

Case Study: Mobile Banking in Ethiopia

Introducing the PRIME
(Pastoralist Areas Resilience
Improvement through Market
Expansion) project's Innovation
and Investment Fund

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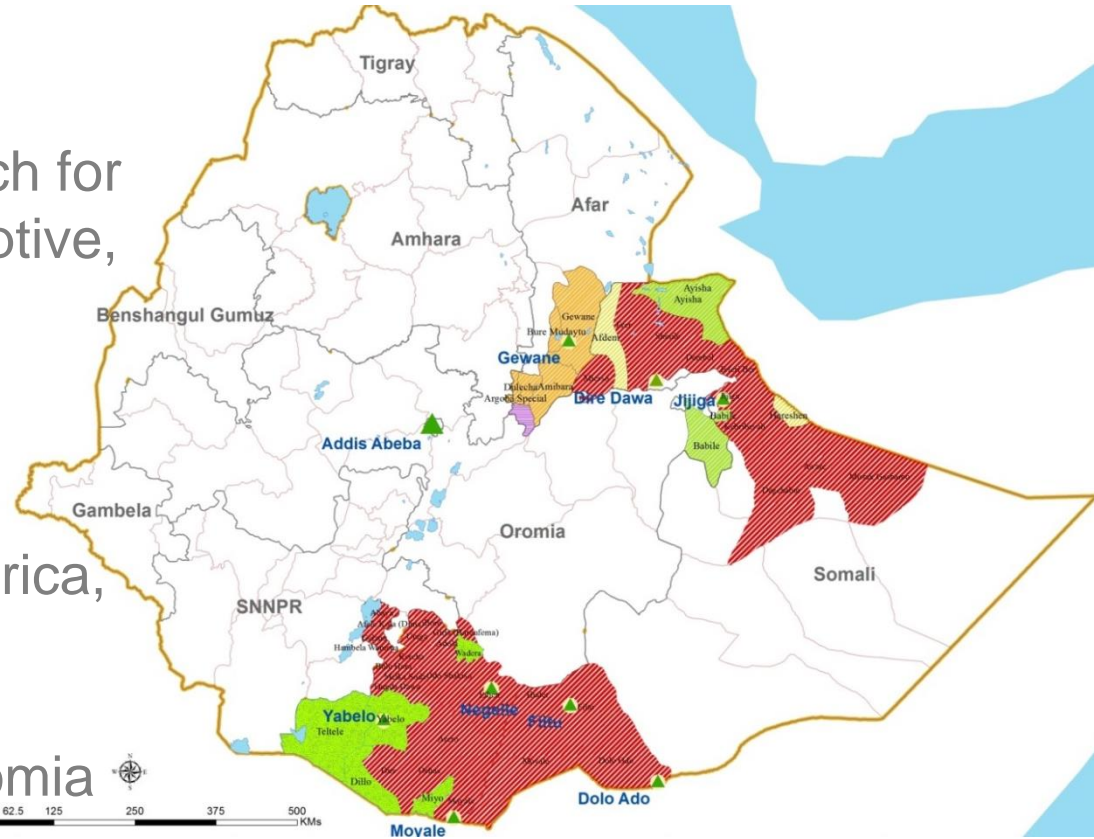


Objective: increasing incomes and resilience of 250K households

Approach: facilitation approach for strengthening absorptive, adaptive, and transformative capacities

Partners: CARE, SOS Sahel, ACPA, Havayoco, Haramaya University, AISDA, FSA, Kimetrica, ECCD

Geography: Afar, Somali, Oromia (dry-lands)



Livestock

Climate Change Adaptation

Alternative Livelihoods

Learning / Knowledge Mgmt

Nutrition/BCC

Innovation and Investment Fund (IIF)



- Agreements with six companies for a total value of around \$6 million USD
- Private sector cost-share of \$24.8 million USD, or 80 percent!
- Companies that received support include:
 - Export abattoir
 - Micro-finance institution and mobile service provider
 - Poultry farm
 - Two milk processing facilities
 - Private equity firm



