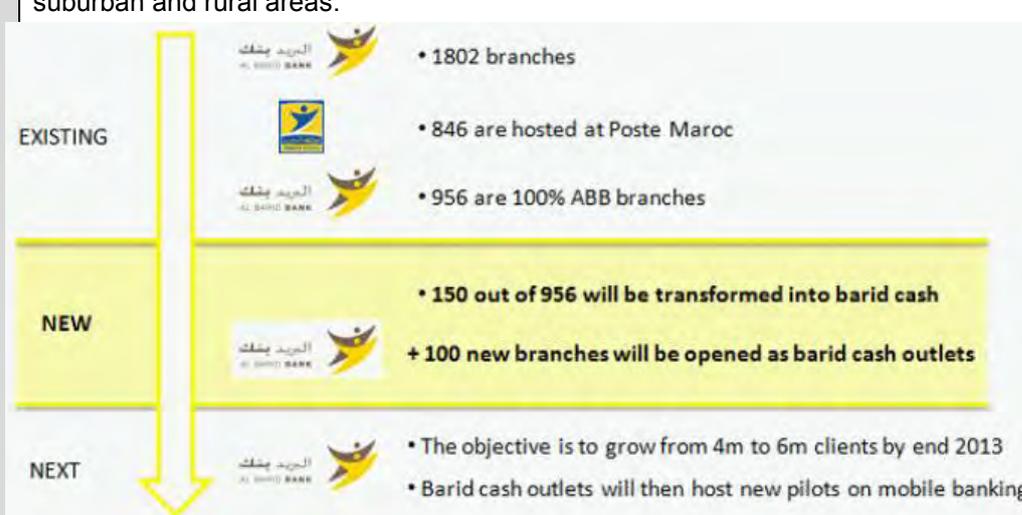


PROJECT FACTSHEET

Title of project	SCBF 2011-05: Innovative Distribution Channel: “Barid Cash” – Postal Banking
Country / region	Morocco / country-wide (1'802 plus 100 new branches)
Financial Intermediary	AL Barid Bank , postal bank with full banking licence, subsidiary of Poste Maroc
Swiss Competence Centre mandated for execution	Association PlaNet Finance Suisse c/o Sogeti, 65 rue du Rhône, 1204 Geneva, Switzerland
Overall project budget	CHF 301'550 (23,9% self-contribution by partners)
SCBF contribution	CHF 229'565 (76,1% SCBF funding share)
Date of project approval	16 January 2012
Project period	February 2012 - March 2013 (12 months)
Context	<p>The bancarisation rate was around 50% in 2010, but it hides large disparities between urban and rural areas. Key bottlenecks to accelerate financial inclusion are (1) the proximity of the financial intermediaries to the people, notably rural people accounting for 44% of total population and (2) bank opening hours that do not meet the needs of many Moroccans.</p> <p>The government has a very strong financial inclusion agenda and the Al Barid Bank (ABB) serves as its main instrument in accelerating the bancarisation ratio to 60% by 2013. ABB was created in 2010 inheriting 4 million clients of postal financial services from the Poste Maroc.</p>
Current status	<p>ABB aims expanding to 6 million clients by 2013 by creating, among others, a new distribution channel as illustrated below: 250 outlets called “Barid Cash” to improve the access to, and delivery of financial services for poor people living in suburban and rural areas.</p> 
Objective and main activities	<p>The objective is for ABB to set up 100 new Barid Cash outlets in optimal locations for massive client outreach and to train the staff of all 250 outlets in microfinance technologies so that the new distribution channel improves effectively access to, and delivery of financial services to poor people in peri-urban and rural areas.</p> <p>The main activities of the project are to:</p> <ol style="list-style-type: none"> 1) Assist ABB in identifying the outlet locations via mapping and spatial analysis. 2) Assist ABB in training the new Barid Cash staff in microfinance technologies. 3) Train and coach 3 ABB trainers in microfinance technologies. <p>At the end of the project, ABB has identified the locations for all 100 new Barid Cash outlets and built the full in-house capacity to train the Barid Cash staff.</p>