

## Central Bank of Nigeria bags Award at the 10th Alliance for Financial Inclusion Global Policy Forum in Russia

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CBN Delegation at the Alliance for Financial Inclusion Global Policy Forum in September, 2018

The Alliance for Financial Inclusion (AFI) and the Bank of Russia co-hosted the 2018 Global Policy Forum (GPF) in Sochi, Russia from the 5th - 7th September 2018. The event, which marked the 10th Anniversary of AFI as an organization as well as the 10th GPF edition was themed **"Innovation, Inclusion, Impact"**.

During the Forum, the AFI's Membership Council endorsed the **Sochi Accord on FinTech for Financial Inclusion**. The Accord provides a framework for members to leverage innovative new technology-based financial services, or FinTechs to advance financial inclusion for the world's 1.7 billion unbanked people.

There was also a huge focus on women's financial inclusion; with members reporting progress on their global efforts to reduce the persistent 9 percent gender gap, in support of the Sustainable Development Goals (SDGs).

Policy Dialogues on Financial Inclusion and Climate Change, SME Finance, Correspondent Banking and Cross-border Remittances were held at the Forum.

The CBN Delegation at the GPF also made expert contributions at various Working Group Sessions including; Strategy Peer Learning, SME Finance, Consumer Empowerment & Market Conduct, Global Standards & Proportionality and Data. The Head, Data Management Office of the Financial Inclusion Secretariat; Mr. Olayinka Peter was appointed as the Chair, Financial Inclusion Data Working Group (FIDWG) during the GPF.

At the Award night, the CBN was nominated for the Maya Declaration Award and also received a Special Recognition Award, an AFI Medallion for its contributions to the global network as host of Financial Inclusion Knowledge Exchange programmes.

**Profile of the Financially Excluded**  
(Source: "Customer Segmentation Framework", Sustainable & Inclusive Digital Financial Services (SIDFS) Lagos Business School (2018))

<b>Dependent Individualists</b> 22%	<b>Resilient Savers</b> 21%	<b>Digital Youth</b> 19%	<b>Confident Optimists</b> 14%	<b>Sceptical Cultivators</b> 12%	<b>Vulnerable Believers</b> 12%
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## National Financial Inclusion Governing Committee Meetings

### 6th National Financial Inclusion Steering Committee Meeting



R-L: Mr. Godwin Emefiele - CBN Governor, Mrs. Aishah Ahmad - Deputy Governor, Financial System Stability (CBN), and Prince Aghatise Erediauwu - Executive Director, Operations (NDIC) at the meeting in Abuja



R-L: Dr. Mudashiru Olaitan, Director - Development Finance Department (CBN) and Mrs. Temitope Akin-Fadeyi - Head, Financial Inclusion Secretariat (CBN)

The 6<sup>th</sup> meeting of the National Financial Inclusion Steering Committee (NFISC) held on Thursday, 19<sup>th</sup> of July, 2018 at the Central Bank of Nigeria Headquarters, Abuja.

The CBN Governor and Chairman of the Committee; Mr. Godwin Emefiele, in his opening remarks thanked members for their sustained commitment to the financial inclusion agenda and re-affirmed Nigeria's commitment to delivering the 2020 target of 80% financial inclusion, through stakeholder collaboration on strategic initiatives focused on the excluded segment.

Mr. Emefiele provided a brief on the high-level meetings held earlier in the year with key development partners; notably Mr. Bill Gates of The Bill & Melinda Gates Foundation and Queen Maxima of The Netherlands - The United Nations Secretary General's Special Advocate for Inclusive Finance for Development (UNSGSA), where the country's progress on the National Financial Inclusion Strategy (NFIS) was deliberated and various recommendations made towards scaling up the current inclusion rates of 58.4%.

In this regard, the Chairman stated that the CBN was undertaking some policy reviews focused on enhancing the adoption of digital financial services in the country. He therefore called on stakeholders to also aggressively pursue critical implementation actions and ensure that assigned tasks are duly delivered, in support of the target achievement.

The Secretary of the Committee, Mrs. Temitope, Akin-Fadeyi provided brief updates on the key developments for the period as follows:

- That the 2017 Annual Report of the NFIS Implementation was completed
- That the Exposure Draft of the NFIS Refresh document

was released for public comments.

- That the approved State level NFIS Framework had been implemented and the Financial Inclusion State Steering Committees (FISSCO) inaugurated. Regional Capacity Building Workshops were also held for members to support implementation drive.
- That a National Collateral Registry sensitization exercise was conducted across the six geopolitical zones in the first half of the year.
- That verification of 1,316 Entrepreneurs, People with disabilities (PWDs) from 27 states had been conducted and linked to banks to access financing.
- That 739 branches out of 5,702 had been reported as PWDs accessible for banking services.

After presentations and deliberations, the Committee decided on the following actions;

- That stakeholders develop sector specific implementation plans in order to operationalize the refreshed National Financial Inclusion Strategy (NFIS).
- That the Financial Inclusion Secretariat develops a guidance document to support agencies in the preparation of their NFIS implementation plans.
- That there was a need for further harmonization of financial literacy efforts by member institutions for better impact.
- That the proposed Financial inclusion Trust Fund should be reviewed for better alignment with the NFIS Refresh and the budget realities of members.

The meeting ended with a renewed commitment by members not to relent in driving the NFIS goals.



## National Financial Inclusion Governing Committee Meetings

### 15th National Financial Inclusion Technical Committee Meeting



DG, FSS—Mrs. Aishah Ahmad and a cross-section of Directors

The 15<sup>th</sup> meeting of the National Financial Inclusion Technical Committee (NFITC) meeting took place on Thursday, September 20<sup>th</sup>, 2018 and was chaired by Mrs. Aishah Ahmad, Deputy Governor, Financial System Stability, Central Bank of Nigeria (CBN) In her opening remarks she gave a recap of the Stakeholders Consultative Forum on the Exposure Draft of the National Financial Inclusion Strategy held on August 20, 2018. She commended the stakeholder efforts that culminated into the recent Special Recognition Award by the Alliance for Financial Inclusion (AFI) during the Global Policy Forum (GPF) at Sochi, Russia.

Mrs. Ahmad rounded up by emphasizing the importance of inputs from the Working Groups and their roles in proffering necessary recommendations and urged members to sustain the inter-agency collaborations in support of the financial inclusion objectives.

The Working Group Executives presented their progress reports on the respective group while the Branch Controller, CBN - Awka, Mr. C.M. Sokari gave a progress update on the Financial Inclusion State Steering Committee activities including recommendations, and some challenges that need to be addressed across all the geopolitical zones.

The Secretary of the Committee, Mrs. Akin-Fadeyi Temitope shared key highlights on the outcome of the Exposure Draft and the Stakeholder Consultative Forum as follows:

- That the Financial Inclusion target of 80% is to remain as indicated in the original NFIS.
- That prices of financial services should be market determined as ultimately; time, competition and engagement would drive cost down in a market driven situation.
- That the ongoing review for a potential Microfinance sector consolidation should be fast-tracked by the CBN to strengthen the sector for better impact.
- That there a need for an effective monitoring and evaluation mechanism for the SANEF plan to ensure objectives are realized in furtherance of financial inclusion objectives.

