

## FINANCIAL EDUCATION CAMPAIGN – FACTSHEET

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| <b>Financial Education Campaign FE-20</b>                  | <b>Linked to 2019-02: Launching of first weather index-based agricultural insurance schemes for smallholder farmers in Myanmar</b>  |
| <b>Country / Region</b>                                    | Myanmar / Magway & Mandalay and other provinces   |
| <b>Partner Financial Institution</b>                       | Ayeyawaddy Seeds Company ( <b>ASC</b> )   |
| <b>Grantee</b>   | Syngenta Foundation for Sustainable Agriculture ( <b>SFSA</b> )   |
| <b>Overall Budget</b>                                      | CHF 161'275 (34% self-contribution)   |
| <b>SCBF Contribution</b>                                   | <b>CHF 106'825</b> (66% SCBF funding share)   |
| <b>Date of Approval</b>                                    | 10.04.2019  |
| <b>Duration</b>  | April 2019 until October 2020 (19 months)   |
| <b>Context</b>   | <p>Agriculture contributes between 35 to 40% to gross domestic product and employs up to 70% of the 32,5 million labour force. Smallholder farmers (SFs) with less than 2 ha of land produce more than 80% of the crops, but do invest little in high-quality inputs because of the high weather risks of deficit or excess rainfall and flooding. They are very traditional in financial management and have little to no exposure to financial education. The women are the financial household managers whereas the men do mainly the farm labour.</p> <p>Most SFs have not heard of agricultural insurance and may know insurance only regarding third party liability insurance of vehicles. They do not understand how weather-index agricultural insurance (WIAI) would work and how to benefit from it without dedicated financial literacy training. It would also be important that the farm women would understand how WIAI works, as they would be involved in any financial farm management decision.</p>  |
| <b>Current Status of the Partner Financial Institution</b> | <b>ASC</b> has substantial experience in offering seed management training to SFs, but it lacks so far digital training tools, such as videos, that would allow for reaching larger numbers of SFs with attractive training tools. ASC has so far little experience in offering financial literacy training, but it is commitment to develop such in-house capability as an essential risk management strategy for offering WIAI group covers to SFs.   |
| <b>Objective and Main Activities</b>                       | <p>The aim is to capacitate <b>ASC</b> in <b>delivering effective financial literacy training</b> - in addition to its seed management training - for <b>SFs</b>, incl. a more comprehensive training package for <b>farm women, as risk mitigation strategy for ASC's envisaged two WIAI schemes</b> (outlined in the complementary PU proposal) in line with its commitment of creating shared value. ASC will also be supported in developing digital training tools and digital distribution channels for both training packages to allow for far wider dissemination beyond resource-intensive face-to-face training sessions.</p> <p>The FE campaign comprises the following three main components:</p> <ol style="list-style-type: none"> <li>1) Developing and testing of the following training and information tools for targeted SFs and farm women: 16 videos, 11 leaflets, 10 radio spots, one rural farm household financial literacy game, and financial literacy messages on the ASC's village link app and Facebook chat-boxes.</li> <li>2) Training-of-trainers of ASC staff, extension agents, and input dealers in financial literacy training, incl. the development of manuals for trainers.</li> <li>3) Initial face-to-face training of around 1'750 SFs on the farm input insurance covers and around 750 farm women on six financial literacy topics and measuring of the training outcomes until September 2020.</li> </ol> <p>It is expected that ASC as the first seed producer offering effective financial literacy to SFs and farm women – complementary to its WIAI - will <b>trigger demonstration effects</b> for other responsible farm input companies to follow once the 'win-win' for ASC and its SF clients have become evident.</p> <p><b>ASC</b> will in a position by 9/2020 to further develop and up-scale its financial literacy training packages with digital tools without further support from <b>SFSA</b>.</p> |