

## PRODUCT UP-SCALING SUPPORT – FACTSHEET

<b>Product Up-scaling Support</b>	<b>2017-06: Rolling out innovative channel distribution financial services to rural clients of Advans Ghana</b>
<b>Country / Region</b>	Ghana
<b>Partner Financial Institution</b>	Advans Ghana
<b>Grantee</b>	Symbiotics Association for Sustainable Development
<b>Overall Budget</b>	CHF 171,529.00 (28% self-contribution)
<b>SCBF Contribution</b>	CHF 123,100.00
<b>Date of Approval</b>	25.7.2017
<b>Duration</b>	1.2018 until 4.2019
<b>Context</b>	<p>Ghana is relatively “banked” compared to other countries in sub-Saharan Africa, but considered as unbanked on a standalone point of view. In 2016, Central Bank of Ghana emphasized that innovation and responding creatively to clients’ needs are crucial for growth, with an introduction of new finance modalities or methods, so as to add to traditional financing options. financial inclusion has increased in the past five years, driven by non-bank formal services such as mobile money. Increased access to mobile money is levelling the playing field, bringing financial access to traditionally underserved Ghanaians, such as the poor, women, youth, and rural populations.</p> <p>Advans Ghana aims to extend its outreach to underserved rural clients through offering doorstep banking lending and deposit products and financial education sessions to clients in remote areas, thus accelerating financial inclusion in rural areas in a country where there is a high concentration of financial institutions in urban areas. The Ghanaian agricultural sector is undergoing rapid expansion; consequently, small and micro businesses operating along agricultural supply chains need adapted financial services to support their development. In creating an easily accessible, innovative and quickly sustainable all-in-one service for rural clients, Advans Ghana aims to act as a pioneer in the market and foster rural economic and social development in Ghana.</p>
<b>Current Status of the MFI</b>	<p>After seven years of operation, Advans Ghana has been able to establish itself as one of the top ten Savings and Loans companies in Ghana. The institution’s market share for loans is 4% (9th position out of 39) and is ranked 21st out of 39 in terms of deposits. The MFI, profitable on an annual basis since 2013, currently offers a wide range of loan products to suit a variety of different client segments (40,000 clients in total), including micro and SME loans, small group lending products, and deposit products such as current and savings accounts, children’s accounts and term deposits. Advans Ghana also launched mobile banking and ATM services, introduced salary loans, auto loans, international money-transfers and Education Finance. Over the next five years, Advans Ghana aims to increase its visibility and outreach across all regions of Ghana, offering a full range of tailored and competitive products to MSMEs and retail clients. By 2020, the MFI aims to serve 36,000 borrowers from 20 branches and 9 small cash points of sale across Ghana. Capacity building support will enable the PFI to gain additional experience, increased profitability and client rural outreach in a pace that they might not achieve if additional grant funding is not obtained.</p>
<b>Objective and Main Activities</b>	<p>The SCBF intervention will enable the PFI to conduct a post pilot review of the rural expansion done so far; then based on the conclusions of the review, roll-out the rural services (loans and savings through alternative delivery channels).</p> <p>Upon project completion, the financial institution should be in a position to expand its rural services offering (saving and loans) to more clients through mobile solutions, mobile money, point of sales and agri- value chains.</p>