

## 2023-19 | Mobile Money integration and process of collecting digital savings and granting digital micro credit, Mali

|                                |   |                       |                            |
|--------------------------------|---|-----------------------|----------------------------|
| Financial sector partner (FSP) | <a href="#">CAECE JIGISEME</a>                            | SCBF contribution     | CHF 27,796 (61%)           |
| Grantee/TA provider            | <a href="#">EGITCOM</a>                                   | Matching contribution | 17,540 (39%) - FSP         |
| Country                        | Mali  | Theme                 | Financial Capability       |
| Duration                       | Oct 2023 – Oct 2024                                       | Product               | Digital financial services |
| Potential outreach             | 1,000 (New financial services)<br>3,000 (Digital savings) | Target group          | Low-income clients         |
| Thereof women                  | 60%   |                       |                            |

### CONTEXT

According to the National Financial Inclusion Strategy document, the financial inclusion rate in Mali stood at 48.6% as of 31<sup>st</sup> December 2021, compared to a rate of 63.8% for the UEMOA (*Union Economique et Monétaire Ouest Africaine Or West African Economic and Monetary Union*).

The popularity of e-wallets gained lot of traction during the COVID-19 pandemic. Organisations with innovative Mobile system gained success. The system allowed people without bank accounts to transfer money, pay for their expenses, recover cash or keep it in their e-wallet and helped in increasing financial inclusion. The national financial inclusion strategy is implemented through a strategic axis: improving access to financial services for the most vulnerable and excluded people, promoting digital financial services, customer protection and financial education, regulatory and financial sector policies, tax incentive policies.

### CURRENT STATUS OF THE FSP

CAECE is a large microfinance institution in Mali, focused on men and women working in the commerce and crafts sector. It has 40 service points spread across the regions of Kayes, Koulikoro, Sikasso, Ségou, Mopti, Kita, Dioïla, Nara, Bougouni, Koutiala, San, Bandiagara and the District of Bamako. It is a mutualist type of institution structured at two levels covering the entire southern part of Mali in particular 12 regions of the 19 that make up Mali in addition to the District of Bamako. In 2022, it had assets strength of FCFA 7.62 billion or CHF 11 million. Some figures:

- Number of members: 33,108
- Outstanding deposit amount: FCFA 1.45 billion or CHF 2 million
- Outstanding credit amount: FCFA 5.45 billion or CHF 8 million
- Overdue debts: FCFA 0.46 billion or CHF 0.67 million
- Gross portfolio degradation rate: 7.65%

Distribution of clients: Female - 40%; Male - 35%; Young people (under 35) – 25%

### OBJECTIVES AND MAIN ACTIVITIES

Post deployment of the digital system, the project will offer several secure alternatives for the customers for paying their daily savings. At the sector level, this project will contribute to raising the rate of financial inclusion. The funding support will be used to implement the following activities:

- Deployment of the digital application: **At least 1,000 customers will be able to access new financial services.**
- Digital savings and credit collection service: **Savings collection for at least 3,000 customers will be enabled digitally.**
- Integration through the system of an integrated financial education program: **At least 3,000 customers will be reached through financial education initiatives.**
- It will strengthen social performance management through the establishment of a customer complaints management mechanism.
- Project coordination, management, monitoring, and evaluation.

**Partnering with:**

