



ssnup

Smallholder Safety Net
Upscaling Programme

IMPLEMENT A DIGITAL FINANCIAL EDUCATION PROGRAMME FOR SMALLHOLDER HOUSEHOLDS IN SENEGAL



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Agriculture is one of the dominant parts of Senegal's economy, even though Senegal lies within the drought-prone Sahel region. As only about 5% of the land is irrigated, Senegal continues to rely on rain-fed agriculture. Agriculture occupies about 75% of the workforce. According to estimates, just 20% of the adult population in the region have access to the formal banking system, which is particularly challenging for the agricultural sector, a key driver of Senegal's economic growth. For many smallholders, as well as micro, small, and medium sized enterprises, high costs of capital and a lack of affordable financing solutions leaves them with little ability to access the formal agricultural market.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Vision Fund Senegal is a microfinance institution (MFI) established by World Vision International in July 2016 and whose mission is to facilitate rural and vulnerable populations access to a conventional financial system, to local financial services, the opportunity to launch or develop income-generating activities and, in general, the possibility of improving their living conditions. Vision Fund Senegal primarily targets women microentrepreneurs, using the group lending methodology. In September 2023, the MFI had a loan portfolio of just over € 13.8 million with 58,895 active borrowers, 98% of whom were women and 74% of whom live in rural areas. The agricultural portfolio, including farming and livestock activities, represented 88% of the total portfolio.

OBJECTIVE OF THE PROJECT

The project aims to develop and implement a digital financial education training programme to better serve the clients, with a specific focus on smallholder farmers.

The expected results of the project are:

- Develop a digital training programme in financial education, adapted to the specific context of the agricultural sector.
- Train 19,256 smallholder households.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

VisionFund (MFI) - Senegal

TARGET

19,256 smallholder households

AGRICULTURAL VALUE CHAIN

Horticulture, millet, maize, rice, groundnuts, beans, poultry farming (local chickens), sheep, goats, pigs.

STARTING DATE

September 2023

DURATION

18 months

TOTAL TA BUDGET

€ 40,000 (phase 1)
Including € 36,000 (90%)
contribution from SSNUP

