

## PROJECT FACTSHEET

<b>Title of project</b>	<b>SCBF 2013-08: Scaling-up Mobile Banking: delivering G2P benefits to rural areas</b>
<b>Country / region</b>	<b>Morocco</b>
<b>Financial Intermediary</b>	<b>Al Barid Bank (ABB) - Subsidiary of Poste Maroc</b>
<b>Competence Centre mandated for execution</b>	<b>PlaNet Finance, 44 rue de Prony, 75017 Paris, France</b>
<b>Overall project budget</b>	CHF 170'005 CHF (15% self-contribution by partner)
<b>SCBF contribution</b>	<b>CHF 144'790</b> (85% SCBF funding share)
<b>Date of project approval</b>	16.09.2013
<b>Project period</b>	11.2013 until 11.2014
<b>Context</b>	<p>The bancarization rate in Morocco was estimated by the Central Bank to be around 56% at the end of 2012 and the objective of the Government to reach 60% in 2013 will certainly be completed. However, this rate does not account for large disparities, especially between urban and rural areas.</p> <p>In some areas, people need to travel very far to collect their social benefits or remittances transferred by family members living abroad. Al Barid Bank (ABB) is the main distribution channel for social benefits issued by government agencies. Presently about 375'000 recipients have to collect each two-months their subsidy in an ABB branch, often generating costly and long travels. This project will improve the delivery system of social benefits. These recipients will be able to directly cash out their money from local shopkeepers and other proximity retailers. In a second step, mass payments partnerships shall be developed.</p>
<b>Current status of the MFI</b>	<p>ABB is positioned as the "Bank for all the Moroccans" and targets in particular families that are largely subsidized by remittances they receive from family members living abroad, people with uncertain incomes (informal shopkeepers, craftsmen, shopkeepers, small farmers etc.) and without qualification (essentially women and young people). Launched officially in 2010 ABB gathers all the financial products and services of Barid al Maghrib (Poste Maroc). Thanks to its initial public mission, ABB is more familiar and close to the BoP population than the large majority of retail banks. The bank presently counts more than 5 million clients (third of the accounts in Morocco), most of them being part of the low and middle income population and operates each day 10 million dirhams in national and international remittances.</p> <p>This is one of three SCBF supported projects which shall improve the outreach of ABB via innovative distribution channels (see also 2011-05, 2013-01).</p> <p>The aim of this project is to upscale the actual outreach of the mobile banking distribution channel (project 2013-01) for the delivery of social benefits (Government to People – G2P). The social benefits programme "Tayssir", which promotes schooling with low-income and rural households, will be used as pilot. For this new offer, Al Barid Bank will have to rely on a payment agent network to be created. It is expected that ABB will use this payment agent network, in a second step, to extend mass payments partnership with companies and institutions (e.g. salary disbursement).</p>
<b>Objective and main activities</b>	<p>The planned activities and the expected results are:</p> <ol style="list-style-type: none"> <li>1 - Definition of the offer (G2P and mass payments): incl. subscription process, tariffs, targeted volumes, IT integration</li> <li>2 - Identification of the adequate payment agent typology in Morocco</li> <li>3 - Analysis of legal and regulatory framework</li> <li>4 - Definition of recruitment policy for agents and commercial strategy to enrol large payment issuers</li> <li>5 - Determination of internal &amp; external communication policies</li> <li>6 - Creation of training supports for ABB staff and conduction of training of ABB trainers</li> <li>7 - Set-up of support functions (as client relation management, logistic issues)</li> <li>8 - Definition of organizational strategy by PlaNet Finance</li> <li>9 - Operationalization of "Tayssir" pilot: The pilot is rolled out in one targeted region.</li> </ol> <p>Upon project completion, ABB shall have recruited 100 mobile agents with the objective of reaching about 6'000 families.</p>