In addition Mr. Bolaji Lawal (Guaranty Trust Bank/Technical lead, SANEF) gave a presentation on the status of the Shared Agent Network Expansion Facility (SANEF). He stated that SANEF had become a Limited Liability Company, and a Chief Executive Officer already appointed. He also reported on the ongoing regulatory engagements towards the introduction of new products and services, tailored to the excluded segments and the financial literacy campaigns.

Mr. Joseph Attah—Head, Strategy Coordination Office of the Financial Inclusion Secretariat briefed members on the outcome of the AFI GPF) and the network’s expectations of Nigeria, following the endorsement of the Sochi Accord on Fintechs for Financial Inclusion.

At the end of the meeting, Mrs. Akin-Fadeyi thanked all members for their support all through the Strategy Review and Refresh exercise and stated that the Secretariat had convened an Editorial Workshop, following the Stakeholders Consultative Forum. The Workshop focused on finalizing the NFIS Refresh document, in readiness for presentation for Management approval .



Cross-section of CBN Branch Controllers and members



Secretary, Mrs. Akin-Fadeyi presenting the Committee reports



## National Financial Inclusion Governing Committee Meetings

### 15th Financial Inclusion Working Group Meetings

The four Financial Inclusion Working Groups held their 15th meetings at the International Training Institute (ITI) of the Central Bank of Nigeria (CBN) in Abuja on 19th September, 2018. Key Highlights from the meetings are summarized below:

#### Financial Literacy Working Group (FLWG)

**1. Financial Education Curriculum.** CBN, in conduction with the Nigeria Educational Research and Development Council (NERDC) conducted the Training of Teachers in Lagos and Katsina, in readiness for pilot.

#### **2. Mass Sensitization and awareness**

- GIZ and CBN developed an E-Learning platform for Financial Literacy Trainers and Beneficiaries.
- Bankers Committee held SMEs Roadshow in Lagos, Kano and Aba in July, 2018 with Over 2,400 SMES in attendance.
- Mercy Corps concluded review of Financial Education manual for out of school students, Trained about 100 Master trainers who further trained about 1,000 teachers across four states

#### **3. Update on World Savings Day (WSD)**

- The Bankers Committee Sent out communications to banks about the upcoming WSD
- CBN contacted Child & Youth International (CYFI) regarding the World Savings Day/ Financial Literacy week programs clashing with the Nigerian School system calendar and make recommendation on way forward.

#### Financial Inclusion Products Working Group (FIPWG)

##### 1. Micro Pension Guidelines

- National Pension Commission reported that the Micro Pension Guidelines was approved and has been sent to stakeholders. The Commission is awaiting management approval from Management to conduct nationwide sensitization on the implementation.

##### 2. National Collateral Registry

- 552 Financial institutions have been registered under NCR. Total number of Registered Financing Statements stood at 345,400

##### 3. National Identity Management Commission

(NIMC) secured approval from the Economic Management Team (EMT) to commence the implementation of the proposed ID Ecosystem Programme in Nigeria, in partnership with the World Bank: with mandatory use to commence in January, 2019.

#### Financial Inclusion Special Interventions Working Group (FISIWG)

##### 1. Women Access to Finance Sub Committee Activities

The Federal Ministry of Women Affairs and Social Development reported that 20 Staff have been trained on women financial literacy by the Consumer Protection Department (CBN) with a view to cascade the training to state officers.

##### 2. Government Enterprise and Empowerment programme

- Bank of Industry (BOI) reported launched the TraderMoni in August 2018, now operational in 8 States and there are plans to disburse 20billion by the end of 2018.

##### 3. NYSC Peer Educator Programme For financial Inclusion

Federal Ministry of Youth and Sports Development reported that NYSC had opened about 45,000 accounts under their initiative Programme as at July, 2018.

##### 4. 2% MSMEDF Disbursement to People With Disabilities (PWD)

A list of verified PWDs have been forwarded to various Participating Financial Institutions (PFIs) for further processing. JONAPWD had been asked to notify their members to submit their business proposals to PFIs.

#### Financial Inclusion Channels Working Group (FICWG)

**1. Capital Market Retail Distribution:** Fund Managers Association of Nigeria (FMAN) held an awareness Session in July, 2018 with members of the Association of Stockbroking Houses of Nigeria (ASHON).

The aim of the awareness session was to present the details of the retail distribution initiative.

##### 2. USSD pricing and the engagements with CBN – Nigerian Communications Commission.

- NCC reported that they had concluded the study on USSD pricing. The report has been published on its official website. Stakeholder engagements to follow.

##### 3. Super Agent License

- NIPOST reported that it had met all requirements and documentation to obtain a super agent license for license. License still under processing by the CBN.



### *Financial Inclusion State Steering Committee (FISSCO) Engagements*

Financial Inclusion State Steering Committee (FISSCO) was inaugurated in the States in January, 2018 under the Chairmanship of the Branch Controller of CBN in each State to implement the National Financial Inclusion at the State Level. Quarterly inputs on Area of key priority for Financial Inclusion for each Geopolitical Zone and resolution were received and updates for the 3rd quarter for each zone are tabulated below:

#### North Central

The key Financial Inclusion priority areas listed for this zone include: payments, agency banking and financial literacy, particularly of women.

The following key resolutions/updates were reported at the third quarter FISSCO meeting held in this Zone.

- That the working groups leverage on the general meeting of the President-Generals of the various Town Unions which holds every first Saturday of the month to conduct financial inclusion sensitizations that can be passed on to their members.
- That mass sensitization on Financial Inclusion and Financial Literacy campaigns on available intervention schemes be conducted in all the Local Government Areas.
- That there is a need for FIS (CBN) to establish Key Performance Indicators (KPI) that would guide the action of the Stakeholders.

#### North West

The key Financial Inclusion priority areas listed for this zone include: Payments, Agency banking and Mass Sensitization .

Update from the Zone are as follows:

- That there is an urgent need to meet with the State Government to address some of the challenges to the attainment of Financial Inclusion target in the State.
- That FISSCO members should to request that Local Government Authorities in the state, through Executive orders stop the cash payments of salaries and allowances to staff in order to encourage them to open accounts with financial institutions in the state.
- That there is a need to mandate all staff of the state government to enroll in the contributory pension scheme and open Retirement Savings Account (RSA) with Pension Fund Administrators (PFAs).
- That a school mentorship programme be undertaken by members of the working groups.

#### North East

The key Financial Inclusion priority areas listed for this zone include agency banking and financial literacy.

Updates from the zone are highlighted below:

- That mobile banking services be set up in core markets particularly on market days. Commitments were gotten from representatives of financial institutions, particularly Micro-finance Banks present at the meeting on the set up.
- That efforts be made to reach out to vulnerable groups like: women groups, youths and People with Disabilities (PWD) to drive Financial Inclusion in the zone.
- That visits be made to organizations that can drive Financial Inclusion and such organizations be considered as members of FISSCO, in consideration of their expert contribution.



