

Microfinance going cashless

Ways, results and lessons learned by MFIs

- BTCA: Better than Cash Alliance
- MM4P (UNCDF): Mobile Money for the Poor



An alliance of governments, private sector, and development organizations committed to a global movement from cash to electronic payments. Specifically it:

- **Advocates** for new commitments to transition the distribution of government benefits, humanitarian aid, and payroll and supplier payments by governments, private sector and development organizations — from cash to electronic
- Provides the **policy, technical and financial assistance** needed to identify and implement the most effective approach for local market conditions
- Develops **cutting-edge research products**, good practices and case studies in order to achieve scale globally

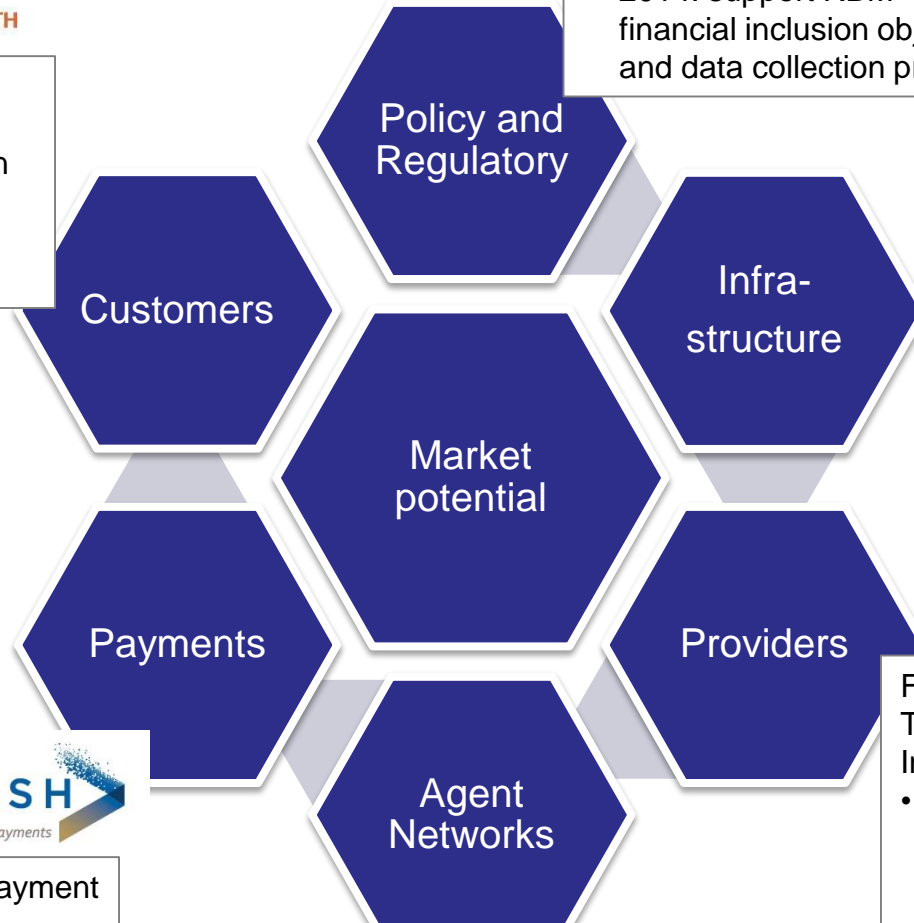
Mobile Money for the Poor Malawi Program

- June 13: Analysis of secondary research
- Sept 13: Market research on savings
- 2014: Market research on customer experience

- July 13: workshop on strategy (Finca, OIBM, NBS, etc.)

- Oct/Nov 13 : Diagnosis of payment flows

BETTER THAN CASH
ALLIANCE | Empowering People Through Electronic Payments



- 2014: support RBM to define financial inclusion objectives and data collection process

- July 13: Diagnosis of agent network (TNM, Airtel, NBS)

FMB/CUMO
TNM/Aitel
In 2014

- New product development with stakeholders (MFIs) based on market research and BTCA results
- Partnership for shared agent networks with FIs

Overview of G2P in Fiji

**Eligible
Recipients**

22,600

**Social Welfare
Programmes**

Family Assistance: elderly,
permanently disabled,
chronically ill. etc.

Care & Protection:
Orphans <17 yrs & single
mothers with children (in
school)

Average Benefit

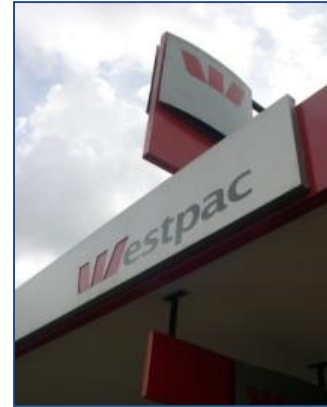
\$FJ 65 (USD37)/monthly

**Distribution
Channel**

- **Bi-annual:** pick up voucher at DSW
- **Monthly:** cash voucher at post office

