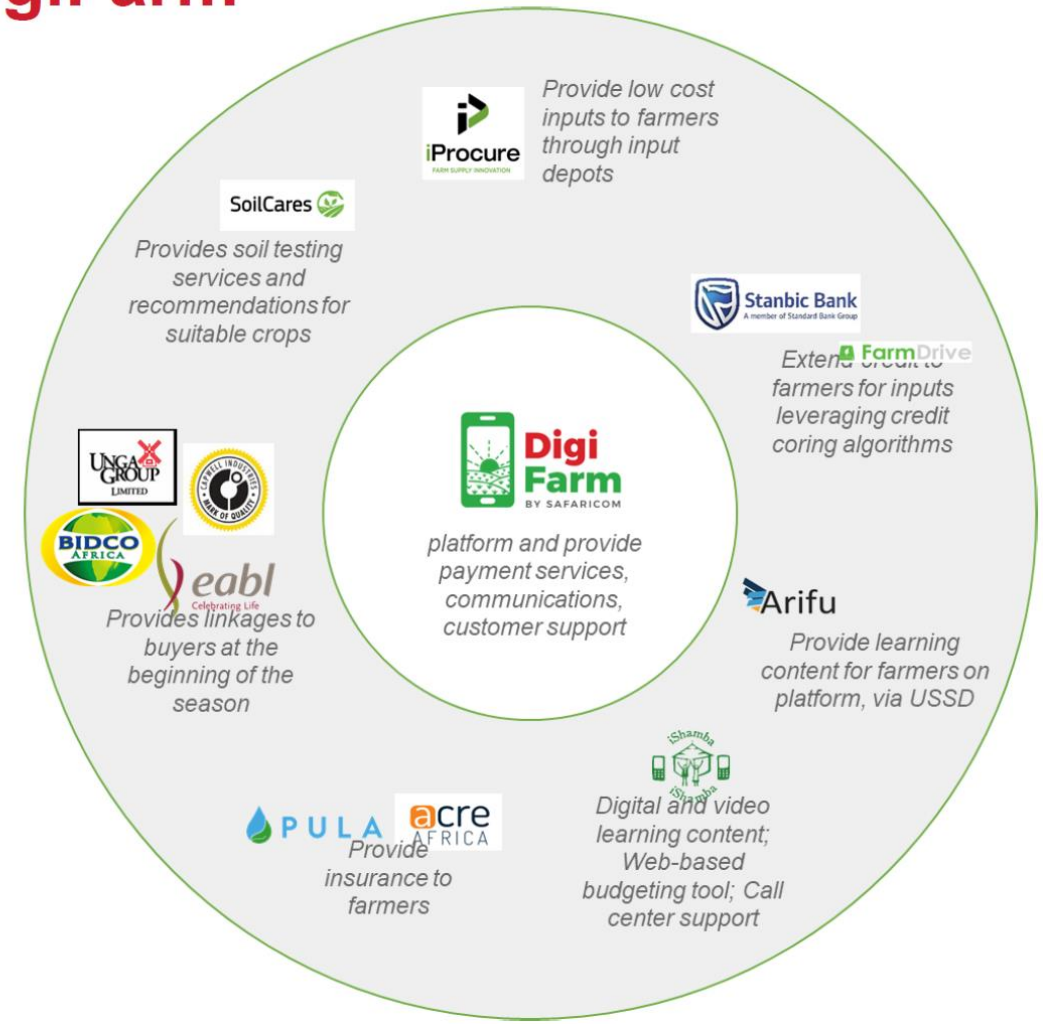
BUY INPUTS
- Irrigation solutions
- Post Harvest Loss

LEARN
- Decision Agriculture support content
- Irrigation Learning
- Locust Response

Safaricom

Introduction to DigiFarm

- Launched in 2017, ***DigiFarm* is Safaricom's integrated mobile platform of digital services for farmers. *DigiFarm,*** accessible on a basic feature phone, provides farmers with access to products and services enabling them to conveniently source, transact, learn, and grow their farms.
- DigiFarm is a trusted **end-to-end platform that to creates value** for smallholder farmers and all actors along the agriculture value chain
- The integrated nature of the platform and use of digital data seeks to leverage each partner's strength, reduce risk, and drive higher revenues across the partnership



https://www.safaricom.co.ke/business/digifarm

Safaricom Twaweza | Digi Farm BY SAFARICOM | BILL & MELINDA GATES foundation | MERCY CORPS | AGRIFIN | MERCY CORPS

DigiFarm Business Model, Impact and Implications

	Existing Products							Planned/Potential Products		
INDICATIVE IMPACT RESULTS	20-40% increase income and production	10-30% increase income and production	20% increase income and production	50% increase income and production	**100% increase to -50% decrease income and production**	20-25% increase income and production	70% increase income and production	14% decrease in SHF poverty, increased farm productivity	50-100% increase income and production	20-50% increase income + cancer prevention
SERVICE	eLearning	Quality Inputs	Input Credit & Scorecard	Soil Testing	Market Linkages	Crop Insurance	Decision Ag & Weather	Savings	Irrigation Solutions	Post-Harvest Loss Solutions
OUTREACH	325,000 SHF	100,000 SHF	35,480 SHF	10,000 SHF	45,000 SHF	45,000 SHF	45,000 SHF			
RESULT	$136.5 increase per SHF/ year = **$44.3 million increase per year** for DigiFarmers	$134 per SHF/ year = **$4.8 million increase per year** for DigiFarmers	$134 per SHF/ year = **$3.4 million increase per year** for DigiFarmers	$335 per year = **$335k increase per year** for DigiFarmers	$335 per SHF/ year = **$2.3 million increase per year** for DigiFarmers	$80 increase per year = **$200,000** for DigiFarmers to date for 2 seasons per year	$80 increase per year = **$200,000** for DigiFarmers to date for 2 seasons per year	*Ongoing impact studies to **verify COMBINED service impacts** in 2021*		
RISK LEVEL	LOW	LOW	HIGH	LOW	HIGH	LOW	LOW	CRITICAL FOR DFS, DATA & WOMEN	CRITICAL FOR CLIMATE RISK & GROWTH	CRITICAL FOR CLIMATE, GROWTH, SAFETY
COST	MEDIUM	LOW/ZERO	HIGH	LOW	HIGH	LOW/ZERO	LOW/ZERO			
REVENUE	LOW/ZERO	MEDIUM	MEDIUM	LOW/ZERO	HIGH	MEDIUM	LOW/ZERO			
	2017		2018		2019			2020 +		