*FISSCO engagement in the North West*



*FISSCO engagement in the South East*



## *Financial Inclusion State Steering Committee (FISSCO) Engagements*

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### **South West Zone**

The key Financial Inclusion priority areas listed for this zone include: credit, savings, payment and pension.

The following key resolutions/updates were reported at the third quarter FISSCO meeting held in this Zone.

- There is a need to conduct sensitization of the public on the dangers of providing bank details to a third party (BVN, PIN, etc.) as a counter-fraud measure
- There is a need to build customers trust in the financial system and boost credit. Association of non-bank Microfinance Institutions (ANMFIN) promised to collaborate with the Bank to recover the CBN-MSMEDF Loan given to the cooperative.
- Awareness creation on the validity of any insurance policy in Nigeria. Verification can be done via the Nigerian Insurance Industry Database Portal ([www.askniid.org](http://www.askniid.org)).
- There is a need to conduct mass sensitization in all Local Government Areas (LGAs) and the deploy agent banking.

### **South East Zone.**

The key Financial Inclusion priority areas listed for this zone include: credit, savings, payment and pension.

Update from the zone are highlighted below:

- That in order to drive the uptake of the National Collateral Registry (NCR) increased sensitization of indigenes should be conducted.
- That the growth in the number of Mobile Money Operators (MMOs) in the state be sustained
- That selected members of the working groups visit National Orientation Agency (NOA) to sensitize them on Financial Inclusion and leverage on them for dissemination of this information to remote areas.
- That members be encouraged to update themselves on issues regarding Financial Inclusion to make themselves more knowledgeable.
- That an approved format for radio jingles be gotten from the Financial Inclusion Secretariat (FIS) to enable Ministry of Information and state orientation broadcast same in Ebonyi state

### **South South Zone**

The key Financial Inclusion key priority areas listed for this zone include: savings, credit, payment, pension and increased bank branches.

The following key resolutions/updates were reported at the third quarter FISSCO meeting held in this Zone.

- That the working groups leverages on general meeting of the President-Generals of the various town unions which holds every first Saturday.
- That the need to render returns (Banks, Insurance, Pension) be reemphasized at that National Technical Committee meeting. This is to ensure effectiveness of FISSCO reviews and recommendations to stakeholders.

At the end of the Zonal Meeting, Several challenges to achieving Financial Inclusion in the states have been identified. Some of which include:

- Lack of funding/absence of budgetary provisions with respect to logistics for the State FISSCO Members.
- Lack of awareness to drive Financial Inclusion activities to rural dwellers across the states.
- Constraints with sustaining the commitment of Stakeholders in the states, due to paucity of funds for projects.
- Apathy of some financial institutions in supporting Financial Inclusion activities in remote and hard-to-reach areas across the states.

FISSCO Members vowed to continue to work hard on the various resolutions and to address the identified challenges, in order to effectively achieve Financial Inclusion objectives in their states.



## Spotlight

### *Exposure Draft of the National Financial Inclusion Strategy Refresh and the Stakeholder Consultative Forum*

The Exposure Draft of the National Financial Inclusion Strategy (NFIS) Refresh was published for public comments on July 6th, 2018. This was followed by a Stakeholders Consultative Forum on the August 20th, 2018 in order to critically analyze and address the inputs from the Exposure exercise.



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July 6, 2018

REF: DFD/FIS/GEN/ODB/08/035

#### **EXPOSURE DRAFT OF THE NATIONAL FINANCIAL INCLUSION STRATEGY REFRESH**

In 2010, Nigeria made a commitment to reduce the adult financial exclusion rate in the country from 46.3% to 20% by the year 2020. In order to attain this target, the National Financial Inclusion Strategy (NFIS) was launched on October 23<sup>rd</sup>, 2012.

While some notable milestones have been achieved, overall financial exclusion rate stands at 41.6% based on the biennial Access to Financial Services in Nigeria Survey (EFInA, 2016). The Central Bank of Nigeria has been working with various stakeholders to conduct a review and refresh of the Strategy. The exercise focused on evaluating progress, identifying gaps and developing a refreshed strategy document which serves as a roadmap for implementation till the terminal year 2020.

In view of the above, we hereby attach the **Exposure Draft of the National Financial Inclusion Strategy Refresh** for comments and observations. The document can also be accessed on the website: [www.cbn.gov.ng](http://www.cbn.gov.ng).

Kindly send hard copies of all comments and observations to the undersigned while electronic copies should be emailed to [takin-fadeyi@cbn.gov.ng](mailto:takin-fadeyi@cbn.gov.ng) and [jaattah@cbn.gov.ng](mailto:jaattah@cbn.gov.ng) (Financial Inclusion Secretariat) within two weeks from the date of this letter.

Please accept the assurances of our esteemed regards.

Yours faithfully,

**Dr. Mudashiru Olaitan**  
Director, Development Finance Department

The comments received were deliberated upon and resolutions reached on the way forward on the various recommendations. Some of the key outcomes included the following:

- That the overall Financial Inclusion target of 80% financial inclusion is to remain as indicated in the original National Financial Inclusion Strategy. However, the transition from informal to formal inclusion should be closely monitored.
- That the identified thematic priorities and excluded groups should be retained given their complementarity and interrelatedness.
- That the on-going review for a potential Microfinance sector consolidation should be fast-tracked by to strengthen the sector for better financial inclusion impact.
- That implementing stakeholders should develop implementation plans to give effect to the NFIS refresh.

- That the Financial Inclusion Secretariat should finalize the editorial work and incorporate the feedbacks from the Consultative Forum into the refreshed strategy.

The final revised edition of the document will be formally released following necessary management approvals.

For Full document, visit:

[https://www.cbn.gov.ng/Out/2018/CCD/Exposure%20Draft%20of%20the%20National%20Financial%20Inclusion%20Strategy%20Refresh\\_July%206%202018.pdf](https://www.cbn.gov.ng/Out/2018/CCD/Exposure%20Draft%20of%20the%20National%20Financial%20Inclusion%20Strategy%20Refresh_July%206%202018.pdf)



## Knowledge Exchange

### *Nigeria hosts Banque Centrale des Etats l'Afrique de l'Ouest (BCEAO) to a Knowledge Exchange visit to understudy the National Financial Inclusion Strategy Implementation*



*Deputy Governor, CBN—Mrs. Aishah Ahmad and Director-General, BCEAO—Mr. Ousmane S. Mamadou with Delegates and CBN Staff*

The implementation of financial inclusion strategies require peer learning opportunities in order to effectively adapt successes of peer countries and learn from the challenges other countries face in improving access to finance for the unbanked.

Nigeria, being one of the first countries to develop a National Strategy on Financial Inclusion remains an information hub for countries looking to develop and implement similar strategies. It is in line with this that the Central Bank of Nigeria (CBN) hosted the Banque Centrale des Etats l'Afrique de l'Ouest (BCEAO) to a Knowledge Exchange on Financial Inclusion, September 24th–28th, 2018.

