Breakout 4: Keeping a Focus on Women

Equity Bank Tanzania

March 3rd, 2016

Accra, Ghana
KEY FINDINGS OF FINASCOPE 2013 ON TANZANIA FINANCIAL INCLUSION

Nearly 7 MILLION ADULTS in Tanzania use a combination of formal and informal financial services

1/2 of all adult Tanzanians use mobile financial transactions

FINANCIAL EXCLUSION HAS HALVED SINCE 2009

17 MILLION PEOPLE keep savings at home
Total number of adults excluded from financial services system has halved in four years
CHALLENGES AND IMPORTANCE TO CONTINUE WOMEN OUTREACH

1.0 Low financial literacy
2.0 Affordability
3.0 Accessibility
4.0 Convenience
WHY OUTREACH

1. Outreach to women with financial services has greatest impact to the community

2. When you reach to women you empower the whole family/community
HOW TO BEST TARGET WOMEN

1. Train on financial services (Financial Education)

2. Develop products and services that best address their needs/ challenges
WHAT WOMEN REALLY WANT.

1. Products and services that address their needs
1. It is critical you listen to them before developing any products.
THANK YOU