MERCY CORPS

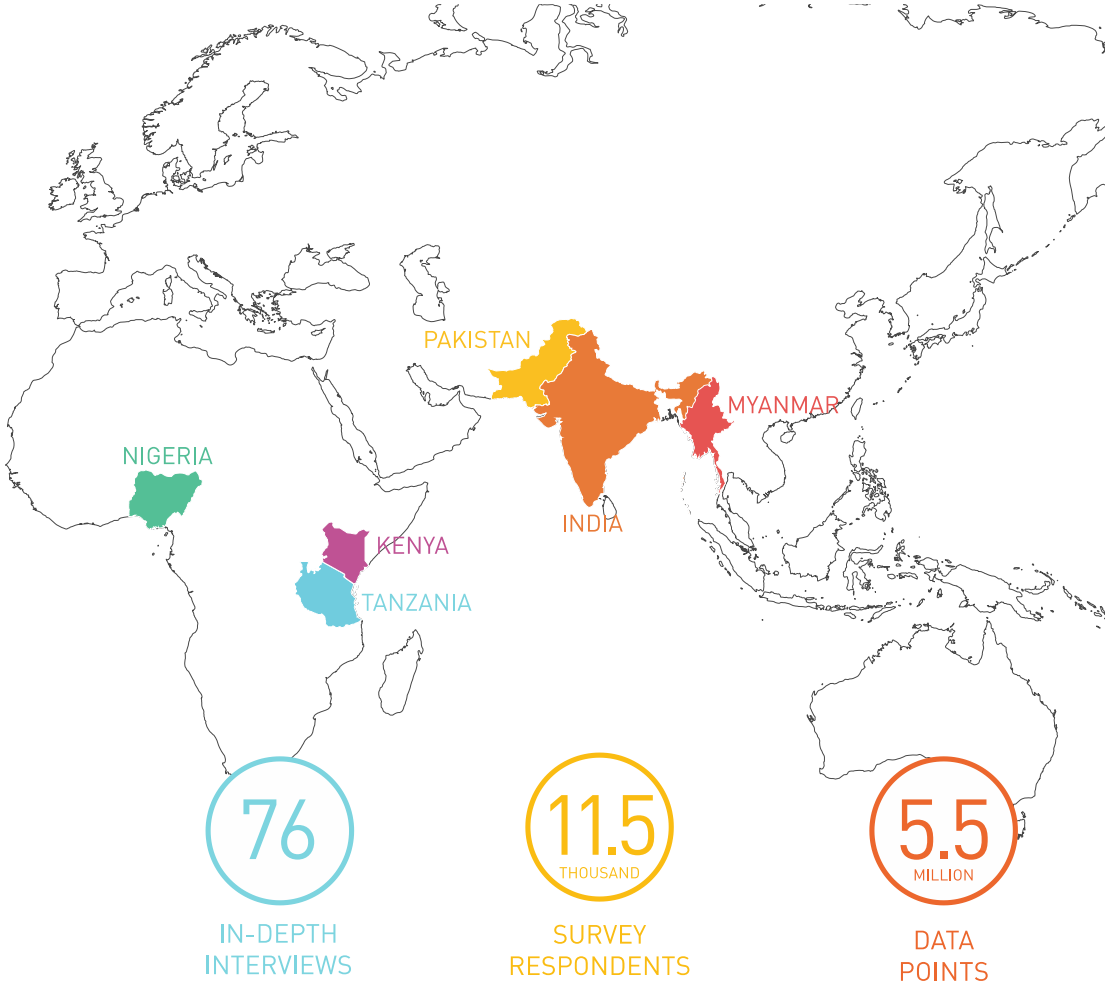
Reaching Women

The Human Account

Human insights at market scale

To better understand customers in emerging markets, we developed a three-dimensional research framework, revealing the contextual, behavioral, and psychological dimensions of their financial lives.

We grounded our approach to customer segmentation in the concept of financial health, recognizing that it enables us to generate a more realistic and actionable understanding of financial lives than is possible using a product or inclusion lens.



Understanding Women Smallholders

Cross-cutting Findings

How do women farmers differ from the average Kenyan

LOWER INCOME, HIGHER VOLATILITY, LESS EDUCATION

Women farmers face significantly more challenging economic circumstances with less education than the average Kenyan. Half are in the lower two SES quintiles, two thirds have high income volatility.

AVERAGE SAVINGS FREQUENCY, MUCH HIGHER BORROWING RATES

Despite much more serious economic and financial constraints, women farmers save at an average rate. They borrow much more frequently, mostly form family, friends, and groups, likely for liquidity.

SIMILAR LOW TRUST IN COMMUNITY, MUCH HEAVIER RELIANCE ON IT

Half of women farmers distrust people and their social financial network, yet most manage money socially, rely on the community in emergencies, and expect its support for future investments.

MUCH MORE EMERGENCIES AND MISSED EXPENSES

Women farmers face 250% more types emergencies and struggle to pay more types of bills. Economic constraints and greater exposure to exogenous shocks contribute to higher rates.

LOWER SPENDING IMPULSIVITY, HIGHER COMFORT WITH DEBT

Women farmers are more disciplined spenders, enabling saving, and are more comfortable holding debt, despite few feeling dependable. They rate more dependable than the average Kenyan.

MUCH STRONGER USE OF INFORMAL FINANCIAL GROUPS AND FAMILY

Despite low trust and privacy concerns, women farmers mainly manage money through family, friends, and groups, driven by their strong value proposition and low openness to new experiences.

LESS DIRECT CONTROL OVER HOUSEHOLD DECISIONS

Almost two-thirds of women farmers jointly participate in household decisions, while just over a quarter are primary decision makers, constraining their ability to fully control home finances.

