Session 4: Linking the Cash Box to the Bank

The Case of Tanzania (CARE and Mwanga Community Bank)

March 1st, 2016
Accra, Ghana
Linking the Cash Box to the Bank (CARE & Mwanga Community Bank)

Hamisi Chimwaga (MCBL)
Joyce Kulwah (CARE)
MLEP and MCBL Partnership

- Partnership started in 2012
- CARE work in demand and supply side
- MCBL is a financial service provider
- Objective: to increase financial inclusion to remote rural areas in Kilimanjaro region
- Expected Outcome: to provide access to FFS through linkage of 2000 VSLAs
What is linkage?

The business partnership between regulated Fis and informal SGs.
Linkage Model: CARE

Community Based Trainer (CBT)

- Formation of new VSLA groups
- Provide Financial literacy Training

Franchisees

- Select, Train, Supervise and Monitor CBTs
- Training VSLAs on financial linkage
- Assess and rate VSLA groups
- Prepare VSLA groups ready for linkage
Linkage Model: MCBL

1. Service Center Approach
   - Member → Group → Group Account

2. Linkage through Group eWallet
   - Member → Group → Group eWallet → Group Account

3. Link VSLAs members through individual eWallet
   - Group → Member → Individual eWallet → Jiwekezee Account
Special day planned for mobilizing, awareness creation, marketing of Bank products, account opening, and all CARE linkage processes
Plan a meeting between CARE, Franchisee and CBTs of a selected area

CBT informs his/her groups ready for linkages (Groups that has received financial linkage training).

Make a Public advertisement at a selected area (two consecutive days before Mwananchi Day)
Mwananchi Suprised Outcome

Percentage of Groups Linked Before and after Mwananchi Day

- 68% in 2013
- 23% in 2014
- 9% in 2015
Lesson Learned:

- Working through **Mwananchi Day** (MCBL, CARE, Franchisee, CBT, Local leaders, VSLAs and Non VSLAs) helps to speed up linkage

- Through **Mwananchi Day** we are able to reach more VSLA groups at the same time
Challenges

- Time consuming
- Poor infrastructures to reach rural areas
- Cost in terms of advertisement
“Poor communities are Bankable provided that they get proper financial services according to their needs”.

THANKS
THANK YOU