BCEAO launched a Regional Strategy for Financial Inclusion which is being implemented through the eight (8) member countries of the West African Economic Monetary Union (WAEMU). The 15-man delegation to Nigeria was led by Mr. Ousmane Samba Mamadou - Director-General, Stability and Financial Inclusion at BCEAO; and comprised of the Leaders of the National Monitoring Committees of the WAEMU Regional Strategy for Financial Inclusion from Benin, Burkina Faso, Guinea-Bissau, Cote d'Ivoire, Mali, Niger, Senegal and Togo. The Development Institution, United Nations Capital Development Fund (UNCDF) was also part of the delegation.

Delegates were provided with strategic information on policies, initiatives schemes and interventions put in place in Nigeria to support the achievement of the financial inclusion objectives. Some of the technical presentations covered included; the Nigerian Financial Land-

scape, Review of the NFIS, Governance & Coordination Mechanism, Monitoring & Evaluation of the NFIS. Policies examined included: Agent Banking and Mobile Money, Tiered Know Your Customer Requirements, Financial Literacy and Consumer Protection, among others. The various Development Financing schemes of the CBN were also presented.

The Delegates also undertook a field visit to the National Identity Management Commission (NIMC) to understand their operations relating to the National Identity Number (NIN); in relations to their plan for unique citizens' identification in the WAEMU region, which has been a key challenge for member countries.

Technical sessions were also held with the Nigeria Inter-Bank Settlement System (NIBSS) and the delegates were updated on initiatives to support broader adoption of digital financial services in the country. A live demo of mCash, a technological solution designed to facilitate low-value retail payments by leveraging on the NIBSS instant payments infrastructure was presented to the delegates during the visit. The product allows financial institutions allow customers access the services using a general shot code or use their own custom short codes without any USSD charges.

The visit also afforded the Nigerian stakeholders interactive engagements with the various countries on key challenges and opportunities for fostering greater financial inclusion in Nigeria and the WAEMU region. The CBN provided insights into various country initiatives and also discussed the current revision of the NFIS 2.0 and the renewed focus on the most excluded demographic groups in Nigeria. Key implementation lessons were drawn by the Delegates.



## Photorama: BCEAO Knowledge Exchange Visit to Nigeria



Middle: DG, BCEAO—Mr. Ousmane S. Mamadou and the DG, NIMC—Engr. Aliyu Aziz, Director, Financial Inclusion-BCEAO, Mrs. Gisele K. Ndony and the CBN, Financial Inclusion Secretariat team



Middle: MD/CEO, NIBSS—Mr. Ade Shonubi and DG, BCEAO—Mr. Ousmane S. Mamadou with a cross-section of NIBSS Staff, BCEAO Delegates and the CBN, Financial Inclusion Secretariat team



An interactive session with the Delegates led by Head, Digital Financial Services, Financial Inclusion Secretariat—Mr. Stephen Ambore



L-R: Head, Financial Inclusion Secretariat, CBN - Mrs. Temitope Akin-Fadeyi, Director, Branch Operations, CBN—Mr. Olatinwo M. Fisayo, Director, Development Finance, CBN—Dr. M.A. Olaitan and the Director-General, Financial Stability and Inclusion, BCEAO—Mr. Ousmane S. Mamadou at the Opening Ceremony



L-R: Head, Business Development and Commercial Services, NIMC—Ms. Carolyn Folami and a cross-section of participants at the interactive session with NIMC



Delegates and the CBN team



### Digital Financial Inclusion

## LBS launches Customer Segmentation Framework to boost Financial Inclusion in Nigeria

The Lagos Business School, through its Sustainable and Inclusive Digital Financial Services (SIDFS) initiative, in collaboration with Dalberg, and support from Bill & Melinda Gates Foundation and Rockefeller Philanthropy Advisors launched the outcome of their year-long study tagged: **Customer Segmentation Framework – Nigerian Perspective**, on 16th August 2018. The event held at the Lagos Business School (LBS), Pan Atlantic University, Lagos State.

The Customer Segmentation framework (CSF) is an attempt to integrate known traditional segmentation, which is largely based on demography, with psychometric and behavioural variables. The research study is the most representative of Nigerians with a sample size of 1,200 across the country.

According to the Head of the SIDFIS initiative, Dr. Olayinka David-West, the research effort was inspired by widespread financial products gap and fit due to focus of Financial Service Providers (FSPs) on traditional segmentation approaches i.e. demographic and contextual aspects such as age, gender, profession, location, education, etc.

She added that this predominant approach inadvertently has led FSPs overlooking important patterns within customer segments, misidentifying and investing in homogeneous products or services that are unsustainable and/or unattainable for both FSPs and target market.

Speaking on the outcome of the research, Dr. David-West stated that It is believed that the integration of the three variables (demographic, behavioural and psychometric) will provide richer insights into specific needs of excluded groups that would on one hand aid FSPs effectively implement targeted marketing efforts, improve product strategy and design, enhance loyalty and sustainable business relationships; and on the other hand, support development actors and policy makers in tailoring interventions to selected beneficiaries effectively.

The CSF identified financially excluded into Six (6) customer segmentation. These are **Vulnerable Believers, which form 12% of the population; Resilient Savers, which form 21% of the population; Dependent Individualists, 22% of the population; Digital Youth, 19% of the population; Confident Optimists, 14% of the population and lastly, Sceptical Cultivators which form 12% of the population.**

In addition, the report proffers principles on engaging with last mile customers based on motivation and adoption triggers uncovered. For instance, in dealing with Vulnerable Believers; people who are mostly lower middle-class to poor, religious, predominantly rural, with limited education,



L-R: Stephen Ambore, Head, Digital Financial Services, CBN, Dr. Olayinka David-West, Academic Director and Senior Fellow, LBS, Niall Saville, Associate Partner, Dalberg, Nneka Eze, Partner & Nigeria Director, Dalberg | At the Customer Segmentation Framework Report Launch & Art Exhibition organized by the LBS Sustainable and Digital Financial Services initiative on Thursday, August 16 2018

use financial services infrequently and struggle to pay bills; the report says the task is figuring out how FSPs, government or development organisations can leverage religious institutions as a channel for financial information and support and also how to develop agricultural programs that allow this group to take control of their financial lives.

Moreso, for Sceptical Cultivators, who draw on more people than average for support during emergencies, yet face difficulty raising emergency funds and distrust people in their communities, the task is how to encourage Mobile Network Operators (MNOs) to incentivise and facilitate greater phone ownership and usage by the segment, to improve access to services, provide daily liquidity, support financial planning and disciplined savings, build financial confidence and autonomy, and foster financial connections and access to emergency support.

Similarly, for Dependent Individualists, who have the weakest financial health of all Nigerians, face high income volatility and are less likely than others to save, plan for managing expenses, or cover household expenses, have average cash-based financial behaviour, but often own land and livestock, the task is to explore how their high livestock ownership can be used as collateral for agricultural financing and how to develop or extend agent networks sustainably that provides better access to formal financial services for the segment.