DEEPER PESSIMISM, SIMILARLY HIGH SATISFACTION WITH PAST

Half of women farmers are pessimistic and a quarter are optimistic, yet three-fifths are satisfied with the past. Their struggles drive pessimism, which may limit feelings of control, self-esteem and planning.

SIMILAR MOBILE WALLET OWNERSHIP, SLIGHTLY WEAKER USE

Nearly all own mobile wallets, but only half save and a third borrow from them, suggesting a need for stronger value propositions. Two-fifths find financial services complex, suppressing usage.

Understanding Women Smallholders

Cross-cutting Insights

What shapes women farmers' financial lives and drives their strategies?

FINANCIAL STRATEGY SHAPED BY EMERGENCIES

Women farmers experience 2.5 times as many emergencies as Kenyans overall. Over the past two years, they have experienced on average 2.6 types and have relied heavily on their social financial network to make due. Their heavy cultivation of this network through saving and borrowing with friends, family, and informal groups provides them with an essential lifeline akin to insurance. This needs dissuades them from managing too much money outside of this network, for example through mobile wallet savings, even though it would afford more privacy and control, which they desire.

SAVING TO SURVIVE, STRUGGLING TO BUILD

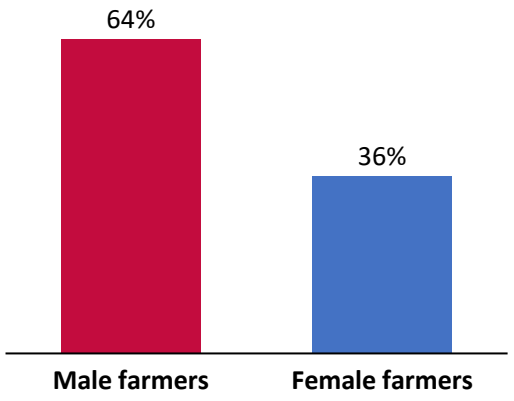
Women farmers manage to save at the same rates as Kenyans overall, while earning less money with more volatility, experiencing 2.5 times as many emergencies, and struggling with more expenses. Their ability to save at an average rate reflects a deeply felt need and strong discipline in putting aside money through tight control over their spending. Most are not able to save towards long-term goals, such major asset purchases, college and retirement funds, and emergencies, as they are often derailed by emergencies and expenses. This is reflected in their low savings deliberateness, which illustrates their need to keep savings highly fungible to meet needs as they arise.

BORROWING AS LIFELINE, NOT A DRIVER OF GROWTH

Women farmers are more frequent borrowers than Kenyans overall, preferring to borrow small amounts mainly from family, friends and social groups. They are only moderately comfortable holding debt, driven by worries of their own dependability, which is why they prefer borrowing through more flexible social channels and are hesitant to take out large loans. They primarily borrow small amounts to smooth income and meet liquidity needs, rather than borrowing large sums to finance investments such as building a house or buying inputs. They view loans as a mechanism for topping up their income or savings to meet their needs, rather than as a vehicle for growth.

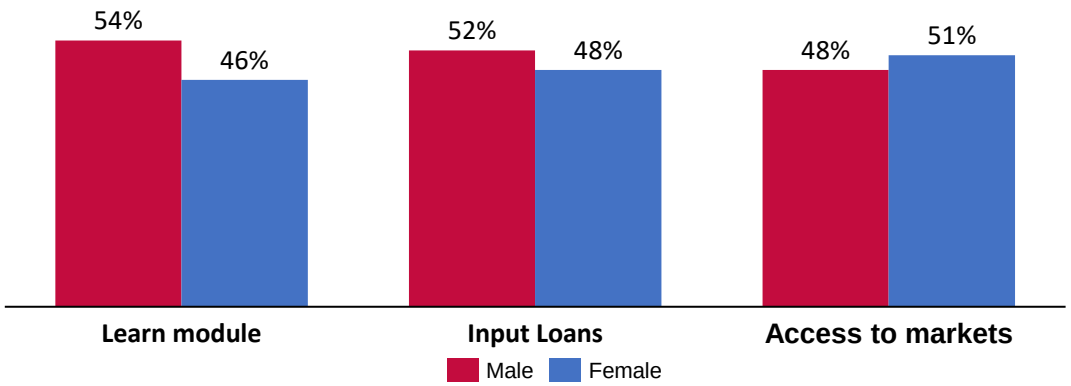
DigiFarm Outreach: DigiFarm is nearing parity on active use of the digital platform for women – after a long journey

Farmer registration on DigiFarm by gender [%]



Active and inactive usage varies during the year, driven by seasonality; most users stay engaged on the platform between seasons through eLearning

DigiFarm service active use by gender [%]



40% of the sample had used the learn module at least once; most users (including women) used the module 1-5 times

Total loan amount in the sample is slightly higher for men (7%), but average loan amount is fairly even for both genders

32% of the sample had used the access to markets module with more women (3%) than men using the module

Source: Busara data analytics for DigiFarm, 2020

DigiFarm Impacts: Focus on Women

DigiFarm is reaching nearly 50% women through its active portfolio of farmers.

2021 Impact research shows DigiFarm has enhanced women farmers agricultural productivity, yields, and incomes, specifically:

- Women farmers report seeing an **increase in yields and farm productivity** due to enhanced access and use of certified, quality inputs on credit
- Farmers cite that the education they have received on good farming and agronomic practices from DigiFarm has **simplified farming activities; helped them effectively use inputs; and reduced their cost of labour**
- **Increased incomes** - Women farmers are guaranteed a market for their produce, which enables them to sell more and offers higher prices than those offered by middlemen, increasing their income from farming
- **Multiple income streams** – women farmers have been able to add to the income streams in the household, enabling them to cover essential expenses such as food and school fees as well as non-essential aspirational goods such as smart phones
- **Disposable income** - The small down payment required for input credit results in women farmers reporting having more disposable income to use for other activities, as they only pay a 20% deposit when taking a loan
- Women farmers' increased income through DigiFarm has resulted in greater trust from their partners- this drives **increased agricultural decision-making power** for women e.g. on planting and input decisions as well as greater **household financial decision-making power**
- Women have **increased control over their finances** and financial decision-making as earnings from sales through DigiFarm are sent directly to their cell phones.
- With increased income, women farmers **can afford to hire extra help** at the farm and increase time for other activities
- DigiFarm **saves women farmer's time** to respond to challenges and off-take Increased yields enable women farmers to retain more food for consumption and increased incomes helps them diversify meals, **increasing food security and nutrition.**

MERCY CORPS

NAKINDUKA SACCO
Thank You!
MERCY CORPS

Is there a business case for Digital Financial Services for women farmers?