Crowding-in
investments

Investments that
drive social and
economic change

Long-term results
not long-term
involvement

Gain understanding
of this new
investment strategy



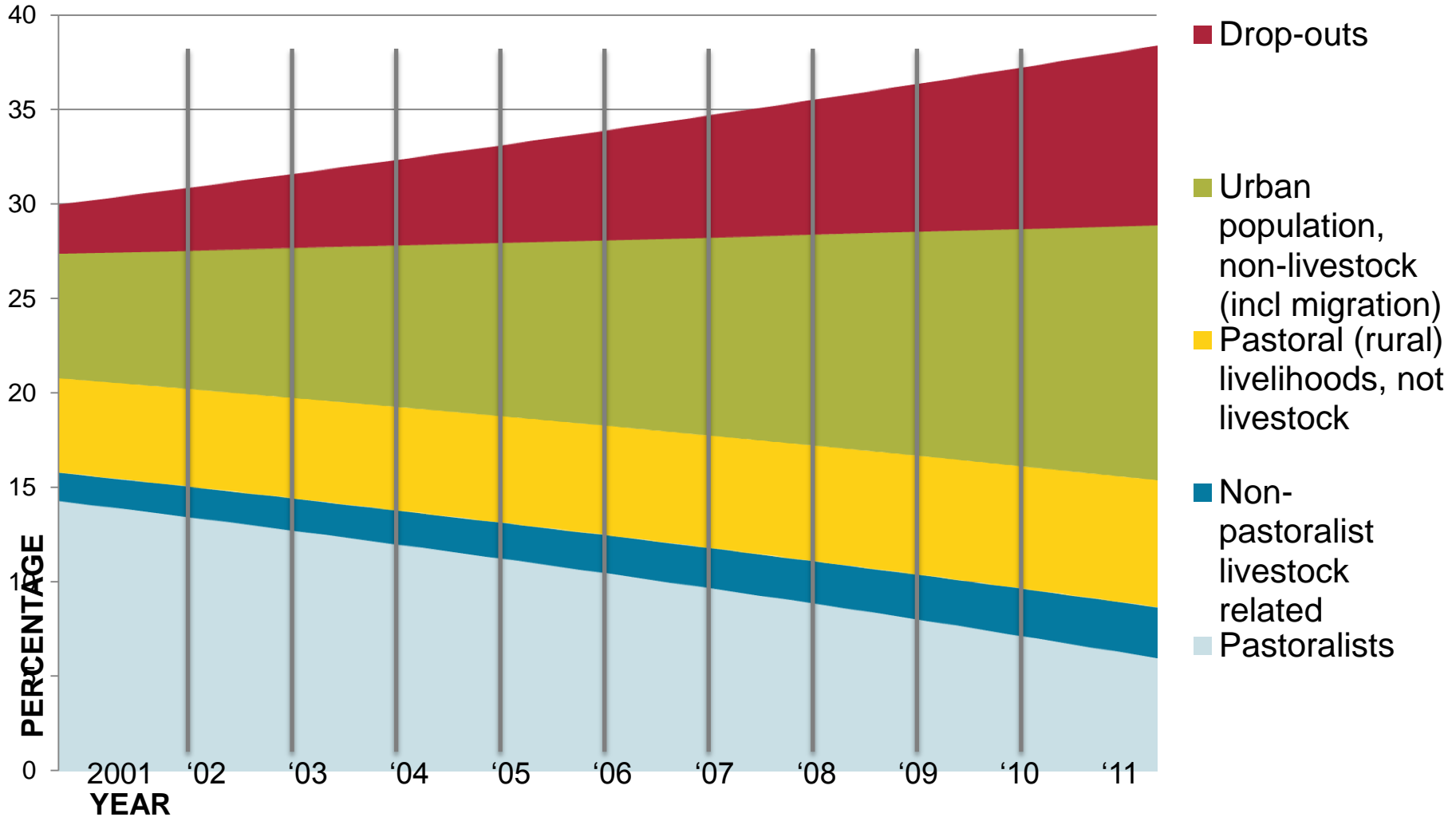
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FROM THE AMERICAN PEOPLE