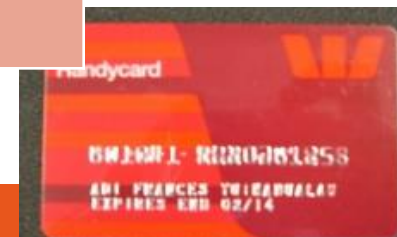


Product Features

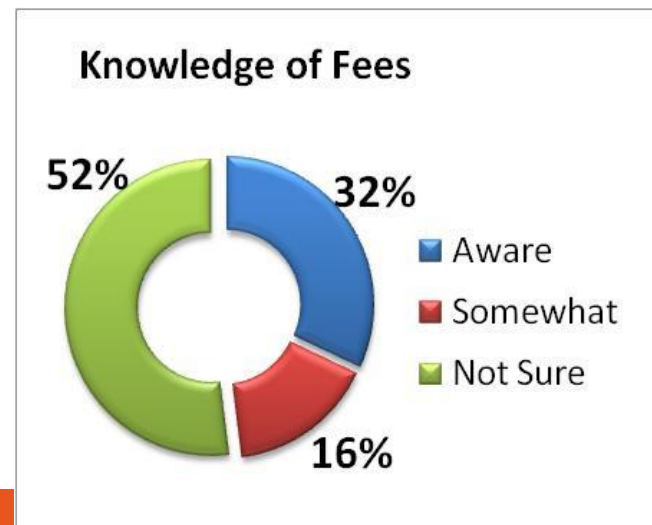
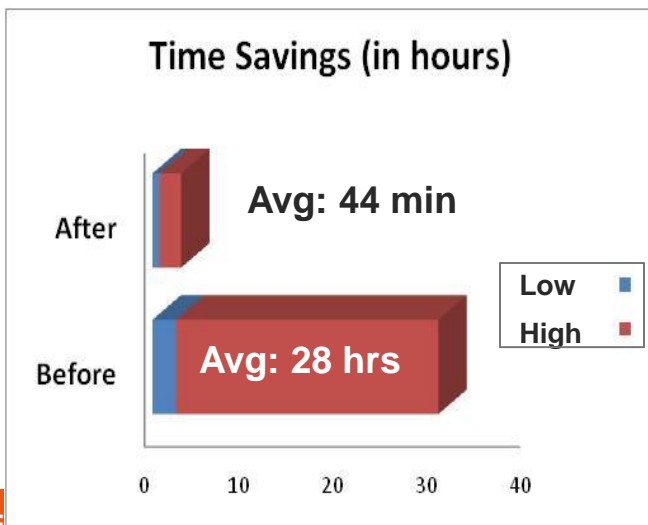
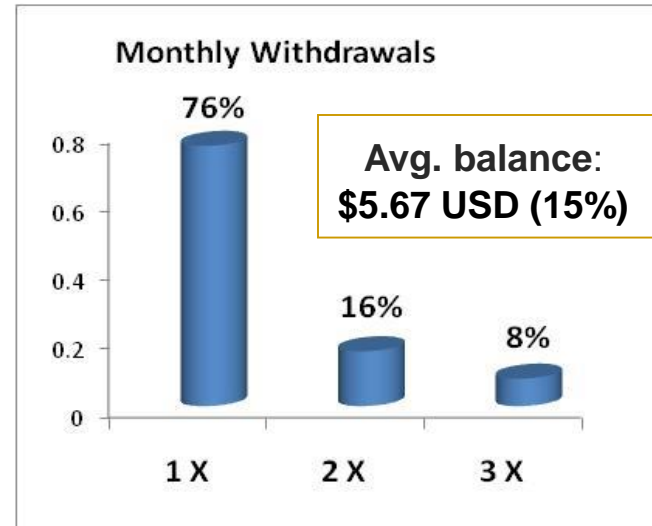
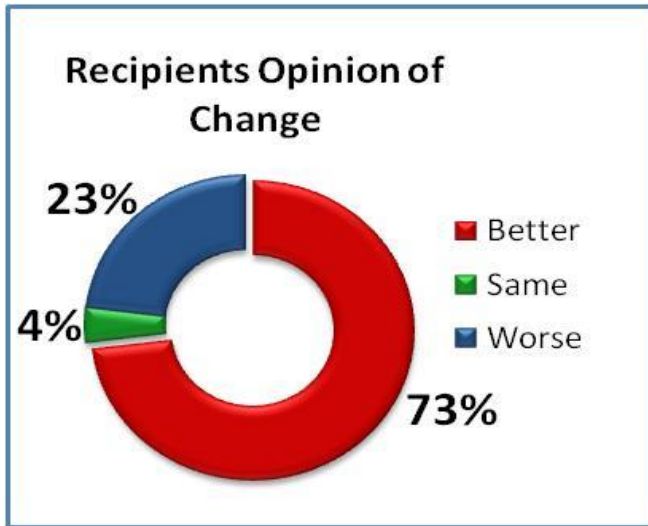


G2P Product Features for Recipients in Fiji

Basic Features	<ul style="list-style-type: none">• Basic Transaction Account• Optional, linked Savings
Additional Features	<ul style="list-style-type: none">✓ Free ATM debit card✓ Basic instruction✓ Financial literacy
Costs	<ul style="list-style-type: none">• No set up or maintenance fees• No minimum balance• 10 free monthly transactions
Delivery	<ul style="list-style-type: none">• Direct deposit
Access	<ul style="list-style-type: none">• All Westpac banks, 36 ATMs and 700-1000 EFTPOS merchants across Fiji



Recipient Feedback (Apr/May 2011)



Costs: Before and After

Department of Social Welfare, FIJI

Types of Costs	POST FIJI	Costs	E-G2P solution	Costs
Overall Costs	Direct & Indirect + Staff	\$FJ 855,572.34		\$FJ 636-656,000
Cost Savings			Estimated Savings	\$FJ 200-210,000