Design lessons from DigiFarm Kenya

Sharon Njavika
Creative Lead, Dalberg Design

MARCH/APRIL 2021

Dalberg Design

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Human Centred Design

Our Research & Design Process

APPROACH: PHASED DESIGN AND RESEARCH PROCESS

Human Centred Design

PHASE 1

How can we more deeply understand real people's financial lives to design a relevant survey and ground our analysis?

Initial human-centered design (HCD) research was crucial for understanding the context of people's financial lives. Through HCD research, our team developed analytical models that identify key contextual, behavioral, and psychological variables for measurement in subsequent national surveys. Through the research, we also produced robust user profiles that provide an unprecedented in-depth look at people's financial lives. These profiles, along with the analytical models we developed, informed our survey design, guided our data analysis, and ultimately brought our segments to life with rich storytelling. The design of the foundational HCD research included many activities, from household financial mapping to scenario-based provocations.

APPROACH: PHASED DESIGN AND RESEARCH PROCESS

Design lessons from DigiFarm

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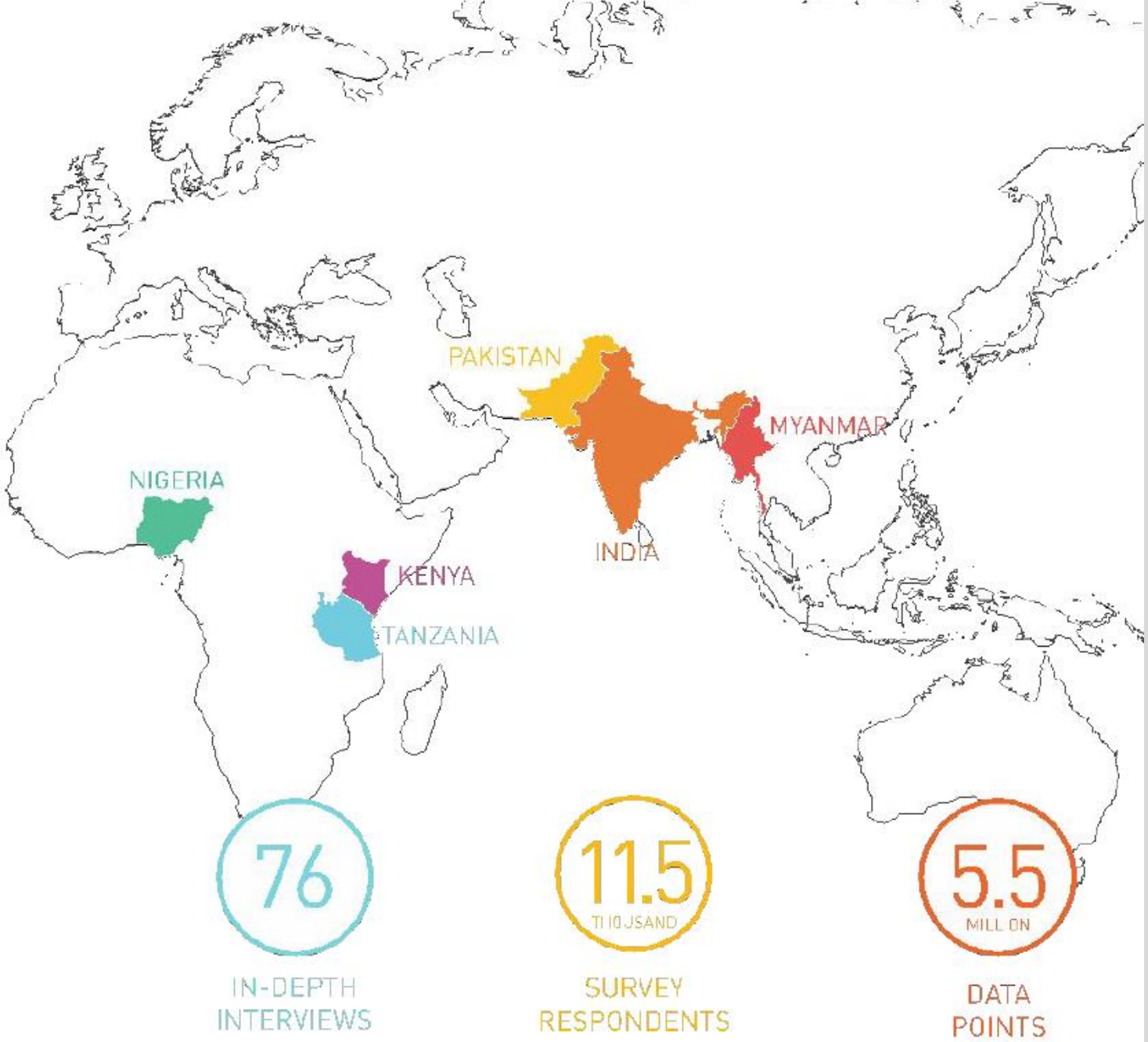


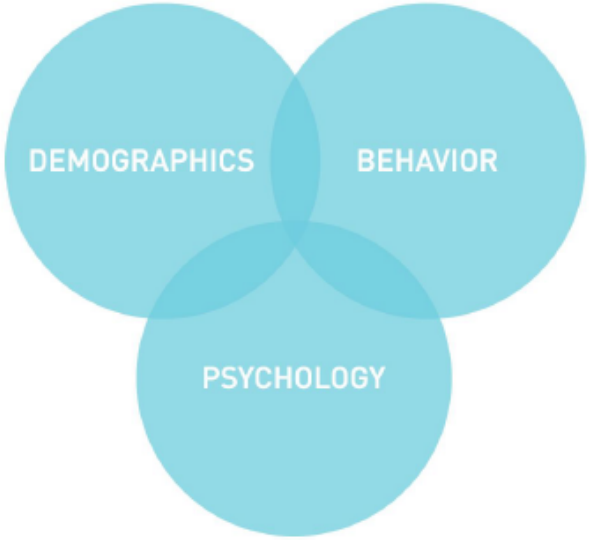
Understanding women smallholders

Financial Behavior

To make financial health actionable for providers and practitioners alike, we developed a **behavioral model** to describe and measure the financial behaviors and strategies people use in pursuit of financial health.

