



WSBI is working as a part of a global effort to dramatically increase the number of savings accounts among poor people in developing countries.

Key figures:

- 20 000 000 \$ financed by the Bill & Melinda Gates Foundation
- A 3 year grant
- 50 experts
- 10 projects adapted for each country
- 10 developing countries
- 3 continents

DOUBLING THE NUMBER OF SAVINGS ACCOUNTS FOR THE POOR

Inception and implementation phase started

Most projects have started or completed the inception period, during which experts analyze the functioning of the bank and estimate needs in detail. Kenya, Uganda, Indonesia, Lesotho and South Africa already finalized the inception period and started implementation with experts supporting the bank in e.g. designing new or redesigning old products. Further, procedures have been put in place to help procure the main equipments such as EDC devices, pin pads, GPS modems, cards and in some cases ATMs or vans for mobile banking.

Project Kick-off at BTN Bank, Indonesia

The project plans to automate all 576 postal outlets in a region with heightened poverty in Central Java. The project will make BTN Bank's savings and current accounts much more attractive to low income people as the account holders will also be able to receive social assistance by transfer rather than in cash only. This also helps BTN to bring its card services to the otherwise un- or underserved.

WSBI has started procuring equipment as BTN will also strengthen its IT systems, improve service levels in postal outlets, develop risk management for the new business and raise awareness among customers and postal staff about the new service. Through the project, BTN aims to add 1 million low income clients to its existing customer base just in Central Java. Most of these clients will have a monthly spendable household income for food, clothing and transport of not much more than USD 2 per person per day. The lowest income group counts some 3.2 million households in Central Java, the project will capture those households and adults that live within a reasonable distance of a post office (average 2 km).

BTN made good progress with the marketing package to be used by PKK, the women's organization via which the marketing of the card based savings product will be organized, as well as through warehouses, rural outlets and cooperatives. A meeting was held in May with PKK and the Post to discuss the marketing setup for the test period. The right marketing approach will be essential for the later roll out.

Other projects have kicked off with SONAPOST (pre-study), FEDECRÉDITO (visit to WSBI member Caixa Economica, Bradesco Bank and the regulator in Brazil) and Tanzania Postal Bank (bringing in an expert team of German Savings Banks Foundation).

... More news on other project kick-offs in upcoming issues. ...

Project Monitoring & Evaluation

The Programme Technical Advisor has drafted objectively verifiable indicators (OVIs). These OVIs have been presented to all participating members and will form the baseline for reaching the programme's targets and for the project mid term evaluations which will start in September 2010.

Programme Steering Committee (PSC)

The 3rd PSC meeting took place in Brussels on 17 June with a follow up meeting on 8 July acknowledging progress made, discussing OVIs and additional 'pool funding' requested by PBU, LPB, SAPB and VPSC.

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Regulatory Advise

Several projects have started to benefit from regulatory compliance advise. This advise will help the banks to present a case in front of the national regulator which aims at enabling the banks to obtain approval for setting up agents. Agent networks are one alternative distribution channel for providing access to finance and an important instrument to increase the number of poor customers being served by WSBI member banks. Current beneficiaries are: FEDECRÉDITO, Tanzania Postal Bank, Postbank Uganda, Lesotho PostBank



Sharing lessons from Kenya

WSBI has sub-contracted a business development and IT expert team from Kenya Post Office Savings Bank (KPOSB) to support Lesotho Postbank (LPB) with introducing payment card technology. The aim is to triple the entire customer base to become 250,000.

As part of the programme's south-south cooperation, four people from LPB are visiting KPOSB in July to look at the bank agents' roll-out, aspects of electronic banking, and technical environments of the switch administration and business applications.

Other members, such as FEDECRÉDITO, Postbank Uganda and Tanzania Postal Bank have announced interest in the Kenyan experience in mobile banking (M-pesa model) and with electronic switch applications.

Programme Mid-term Workshop - Somerset West, Cape Town South Africa
Participants to register their accomodation until 31 July 2010 (extended deadline!)
NH Hotel Lord Charles Somerset West:
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