Source: <https://techpoint.africa/2018/08/20/lbs-identifies-broad-community-for-financial-inclusion-target/>

*Digital Financial Inclusion**IFC , MasterCard presents tool to expand Digital Financial Inclusion in Africa*

IFC, a member of the World Bank Group, together with the MasterCard Foundation, has released a digital study titled “Aligning Expectations” that presents a set of best practice financial modeling benchmarks for agent banking and mobile money solutions in Africa . The benchmarks are gathered from a four-year longitudinal study from 2014 to 2018 looking at nine financial institutions pioneering agent banking and Mobile Money Solutions in Sub-Saharan Africa.

The purpose of the study was to understand strategic objectives of implementing DFS, the planning and implementation process, internal change management, the impact on business growth and sustainability, as well as determinants for scale, outreach and adoption of such service.

Riadh Naouar, Manager of IFC’s Financial Institutions Group Advisory in Sub-Saharan Africa, said, “The benchmarks show that there is a viable business case for digital financial services to expand financial inclusion. The pioneers of mobile and agent banking had to guess their way forward, but now these benchmarks make it less costly and risky for new entrants to the market.”

He also added that “Agent banking and mobile money have begun to transform the financial landscape in many African markets, and there is an increasing body of evidence to show that this has real, positive impact on people’s lives and livelihoods,”

The benchmarks study is a knowledge product of the Partnership for Financial Inclusion, a \$37.4 million joint initiative of IFC and the MasterCard Foundation to expand microfinance and advance digital financial services in Sub-Saharan Africa.

The MasterCard Foundation created in 2006 seeks a world where everyone has the opportunity to learn and prosper. The Foundation’s work is guided by its mission to advance learning and promote financial inclusion for poor people.

*For Full report : <https://www.ifc.org/wps/wcm/connect/> Source: <https://ifcextapps.ifc.org/IFCExt/Pressroom/IFCPressRoom.nsf/0/>*

*8th Edition of the New Age Banking Summit holds in Lagos*

In focus at the 8th Edition of the New Age Banking Summit was the impact of emerging technology on financial services with greater emphasis on mobile and internet banking , Blockchain , Cybersecurity artificial intelligence for Financial Inclusion. Internet of things, etc.

The 2-day summit held on the 26th & 27th September, 2018 at the Intercontinental hotel, Lagos and was attended by thought Leaders and FinTech industry experts. Also in attendance was the Central Bank of Nigeria as well as other Regulators.

According to the organizers, UMS conference, the summit was put together to equip financial services providers with the necessary knowledge to keep pace with global trends in the FinTech Space in order to accelerate the development of Nigeria’s banking & Financial Sector.

The Summit featured Panel discussions, paper presentations and presentation of awards to outstanding organizations in various categories including Financial Inclusion, Microfinance Banking and digital excellence amongst others.



*Mr. Bolaji Lawal - Executive Director, GTBank presenting the Financial Inclusion Secretariat with the Award on “Excellence in Financial Inclusion Initiatives” at the Summit*



## Financial Literacy

### *Workshop for the development of instruments for pilot testing the Financial Education Curriculum*

The Nigerian Educational Research and Development Council (NERDC) in collaboration with the Central Bank of Nigeria (CBN) and other Financial sector stakeholders; developed a standalone Financial Education Curriculum (FEC) to address the lack of financial literacy and education, particularly at the basic and secondary school levels in the country. The objectives of the FEC include:

- To create awareness on the issue of financial management;
- Develop in learners, the ability to plan resources;
- Develop entrepreneurial skills among the teeming youth of Nigeria; and
- Promote the building of the set of skills and knowledge to make informed decisions with regards to financial resources.

The curriculum was infused into relevant carrier subjects at the Basic and Secondary school levels including Eng-

lish Language, Economics, National Values, Business Studies, Financial Accounting and Civic Education among others. Also a Teacher's Guide was developed for each of the carrier subject.

As part of the implementation measure, NERDC has proposed a pilot study of the curriculum to ascertain its effectiveness, appropriateness and usability.

A workshop held from the 24th -29th September 2018 at the NERDC Conference Center in Agidingbi, Lagos to develop the instruments that would be used for the pilot study.

The workshop had in attendance stakeholders from Federal Ministry of Finance, Universal Basic Education (UBEC), Nigerian Deposit Insurance Corporation (NDIC), Security & Exchange Commission (SEC), National Insurance Commission (NAICOM), Joint Admission Matriculation Board (JAMB) AND Central Bank of Nigeria (CBN), among others.

The welcome address was delivered by Dr. Lawali, on behalf of Professor Ismail Junaidu, the Executive Secretary of NERDC.

In his welcome address, he emphasized the importance of financial literacy and education in the country and advised participants to work diligently in developing the instruments for the pilot study. He went on to thank the CBN and other financial institutions for their commitment to the execution of the Financial Education Curriculum project.

The workshop comprised of two (2) phases namely:

1. Planning & Writing Workshop which held from the 24th to 26th September, 2018 and;
2. Editorial & Critique Workshop which held from 27th to 29th September, 2018

The next step for the project will include a pilot testing of the instruments developed to ascertain its effectiveness.

### *Volunteer Corps members under the NYSC Peer Educator programme for Financial Inclusion in Awka visit the Central Bank of Nigeria*

The NYSC Peer Educator Programme for Financial Inclusion was conceptualized to harness the potential of teeming Nigerian youth serving in the National Youth Service Corps to communicate the benefits of financial inclusion within their local communities.

Volunteer Corps Members (VCM) were selected and trained from 12 pilot states including the South-West (Lagos, Oyo), South-East (Anambra, Abia) South-South (Rivers, Delta), North-West (Kano, Sokoto), North-East (Gombe, Taraba) and North-Central (Kwara, Plateau). From inception, the programme has recorded approximately 45,000 new bank accounts opened as a direct impact of the programme.

During the course of the programme, the VCMs in Awka South LGA Anambra State visited the Central Bank of Nigeria Awka Office to discuss issues arising from the field work. Other key issues on pension and taxation were discussed during the meeting.



*Financial VCMs in Awka South LGA Anambra state paying courtesy call to the Central Bank of Nigeria*



## Financial Literacy

### *Fate Foundation holds 4th Dialogue Series on Entrepreneurship to improve Financial Literacy for Entrepreneurs*



Mrs. Aisha Abubakar, Honorable Minister of State, Industry, Trade and Investment delivering the Keynote Address



Cross section of Guest Speakers and Participants at the Dialogue

FATE Foundation hosted its 4th Policy Dialogue Series on Entrepreneurship as part of its efforts to improve and deepen financial literacy amongst entrepreneurs in Nigeria.

The theme of the Dialogue Series was **Building Sustainable Businesses: – The Case for Deepening Financial Literacy**. The Keynote address was delivered by the Special Guest of Honour, Honorable Minister for Industry, Trade and Investment—Hajiya Aisha Abubakar.