We grounded our segmentation approach in this behavioral model to better understand and describe differences in **how people manage money**.

We also built **demographic** and **psychometric** measures into our segmentation to give a more holistic picture of peoples financial lives, recognizing that circumstance, personality, and social norms **drive financial behavior** and **shape outcomes**.



DEMOGRAPHICS	BEHAVIOR	PSYCHOLOGY
What are people like and what's their context?	*How do they use their money and manage their finances?*	*What is their personality like, and how does it motivate them?*

Designing for women smallholders

Primary Target Segments

Through gender disaggregated analysis and segmentation of women farmers, we identified clear target users who inspired and directly participated in the design and prototyping process:

To generate actionable insights and targeted product innovation concepts, we conducted an in-depth analyses of THA data to surface cross-cutting and segment specific insights.

Careful Strivers

driven, optimistic, planners

32% of adult population
4.6 million women

Reserved Individualists

cautious, familial, agentic

24% of adult population
3.4 million women

Disciplined Pragmatists

conscientious, self-efficacious, skeptical

17% of adult population
2.4 million women

Educated Planners

confident, positive, digital

27% of adult population
3.9 million women

What did we learn about women smallholders?

Kenyan Women Farmers: THA Insights

What shapes women farmers' financial lives and drives their strategies?

THAT FINANCIAL STRATEGY IS SHAPED BY EMERGENCIES

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What did we learn about applied product design using this approach...

We identified primary use cases for women farmers

We saw clear opportunities for more detailed and targeted solutions

Saving profiles helped us identify high potential mobile savers and develop segment targeted digital product features

Attitudinal profiles helped us develop segment tailored design principles, messaging, and channel strategies

More broadly, we also learned that...

There is no one-size-fits-all approach

Gender gaps in phone ownership and mobile money accounts can jeopardize product uptake

Segmenting female clients into subgroups is a necessary foundation for an effective design

Gender considerations must be embedded throughout the research planning, implementation and prototype design processes

Quantitative data analysis, complemented by human centered design (HCD) or another qualitative research methodology, is especially powerful for designing impactful solutions

The economics of serving female smallholder farmers can be challenging in some markets and establishing a business case is key to generate internal buy-in

fenix intl

A company of ENGIE

Was there a business case for Digital Financial Services for women farmers in 2018?

Chris Emmott
Ex-Fenix International

Confidential

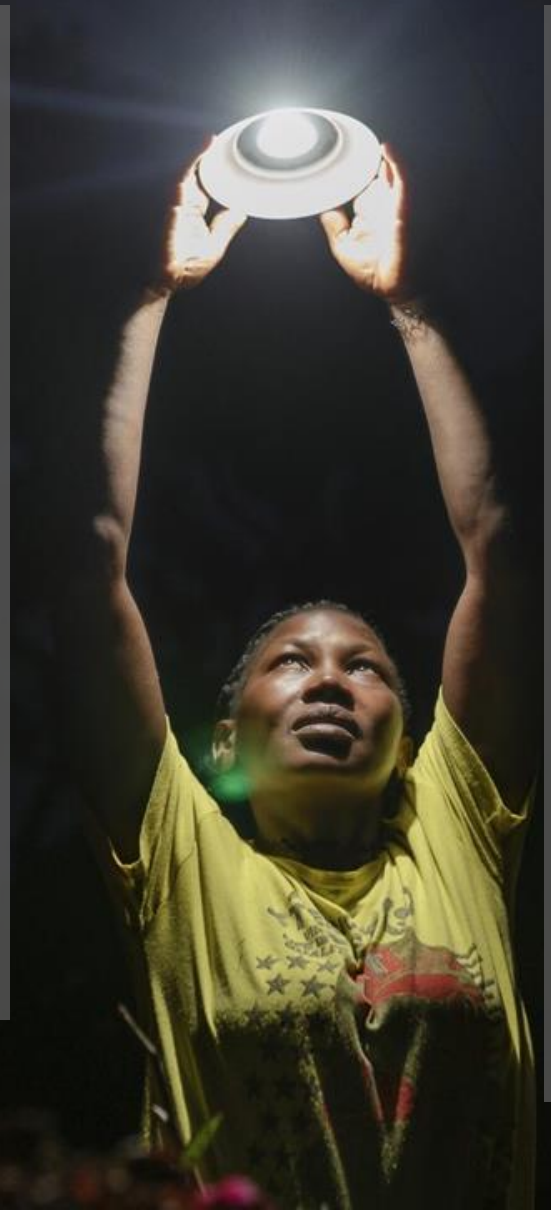
fenix intl
A company of ENGIE

Mission

Fenix was a for-profit, next-generation energy company.

Fenix's mission was to improve the quality of life of their customers through inclusive energy and financial services.

