

Breakout 4: Keeping a Focus on Women

Equity Bank Tanzania

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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

Infographics

Access strand 2009 – 2013



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

GOOD PRACTICES WE FOUND IN REACHING /SERVING WOMEN

1. It is critical you listen to them before developing any products.





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MICROLEAD

THANK YOU