

LTFS

OBJECTIVE

A Mumbai-based financial services company wanted to design and implement a programme focused on women's entrepreneurship development and digital financial inclusion across rural Maharashtra and Madhya Pradesh. We, Sattva Consulting, came in as knowledge partners to give further inputs on the programme design and strategy, as well as support in planning, implementation, monitoring & evaluation and reporting.

SATTVA'S APPROACH

The programme has a two-pronged strategy to enable the company reach its goal of empowering women in their households and communities alike. The first track involves mobilising and training 100 Digital Sakhis – women from the rural areas – in personal finance, digital financial literacy, leadership development and communication skills. These women in turn go out to train the larger community on same skill sets. Each Digital Sakhi has individual targets of reaching 1,000 rural community members which culminates to a total outreach of 1,00,000 rural population. The second track is focused on building the capacity of women entrepreneurs to help further develop their business. The first step was finding an implementing NGO with a background in enterprise development, financial inclusion and women empowerment with the ability to implement in the mandated geographies. After a thorough due diligence and selection process, we conducted a two-day co-creation workshop involving the financial services CSR team, business team and implementing NGO. The first day was focused on aligning all stakeholders on the aspirations, values and indicators of success for the programme, while the second day we dove deep into the operational planning. This included open and honest conversations with all relevant stakeholders regarding the process of community mobilisation, batch sizes for women entrepreneurs, timelines, risks and mitigation measures among various other granular details. Once implementation began, spear-headed by the implementing NGO on the ground, Sattva conducted the programme management and M&E for the project duration and subsequent proposal development for phase two of the programme.



KEY LEARNINGS

This project successfully demonstrated the impact financial services companies can make through Corporate Social Responsibility (CSR) initiatives to do good for business and in turn, benefit the entire community. Our efforts as knowledge partners with end-to-end implementation helped drive this programme and added value at every step, moulding it to what it is today. In the end, the company was able to spread awareness on digital financial literacy and promote women's enterprise development, while increasing their brand visibility on the ground in strategic geographies and strengthening their customer base.

OUTCOME

Reach:

- 100 Digital Sakhis trained on Digital Financial Literacy, Leadership and Communications
- 1000 women entrepreneurs upskilled in their respective trades, trained in enterprise development and digital financial literacy
- 1,00,000 rural population trained on personal finance and digital financial literacy



- Increase in income, knowledge and adoption of formal financial services
- Maharashtra: Pune, Osmanabad and Solapur districts
- Madhya Pradesh: Dhar and Barwani

BLURB

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