During her keynote address, the Honorable Minister highlighted the importance of financial literacy especially as it supports economic and financial stability and development of Micro,

Small and Medium Enterprises (MSMEs) for performance. She went on to state that it was important for financial education efforts to be directed at young entrepreneurs to enable them make informed financial decisions that could positively impact the nation.

During the series, the Executive Director of the Foundation Mrs. Adenike Adeyemi presented the key findings from the **2018 MSME Financial Literacy Survey** which was conducted among 6,500 MSMEs across the country. She highlighted that the survey revealed the following;

- 70% of the surveyed MSMEs had

never taken a financial literacy course or been part of an entrepreneurship training

- 44% claimed to have better understanding of their business and felt more confident as a business person after they gained financial literacy knowledge

The dialogue series featured a series of panel discussions with presenters sharing key insights on financial literacy trainings conducted, the need to properly understand the concept of financial literacy in the delivery of these trainings, and on-going projects to support access to finance for MSMEs.

Lastly, a Director at the Foundation, Mr. Kalada Apiafi stated that recommendations from the dialogue along with insights from the survey will be featured in a report titled **'Enabling Nigerian MSMEs with Financial Literacy'** which will be launched in before the end of 2018.

*40 Entrepreneurs benefitting from FATE Foundations training series.*





## Bridging Financial inclusion Gaps: Formality Gap (MSME)



**The missing 'M' in MSME: Microenterprises must be empowered to support inclusive growth**

**Sophia Abu, Strategy Coordination Specialist (Financial Inclusion Secretariat)**

Approximately 37 million Micro Small and Medium Enterprises (MSMEs) exist in Nigeria contributing about 48% of the country's GDP. This sector (99% of which consists of micro enterprises); with its huge contribution to the country's growth and potential to support economic and social development, has struggled to gain access to finance over the years— past records show that only about 5% of MSMEs are able to access credit from a formal financial institution.

Now that you understand the facts and figures, lets bring those figures closer to home -

Halima, a bread seller in the International grains market in Kano State stated that she had never thought of accessing a loan from a financial institution because she believes they will not give her the small money she requires.

Jonah, the man who does my laundry approached me to support him with finances to set up shop in a location where he can wash and iron clothes to package neatly for customers, when asked to approach a bank, I am sure you can imagine his response.

These are just a few examples of micro businesses in Nigeria struggling either to sustainably finance their enterprises or in some cases, grow these businesses—and I'm sure we all know either a Halima or a Jonah.

The recently exposed draft of the revised National Financial Inclusion Strategy by the Central Bank of Nigeria identifies 5 (five) target demographic groups particularly excluded describing the Gaps as Gender Gap, Urban-Rural Gap, Age Gap, Regional Gap and **Formality Gap**.

The Formality Gap particularly notes that while 37 million MSMEs exist employing 60 million Nigerians, the sector is still considered to be the most financially excluded in comparison to their counter-



*Beneficiary of the Federal Government's TraderMoni scheme*

Photo Source:

<https://www.pulse.ng/news/local/trader-moni-27-000-to-benefit-in-oyo-id8853736.html>

parts (larger businesses).

The Key Causes of Lack of Access to Finance for MSMEs have been enumerated countless times but I will crave your indulgence to mention but a few;

On the supply side, financial institutions generally perceive MSMEs as risky enterprises leading to a high premium on credit facilities made available to the segment. The fact that these businesses are unable to demonstrate their credit worthiness vis-à-vis financial management skills is of major concern to financial institutions. On the demand side, microbusinesses tend to be largely disorganized; have irregular incomes, lack the education/financial capability to meet the requirements, lack appropriate collateral and in some cases have a general apathy for conventional financial products. Even more concerning is the lack of information on the availability of

suitable products and services.

The government has developed several programmes targeted at MSMEs including interventions by various agencies which continue to provide a buffer to the critical financing challenges of the sector. Notable amongst these include;

- The Collateral free TraderMoni programme established by the Bank of Industry to extend soft loans to small scale businesses
- A \$50m line of credit to support micro, small and medium sized enterprises (MSMEs) in strategic sectors by the Africa Development Bank
- The Micro Small and Medium Enterprises Development fund by the Central Bank of Nigeria
- MSME clinics established by the Federal Government to increase local productivity and generate employment.

While these initiatives are commendable, a lot more still needs to be done to ensure the 'M' (microenterprises) in MSMEs becomes the focus for interventions. There is a general perception amongst the populace that only well connected MSMEs are able to access facilities and even when this happens, fewer Micro businesses are catered to in comparison to SMEs.

We have done so much as a nation to support the growth of this sector but we must now be strategic. We must begin to look at models of countries that seem to have gotten it right. Especially in line with the creation of databases for MSMEs (especially micro businesses) so we know just how many of these enterprises exist, their needs and even their cash flows to understand their money management skills.



## CREDIT ENHANCEMENT

### *Africa Development Bank (AFDB) to support MSMEs with \$50 Million line of credit*



*Mr. Akinwunmi Adesina—President, African Development Bank (AFDB)*

As part of its efforts to improve the livelihood of Nigerians and improve their quality of life, the African Development Bank is offering a \$50 million credit line to Sterling Bank Nigeria Plc to support Micro Small and Medium Enterprises (MSMEs) in sectors strategic to the country's inclusive growth; including Agriculture, Renewable Energy and Social sectors such as Health and Education.

The credit line provided to Sterling Bank is linked to the *Affirmative Finance Action for Women in Africa (AFAWA)* project which was established to provide affordable financial services to women in business. The credit facility with a seven year tenor is expected to improve the long term liquidity position of Sterling Bank, while enabling the Bank meet its clients demands for medium term capital.

Source: <https://economicconfidential.com/2018/09/smes-afdb-50m-sterling-bank/>

### *NEXIM and AFRIEXIM Bank brainstorm on the use of factoring to enhance access to credit for MSMEs*



Factoring is an alternative means of funding MSMEs, which involves a third party (a factor) taking the risk of the possibility that a bigger buyer is unable to pay a small enterprise for a supply.

What factoring does is that a small business is able to supply a big business, then take the invoice issued and transfer to a third party (a factor) who can then collect the funds from the bigger business when it matures.

It is in line with the benefits this concept has to offer in funding MSMEs, that the Nigerian Export-Import (NEXIM) Bank is considering factoring as the best option for funding Micro Small and Medium Enterprises operating in Nigeria. During a brainstorming session organized on the side of the Annual General Meeting of the Afriexim Bank, participants shared that a bill on factoring was already before members of the National Assembly and awaiting passage.

NEXIM Bank also stated that they already have small businesses they wish to support; especially as it relates to enhancing the production of exportable commodities but has been unable to do so, because some of the businesses are currently not bankable. It is expected that when the factoring law is passed, it will improve the bankability of these kinds of businesses and enhance the growth of non-oil sector businesses.