**PEOPLE
ON THE MOVE**

Pastoralists and Their Context



Mobile and Agent Banking in Somali Region of Ethiopia

About the project

Goal:

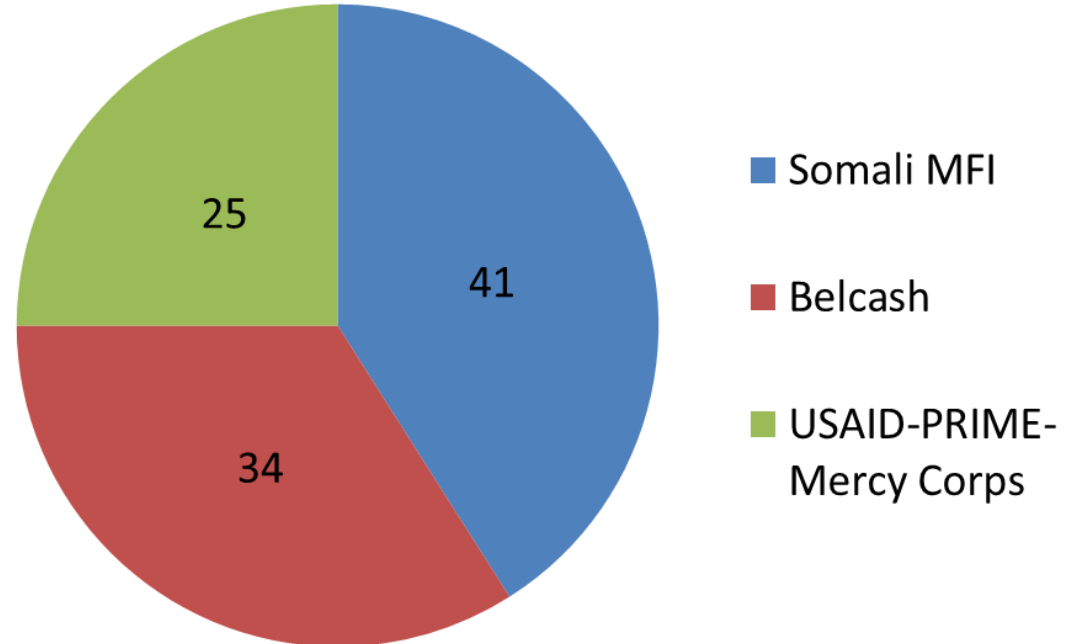
Economically stable population in the Somali Region of Ethiopia

Objectives:

- 50% of mobile phone owners in Somali Region have access to financial services
- 25% increase on 3,000 HHs income
- 65% of the HelloCash account holders in Somali region use one additional services through their mobile bank accounts

Implementing partners and project cost-share

Cost share %



Mobile and Agent Banking in Somali Region of Ethiopia

HelloCash – pilot phase in SRS (73 days)

- 5 SMFI branches
- 19 agents

Services

- Account opening at branch and at agent,
- Deposit at branch and at agent,
- Transfer/withdrawal at branch and at agent

Channels used

- IVR – voice based
- USSD – menu based application
- SMS – Short message service
- Web – web based interface

The IVR, USSD and SMS channels were available in 5 languages;

- Somali, Amharic, Oromiffa, Tigrinya and English

Pilot results (73 days)

Indicators	Number/Amount
Total number of active mobile accounts	1,456
Deposit to mobile account (ETB)	629,848
Fund Transfer (ETB)	52,911
Withdrawal from mobile account (ETB)	299,870
Total value of transaction (ETB)	982,629

Mobile and Agent Banking in Somali Region of Ethiopia

Impact

In less than a year SMFI has been able to provide financial services to 50,000 users through it's branches and agents.

The mobile and agent banking service has enabled SMFI to reach 4 times the number of customers compared to previous 3 years

Targets for the next 3 years

Main focus will be having a total coverage of the SMFI all over the Somali Region:

- Branches / Satellites (42)
- Agents (4, 568)
- End users (730, 057)





**Question &
Answer**

Thank You

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