Since Summer 2020 Fenix has become a part of ENGIE Energy Access



Customers

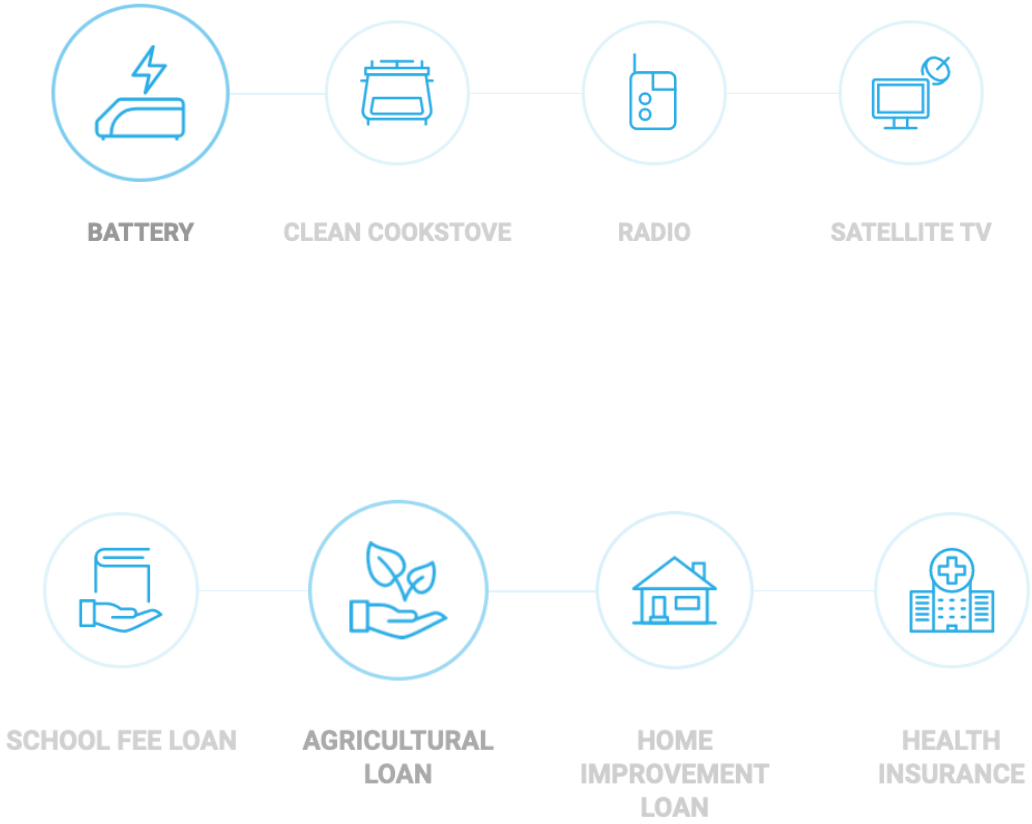
approx. 2019

~ 600,000 households across 6 African Markets

~ 80% involved in agriculture

~ 42% women

PAYGo Solar leading to financial inclusion



- Regular payments build a credit score
- Lockable system provides collateral

Agricultural Services and Loans

The business case – Our hypotheses

Market

- Women particular underserved -> high demand
- Farming activities at a scale where Fenix finance could help
- Subsistence, rather than cash crops

Revenue

1. Direct product revenue
2. Improved solar repayment from improved Financial Health

Lesson 1

Debt targeted for improving farmer's financial stability, may not be best spent on agriculture

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Lesson 2

Investing in agriculture is risky

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Lesson 3

There is a significant market for larger agriculture finance among women farmers

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Thank you

Expanding female-facing agricultural loan and information service offering to Fenix Uganda's Customers

SIA Technical Assistance work for Fenix International (Engie)

Jeremiah Lwebuga (SIA)
Christopher Emmott (Fenix)

STRATEGIC IMPACT ADVISORS

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IFC International Finance Corporation

Strategic Impact Advisors, LLC (SIA) provides advisory services to expand financial services to underserved populations through digital solutions

- Combined team **experience in 44+ countries**

- We have worked with private, NGO, and public organizations to expand **access to financial services via digital channels.**

- Our team has extensive engagement with **rural, agricultural populations** to assess needs, opportunities, and barriers to adopting digitally-led services.

- We have supported **agri-value chain payment digitization** in a range of African markets including: Uganda, Rwanda, Nigeria, Malawi, Ghana, Zimbabwe and Ivory Coast.

Objective the Technical Assistance

Support Fenix in the **design and pilot** of a rural, **female-facing agricultural loan and information service** offering in Uganda

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Rural Female Customers Agricultural Challenges/ Access barriers & SIA holistic Approach

	Key Female Farmers Access Barriers addressed			SIA holistic technical assistance approach		
	Financial services	Information Services	Inputs	Digital Financing	Quality access to Inputs	Market facilitation and Information services
Rural Female Customers	✓	✓	✓	✓	✓	✓

This project worked to solve key issues facing Uganda smallholder farmers as Identified by Fenix in initial survey:

