

FINANCIAL EDUCATION CAMPAIGN – FACTSHEET

Financial Education Campaign	FEW-23: Financial and Business Education Training for the clients of OXUS Afghanistan
Country / Region	Afghanistan
Partner Financial Institution/s	OXUS Afghanistan
Grantee	Business & Finance Consulting GmbH (BFC)
Overall Budget	CHF 193,570 (38% self-contribution)
SCBF Contribution	CHF 119,946 (62% SCBF funding share)
Date of Approval	15.01.2020
Duration	02.2020 until 07.2021
Context	<p>As a follow-up on the successful implementation of <i>FEW-15: Financial education training for the clients of OXUS Afghanistan</i> project, this assignment aims to deliver advanced trainings on business management to the current and potential clients of OXUS Afghanistan.</p> <p>The project idea appeared based on the demand expressed by the beneficiaries of the first project.</p> <p>Afghanistan has one of the lowest general literacy rates in the world, currently estimated at about 31% of the adult population (defined as over 15 years of age). Literacy rates among men average about 45%; however, this rate varies greatly based on location — from a high of 68% in Kabul to a low of 41% in Helmand. Average literacy rates among women are much lower — at 17%, ranging from a high of about 35% in Kabul to a low of about 2% in the country's two southern provinces. Afghanistan's National Development Strategy (ANDS) paper made basic education and reducing illiteracy rates a top priority for the government. To this end, the government has expressed a commitment to implementing priority programs endorsed in the National Education Strategic Plan. Financial literacy in Afghanistan is much lower than general literacy rates. According to research conducted in 2015 for the World Bank, financial literacy rates in the country are only about 14%.</p>
Current Status of the MFI	<p>OXUS Afghanistan is an affiliate of the OXUS Group and was created in 2007. It currently has over 400 staff serving more than 22,500 clients throughout its network of 24 branches. The MFI has a gross loan portfolio of CHF 14.4 million, making it the third largest microfinance institution in the country in terms of loan portfolio. OXUS Afghanistan seeks to increase financial and business knowledge, awareness and inclusion in Afghan communities through a financial and business education (FE) campaign.</p>
Objective and Main Activities	<p>The FE campaign will be implemented over a period of 18 months and will consist of 5 main phases: (1) design of the financial & business education campaign (including a needs assessment based on interviews and research), (2) development of the educational material for the campaign, (3) capacity development of OXUS staff (4) launch of a pilot FE campaign in 5 OXUS branches and (5) launch and monitoring of the full FE campaign.</p> <p>The campaign includes training on 3 broad areas of knowledge (based on the needs of the trainees expressed during impact survey as a result of the SCBF project - FEW-15: Financial Education Training for the clients of OXUS Afghanistan): (1) Developing business plans, (2) Developing cash-flows, (3) Managing financial aspects of business.</p> <p>As part of the project 4,000 current and potential clients are planned to be trained. From the total trainees number 1,200 (30%) are expected to be trained in rural regions, and at least 2,000 (50%) of trainees are expected to be women. The estimate for rural and women participants is correlated with the distribution of the loan portfolio of OXUS Afghanistan.</p>