Source: <https://newtelegraphonline.com/2018/07/nexim-bank-mulls-factoring-for-msmes-funding/>

### *Corporate Affairs Commission to reduce cost of registration for small businesses*

The Corporate Affairs Commission (CAC) in a panel session during a business enhancement roundtable organized by the Daily trust Board of Economics has stated that it plans to reduce the cost of registering a business from N10,500 to N5,500.

The CAC registrar speaking through the Deputy Director of Public Affairs - Mr. Moses Adagusu stated this reduction was being considered in order to reduce cost and simplify the process of small business owners formalizing their businesses.

This is a welcome development from the Commission as it supports effective credit enhancement. Registering a business is the first step in a series of steps that could culminate in access to credit for small businesses in the country.



Source: <https://www.dailytrust.com.ng/cac-to-reduce-cost-of-small-business-registration-to-n5-500-262898.html>



## STAKEHOLDER ENGAGEMENTS

### **Development Bank of Nigeria Commits to Continued Efforts to Improve Access to Finance for Women**

On 4th July, 2018 representatives of the Financial Inclusion Special Interventions Working Group (FISIWG) Sub-Committee on Gender met with the Managing Director (MD), Development Bank of Nigeria (DBN), Mr. Tony Okpanachi and his team.

The objective of the meeting was to discuss the activities of the Bank, particularly in relations to access to finance for women. Mr Joseph Attah (Head, Strategy Coordination Office, Financial Inclusion Secretariat, CBN gave an overview of the purpose of the meeting by first introducing financial inclusion in Nigeria and its implementation so far.

He explained that under the auspices of implementation of the National Financial inclusion strategy; four working groups were established namely : Products, Channels, Financial Literacy and Special Interventions Working Groups.

He further stated that at two working groups, a Sub-Committee was inaugurated to look at ways to holistically resolve issues relating to women's access to finance and that the Sub-Committee was working towards harnessing information on what was being done by institutions/agencies in relation to offering finance to women and the DBN was one of the earmarked institutions.

Mr Salisu Kwairanga (Group Head, Micro, Small and Medium Enterprises, Jaiz ) representative of the Sub-Committee stated that the major barriers cited as a hindrance to women's ac-

cess to finance was lack of awareness. According to him, at the last count, about N2 Trillion existed in different women related intervention schemes, but women were not accessing them . And it was suggested that institutions be visited to find out why women were not accessing the funds. The Managing Director in his response explained that DBN was a wholesale financing institution and their operations largely involved working with other financial institutions. He stated that so far, they had signed on about 18 banks at different stages of engagement, which were working on improving access to finance for women,

At the end of the meeting, the following recommendations were made and agreed upon:

- CBN to consider reaching out to National Orientation Agency (NOA) regarding creation of awareness on financial inclusion.
- DBN to be invited to the next Working Group meeting as observers to share market findings and product offerings.
- DBN to share the outcome of the market survey on access to finance with the Secretariat when completed.

### **Strategic Engagement with the National Council on Women Affairs and Social Development on Financial Inclusion**

The National Council on Women Affairs and Social Development (NCWASD) held its 18th regular meeting in Lagos from Monday, August 6<sup>th</sup> to Friday, August 10<sup>th</sup>, 2018, with a theme: ***“peace security and social inclusion: key building blocks for achieving economic growth and sustainable development in Nigeria”***.

In attendance at the meeting were Central Bank of Nigeria, key Stakeholders from Federal and State Ministries of Women Affairs and Social Development (FMSASD) and other related Ministries, Directors of FMWASD, Permanent Secretaries and Commissioners from all states and the Federal Capital Territory (FCT) and other representatives from the public sector.

The opening remark was given by the Permanent Secretary, FMWASD - Mrs. Ifeoma .N. Anagbogu who started by appreciating the Governor and the good people of Lagos State for hosting the meeting, on behalf of the Honourable Minister, Senator Aisha Jummai Alhassan and all Stakeholders promoting the wellbeing of Nigerians. She further appreciated all Commissioners, Permanent Secretaries, Directors and Heads of Agencies for their attendance at the meeting.

Mrs. Anagbogu emphasized that the objective of the meeting was to create a platform for discussions, policy formulations, programme initiation and implementation for issues related to the well-being of women, children, the elderly, People living with Disabilities (PWDs) and other vulnerable groups. She charged all delegates to come up with ways of addressing these segments as priority. About 152 Memorandums were presented by Stakeholders at the meeting, some were approved while others were stepped-down and presenters were advised to recast the memos and resubmit to the Ministry.

At the end of the meeting, the Permanent Secretary, Mrs. Anagbogu presented the memorandums that had been recommended for approval to the Honorable Minister, FMWASD for ratification by participants.



## STAKEHOLDER ENGAGEMENTS

### *NSIO develops National Social Investment Roadmap*



*Mrs. Maryam Uwais—Special Adviser to the President on Social Investments*

The National Social Investment Office (NSIO) in its bid to sustain the National Social Investment Programme is developing a 5-year National Social Investment Roadmap (NSIR).

To support the development of the NSIR, the Office in collaboration with its parent institution, Ministry of Budget & National Planning embarked on a

Visioning Workshop to solicit the support and contribution of all critical stakeholders into the future state design and a roadmap for structured and coordinated social investment in Nigeria.

Mrs. Maryam Uwais, Special Adviser to the President on Social Investments during her welcome address at the Visioning Workshop implored all participants to reduce to work collectively to optimize efficiencies of the socio-economic developments in the country.

The NSIR when finalized, will provide the government with the systems and structures required to fulfill its social protection agenda. This includes; defining how social investment programmes should be governed to achieve sustainability as well as provide a framework and guidelines for aligning stakeholder (public, private and civil society) engagement in the sector.

The NSIO is the central coordinator of the Federal Government’s Social Investment programme targeted at uplifting the poor and vulnerable households in Nigeria into prosperity

ings from the survey report:

On design of credit products—financially excluded persons seek products that are fast, convenient and have easy access to lenders.

On reasons for not using financial services—low financial literacy and capability, inaccessibility and inconvenient were the major reasons highlighted by the financially excluded.

On Lack of uptake and usage of mobile money - ease of use, value: perceived usefulness, lack of trust in the system, and high costs were reasons stated by the majority of the respondents .

She went on to provide some recommendations to increase uptake and usage of mobile money in Nigeria as follows:

**1) Agents rollout to the last mile** is very key to driving uptake and usage among the financially excluded

**2) Innovation:** MMOs should place emphasis on ease-of-use, safety and availability when designing products

**3) Trust:** MMOs must employ variety of strategies to win the trust of the people. Above all, great first-use experience is very key

**4) Customer understanding:** there is a need for a clear-cut customer segmentation and focus on potential customers with compelling value propositions

**5) Awareness:** MMOs should push for more awareness campaigns to enlighten potential customers at the Bottom of the Pyramid (BoP)

**6) Investment in Robust Technology:** ensure that technology platforms are reliable, user friendly, safe and secure.

EFInA, is a financial sector development organization, which focuses on promoting financial inclusion in Nigeria.