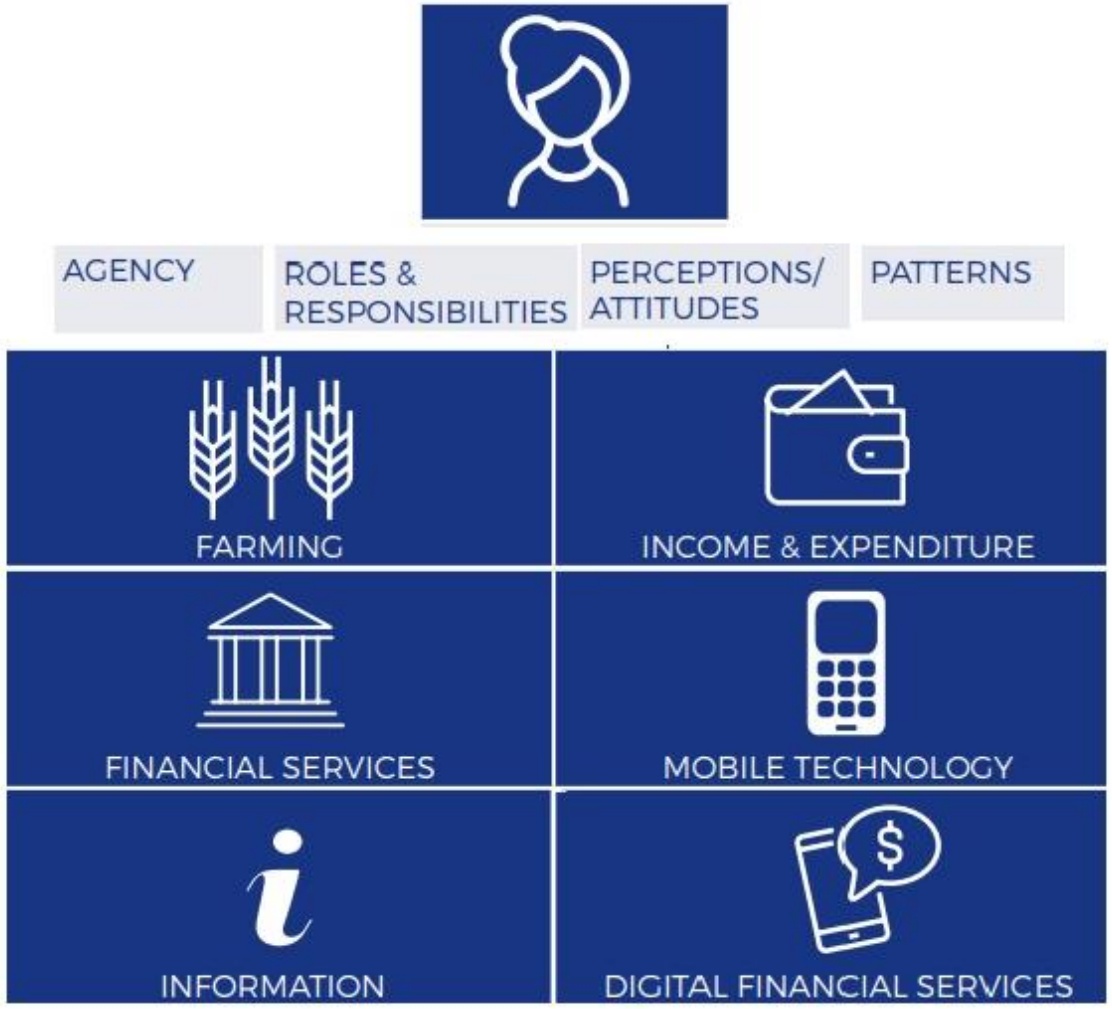
- Limited Agricultural **information services:**
- **Input procurements**- lack of trust in suppliers, access and affordability of inputs as well as fake or faulty inputs.
- **Access and Affordability of formal financial services;**

Phase 1: Rural Female Customer Needs Assessment:

January, 2019

Phase 1: Understanding Financial and Information needs of Rural Female Loan Customers

Assessment of Female Customers & Users



Preliminary Fenix Customer Database Query Results: Female Customers & Users

Demographics

Age	61% between 21-40 years
Marital Status	80% married
Children in the household	51% between 2-4 children
Female Customers as % of Total Fenix Customer Base	42

Solar Home System Consumption

System Purchases	62% Eco 2
Repayment Preference	59% pay weekly
System Repayment History	89% have < 50% repayment record

School Loan Consumption

Loans Issued	942
Loan Repayment History	81% have 100% repayment record
Adoption of Student Loan	77% request 100,000 UGX

Phase 2: Product Design summary, Prototyping and Testing-in: Rural Female Agri-Loan

August, 2019

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An accepted rural female-centric,
agri-loan product concept, with two prototype variations

Detailed illustrations and drafted a storyboard narrative for three prototypes

In the second wave, SIA **developed detailed illustrations and drafted a storyboard narrative** for three prototypes deemed appropriate and relevant to address the financial and non-financial needs of rural female customers vis-à-vis strengthening their agricultural production.

Understanding their financial and non-financial pain points, developed value proposition, and what service features would be key for a Minimum valuable product

AGRI-LOAN PRODUCTS TRIALED

- Prototype #1: Lump sum disbursement
- Prototype #2: Loan disbursement + payment to agri-vendor

Participants Feedback

- Lump sum disbursement: 80%
- Loan disbursement + payment to agri-vendor: 20%

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Phase 3: Proposed Solution:

Bundled Agri-finance and information services offering

November, 2019

Proposed Recommendation for a Female-face Agri-loan product

SIA proposed **two agricultural input loan products** as well as a partnership with an Agricultural Information services provider (eg. WeFarm and Akorion) to deliver the agricultural information service piece.

The two proposed loan scenarios include:

- One deemed, **"My Loan, My Risk"**
- Other one termed, **"My Loan, My Risk / Fenix Pays for One Agricultural Expense**".

TYPE OF RISK	Single customer carries the loan obligation; no joint obligation requirement
TERMS & CONDITIONS	Amount Range: 400,000 – 850,000 UGX (USD 100-200) IR: 6.5-9.5%
UNDERWRITING & APPROVAL	**Primary Criteria:** ReadyPay repayment history **Secondary Criteria:** Additional farming details (self-reported & verified or collected on location)
MARKETING/Sales/ Customer support	**Channels:** Digital (bulk SMS), Call Center (outbound & inbound calls), In-person (RPC) Customer **Engagement:** Blend of remote and in-person, with **remote as primary**
ISSUANCE	Fenix disburses funds from designated MM account to customer's MM account
COLLECTIONS / MANAGEMENT	Customer repays with MM account, Fenix receives funds on designated MM account and attributes to the appropriate loan account

Key takeaways on the solution and overall experience

#1: Initial market research **surfaced distinct profiles of existing rural female customers** that would need to be considered during the design process for digital credit product.

SIA found value in s**egregating the existing rural female Fenix customers** engaged into **three personas,** as each face different constraints and have varying preferences and needs in an agricultural input loan product context

	DIGITALLY SAVVY, YOUNGER & RECENTLY MARRIED	MARRIED IN A JOINT DECISION HOUSEHOLD	ELDERLY-WIDOWED OR UNMARRIED
AGENCY	High yet narrowly concentrated	Broad, yet still shaped by spouse	Unrestricted
ROLES & RESPONSIBILITIES	Restricted	Many but shared	Sole provider
DIGITAL TECHNOLOGY	Aware and capable	Aware, some capability	Aware, varied capability

Key takeaways on the solution and overall experience

#2: While not homogenous, there were s**ome overarching trends across profiles** that SIA identified including :

- **Women farmers had significantly more agency** than anticipated in accessing a mobile phone, controlling and managing household and farm finances and played significant roles in pre-and post-harvest activities.

