

PROJECT FACTSHEET

Title of project	SCBF 2011-02: Better outreach and productivity for financial services in rural areas in Senegal through the use of mobile phone technology
Country/ region	Senegal / Saint Louis
Financial Intermediary	<p>Saint Louis Finances SA, Saint Louis, Senegal, a greenfield microfinance institution which has received its licence in May 2011</p> <p>Caurie Microfinance, Thiès, Senegal, an established microfinance institution with a long presence in the field, focusing on women entrepreneurs in rural areas.</p>
Swiss Competence Centre mandated for execution	FIDES Financial Systems Development Services SA Route de la Fonderie 2, CH-1700 Fribourg
Overall project budget	CHF 229'980.00 (35% self-contribution by partners)
SCBF contribution	CHF 150'000.00 (65% SCBF funding share)
Date of project approval	9 September 2011
Project period	November 2011 – October 2012 (12 months)
Context	The financial sector of Senegal is characterized by a combination of banks and micro-finance institutions, which focus primarily on households and small and medium entrepreneurs (SMEs) in the urban centres, and a larger number of small local MFIs operating in rural areas. The small rural institutions, most of them cooperatives founded under projects, have not addressed so far the needs of rural populations, lacking the necessary knowledge, appropriate tools and often financial strength. The financial intermediaries proposed for this project are two institutions with a strong focus in rural areas combining both a pro-poor approach with a long term sustainability vision sustained by investors.
Current status	<p>Saint Louis Finances is a Greenfield microfinance institution which has received its licence in May 2011 and has started operations since then. This institution is therefore willing to integrate mobile technology in its operations in participating to the test.</p> <p>Caurie Microfinance is an established microfinance institution with a long presence in the field, focusing on women entrepreneurs in rural areas. Facing the challenge of sustainability for its operation, it is therefore interested to participate to the test and would be able if the test proved to be successful to roll over the test with a rapid impact on all its clients.</p>
Objective and main activities	<p>The objectives are to:</p> <ol style="list-style-type: none"> 1. Enable a new offer of flexible products, mainly savings, credit and insurance products with small and irregular tickets at reasonable costs, enabling the clients to better manage their cash flow, to decrease vulnerability and to develop asset building strategies starting from a very low level; 2. Facilitate access to financial services through a network of service points with village shops, etc.; 3. Enhance productivity and to increase security by data entry on field level to the MIS. 4. Participate to the reduction of potential fraud since the clients will register the transactions themselves limiting the intermediaries. <p>The main activities of the project are to:</p> <ul style="list-style-type: none"> • A client demand assessment concerning the savings, payments, transfer and financial services requested / client capabilities. • An assessment of the MFIs, their operational organization, their products and their MIS in order to make an implementation plan including for this project. • Test of Tag Attitude technical IT solution • Test Evaluation After the first 6 months of project and before the transfer of the technology to the second institution, the project will organize a first evaluation in order to take the decision to continue the project, to adjust it or even to stop it.