### *EFInA presents key factors to improve mobile money uptake*

Enhancing Financial Innovation and Access (EFInA), at its Mobile Money Working Group Meeting (MMWG) presented key factors that will encourage the financially excluded to adopt mobile money in Nigeria.

The EFInA MMWG comprise stakeholders in the private and public sectors that aim to address issues affecting the mobile money sector of the Nigerian financial industry.

Mrs. Folashade Agbejule (Programme Specialist, Payments EFInA) who delivered the presentation on the key factors to greater mobile money uptake, highlighted some attributes that financially excluded persons would desire to see in financial products: Ease of Use; Convenience and Accessibility.



*Mr. Segun Arekele  
Chairman, Enhancing Financial Innovation & Access*

The factors were derived from the recently concluded demand-side survey on Mobile Money.

She further disclosed the following find-



## Nigerian Financial Inclusion News

### Betsy Obaseki calls on Women to join the Financial System

The First Lady of Edo State Mrs. Betsy Obaseki has called upon women in her constituency to participate in the financial system of the country to avoid missing out on Government 's intervention, particularly in the health sector.

Mrs. Betsy Obaseki said this while delivering a keynote address on the topic "Financial Inclusion in the Health Sector", at the second edition of the Edo Women's Health Summit, organised by the Office of the Wife of the Governor of Edo state in Collaboration with the Edo State branch of the Medical Women's Association of Nigeria and the Society of Gynaecology and Obstetrics of Nigeria (SOGON) Midwest sector.

Mrs. Betsy Obaseki; who is also the Head, Business Development at the Bank of Industry (BOI), informed the women that several Federal Government initiatives for women empowerment are being implemented through the Bank of Industry to them. She urged the women to open bank accounts and as well own mobile phones to enable them participate in these government programmes.



*Mrs. Obaseki, First Lady of Edo State*

Source: <https://nigerianobservernews.com/2018/09/financial-inclusion-in-reproductive-health-betsy-obaseki-advises-women>



*Mr. Ifie Sekibo, Managing Director  
Heritage Bank*

### Heritage Bank advocates for Bank-FinTech Collaboration

Heritage Bank has called on banks to collaborate with financial technology companies (FinTechs) in the bid to drive the Financial Inclusion agenda.

The call was made by Mr. Ifie Sekibo, Managing Director while delivering a goodwill message at the 2018 Annual National Conference of Finance Correspondents Association of Nigeria (FICAN) in Lagos.

Mr. Sekibo pointed out that over the years, Heritage Bank has taken the lead to leverage on the FinTech industry to deliver innovative solutions targeted at the unbanked and the underserved markets of the population.

Source: <https://www.thisdaylive.com/index.php/2018/09/25/heritage-bank-harps-on-banks-fintechs-partnership-for-financial-inclusion>

### Fidelity Bank supports Financial Inclusion through Savings Promo

In its determination to strengthen financial inclusion efforts in Nigeria, Fidelity Bank has launched its season three savings promo tagged "Get Alert in Millions (GAIM)".

The GAIM is a N110million cash prize to incentivize customers with exceptional savings culture. It is aimed at empowering customers and boosting the savings culture in Nigeria.

The Managing Director, Mr. Nnamdi Okonkwo at the news conference in Lagos disclosed that the bank had rolled out three savings promo in the past 11 years, noting that customer interest was paramount in its operations.

He further stated that the bank will continue to embrace initiatives and programmes that would benefit customers.



*Mr. Nnamdi Okonkwo, Managing  
Director, Fidelity Bank*

Source: <https://www.vanguardngr.com/2018/10/fidelity-bank-supports-fg-financial-inclusion-with-savings-promo>



## International Financial Inclusion News

### India: Next Plan on Financial Inclusion - Availability of Banking Facilities every 5KM

The Narendra Modi Government has disclosed its plans to strengthen the efforts of financial inclusion after Pradhan Mantri Jan Dhan Yojana (PMJDY) by ensuring the availability of banking facilities every 5 kilometers.

The disclosure was made by Rajeev Kumar - Secretary, Department of Financial Services while addressing the press on 25th September, 2018. In his statement, he added that a state level financial inclusion index will be launched to track progress made towards this goal.

PMJDY is the financial inclusion program of the Government of India (GoI) that aims to expand and make affordable, access to financial services. It was launched by Prime Minister Narendra Modi in August 2014. The Guinness Book of Record recognized the achievement of PMJDY when it opened 18million accounts in one week.



Prime Minister of India, Narendra Modi

Source: <https://www.financialexpress.com/economy/next-on-modis-financial-inclusion-plan-after-jan-dhan-to-make-banking-facility-available-every-5-kms/1326382>



Governor of NRB, Dr. Chiranjibi Nepal

### Nepal: NRB Launches Database for Financial Inclusion

Nepal Rastra Bank, the Central Bank of Nepal has launched a comprehensive database for financial inclusion that consistently measures people's use of financial services across Nepal.

The portal which was supported by the United Nations Capital Development Fund (UNCDF) provides real-time information and data that paints a realistic picture of financial inclusion in Nepal.

NRB Governor Chiranjibi Nepal during the launch said "the availability of data and information on banking and financial access and inclusion will help the government in formulating necessary policies and programmes targeted to the rural areas". He went on to appeal to policymakers to make use of the portal in developing strategies and policies to accelerate financial inclusion.

Similarly, Francois Coupienne of the UNCDF pointed out the importance of data to provide insights on the needs and behaviors of consumers. He added that innovation, technology and data will play a key role in filling the gap between the different needs and aspirations of each individual and the one-size-fits all approach of the financial service providers.

Source: <http://kathmandupost.ekantipur.com/news/2018-10-01/nrb-launches-database-on-financial-inclusion.html>

### Tanzania: MasterCard partners Vodacom on Virtual card

MasterCard has partnered Vodacom to introduce the first online card in Tanzania—the M-Pesa virtual card. This is a welcome innovative initiative as Africa's mobile internet connections are expected to grow rapidly due to affordable smartphones and high speed networks being rolled out by Mobile Network Operators. The growth in the industry is expected to create the demand for digital content, social media, m-commerce and the need to make payments easily and surely by consumers.

The virtual card will allow M-Pesa mobile wallet holders to make payments on any local or international website as long as MasterCard is accepted for payment, without the need for a bank account or credit card.

The virtual card can be requested by customers through the use of USSD menus. It can also be topped via mobile wallets.



Source: <https://tech.africa/mastercard-partners-vodacom-tanzania>



CENTRAL BANK OF NIGERIA

*The Financial inclusion Secretariat is the coordinating body for the implementation of the National Financial Inclusion Strategy in Nigeria.*

*The Secretariat is a liaison for all stakeholders in the Financial Inclusion space and is responsible for engaging, coordinating and evaluating initiatives geared towards the achievement of the Strategy targets.*

*This newsletter is a quarterly publication by the Financial Inclusion Secretariat and features industry news on financial inclusion as well as periodic updates on the progress of the implementation of the Strategy ■*

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