- SIA also learned that **while** women found value in the **village, savings and loans association (VSLA) structure** to provide community based support around encouraging good financial habits, they prefer to bear the risk of a loan alone.

- Digital financial literacy was **not a barrier to mobile money adoption and uptake**. In fact, all of the women interviewed had mobile money accounts in their names and most were able to make repayments for their SHS on their own

- **Strong need for more formalized, reliable sources of information** around market pricing, input application and new seeds

- **A woman's agency –** her ability to make choices and act on those choices – can be influenced by her life stage and her marital conditions.

Impact and Follow-Up to the TA

- **Fenix was able to gain a much richer understanding of the needs and financial behaviours** of their female clients, which should inform the design of future solutions for this segment.

- **Fenix also acquired some powerful tools that they can use to garner feedback from their female clients in a cost-effective manner**. This included both storyboards and prototypes.

- **Fenix began discussions with two of the suggested agricultural information service providers, and developed a pilot plan with one of them (EzyAgric)** to use their agent network and expertise to sell inputs financed by Fenix

Thank You!

Agri-Loan Service Features Informed by Non-Financial and Financial Points of Rural Female Customers

Financial Pain points

Non-Financial Pain points

Value Proposition

Service Feature

Remote loan application processing

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myAGRO
GROW MORE WITH myAGRO!

NORTH STAR

myAgro's North Star is to work with 1 million smallholder farmers (supporting 10 million family members) by 2025 to increase their income by $1.50 per farmer per day to move out of poverty.

DAP
CFA
Mobile Layaway
Input Delivery
Agricultural Training
Greater Income

89,000
Farmers Served

60%
of myAgro farmers are women

$110
Increased Annual Income

50%-100%
More Food Grown

myAGRO
GROW MORE WITH myAGRO!

Accomplishments after World Bank's technical assistance

Based on the research findings, The pilot product was fine-tuned and implemented.

- **A gender-specific approach was designed, including:**
- **Leveraging influential female leaders to enroll friends, and showing groups of female farmers targeted videos on myAgro's work and impact in Mali and Senegal.**
- **Marketing visuals were designed with an emphasis on female farmer representation to encourage women enrollment and used women farmers' language based on the findings from the field research.**
- ***For example, interviewed women farmers commonly used language of "allocation" to refer to savings activity, rather than language of paying "little by little," which can be associated with loan repayment. MyAgro adopted this preference when describing mobile layaway to women farmers, which was met with greater acceptance.***

Project Challenges

- **Liquidity shortage for Mobile Money Agents located in the remote villages**

- **Bridging the supply and demand gaps. myAgro invited Mobile Money Agents to attend farmer trainings, give access to farmer to fund their wallets, giving Mobile Money Agents possibility to increase their transactions hence revenue increase while building trust between both.**

- **myAgro sets input prices 9 months in advance, so a cushion is needed when developing pricing. myAgro also purchases inputs in advance of farmers finishing their layaway payments and needs working capital to finance this. The risk has been built into the scale up business model to account for the pricing cushion.**

- **myAgro's model and impact depends on getting quality inputs, especially seed, in large quantities. myAgro will respond to the needs of the supply chain in terms of logistics and distribution, for example in terms of packaging for a period of time.**

Key takeaways on the solution and overall experience

1. **Diminishing the minimum package size and reducing the price to make it more accessible to the targeted Smallholder Farmers.**

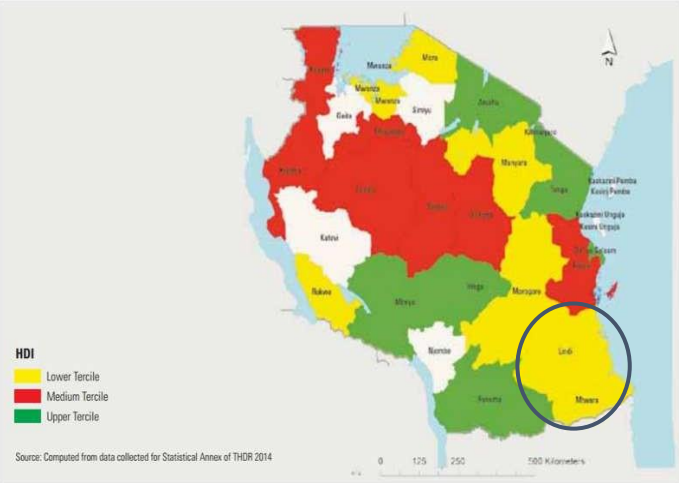
1. **Hiring former savings group leaders as community-based sales agents to build trust and establish face-to-face touch points.**

1. **Introducing SMS confirmation process for the farmers' comfort, and leveraging mobile money dealers as part of marketing channels.**

Results and Potential Impact

	2019 Lunch	2019/2020	2020/2021	2021/2022
Farmers Served	400	1,000	1,900	4,000
Women Farmers Served	148	393	763	2,000
Average Land size Planted	0.42 Acres	0.57 Acres	0.33 Acres	0.42 Acres
Average Investment / Farmer	$32	$47	$20	$32
Impact / Farmer (USD)	$30.97	$56.05		

Regions of Tanzania mainland by categories of localized HDI



Looking ahead: Digital Frontier

- Designing digital enrollment
- Digital "dopamine" hit to make layaway sticky

CGAP

Upcoming Webinars and Workshops

- **21 April**: How to better include women in financial cooperatives?
- **26-29 April**: Mercy Corps AgriFin Annual Learning Event
  - **27 April**: Gender Impact and Learning
  - **28 April**: Designing for Gender Transformation and Equity
- **September**: IDH, CGAP, AgriFin, and UNCDF workshops and webinars: Gender Inclusive Business Models: What works?

Photo by Vikash Kumar, CGAP Photo Contest 2014

CGAP

WEBINAR

Is There a Business Case for Digital Financial Services for Women Farmers?

April 6, 2021 | 09:00 am - 10:15 am (US ET)

UMBRELLA FACILITY FOR GENDER EQUALITY

WORLD BANK GROUP

AGRIFINANCE COMMUNITY OF PRACTICE

Photo by Vikash Kumar, CGAP Photo Contest 2014