



# ssnup

Smallholder Safety Net  
Upscaling Programme



## ENHANCING FINANCIAL INCLUSION FOR SMALLHOLDERS THROUGH A NETWORK OF WOMEN FREELANCERS



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

Madagascar is among the poorest countries in the world despite its natural wealth. 83% of its population live in rural areas and the agricultural sector represents 29% of its GDP and employs 80% of the active population. Yet, 46% of rural adults are totally excluded from the financial landscape against 31% in the urban areas; 35% of rural adults are informally served against 15% in the urban areas; bank penetration rate is estimated at 10%, making the country one of the least banked in sub-Saharan Africa.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

AccèsBanque Madagascar (ABM) is a commercial bank established in Madagascar in 2006. It has the mission to provide accessible and responsible financial services and products to the Malagasy population in general and MSME in particular both in urban and rural areas of the country. Through its network of 32 physical branches and its different digital channels the bank is servicing 238,000 clients, 38,3% of them live in rural areas (19.2% farmers), 51.3% women and 68% are youth (aged below 35 years).

### OBJECTIVE OF THE PROJECT

The aim of the project is to expand financial inclusion in rural and remote areas by recruiting and training women freelancers to provide financial literacy, promote formal financial services, and collect client data, while leveraging a digital platform to manage freelancer activities, analyse population financial behavior, and tailor financial products to specific needs.

The expected results of the project are:

- Train 8,000 women freelancers, 60% of whom are issued from smallholder households.
- Provide basic financial literacy to 60,000 smallholders.
- Develop and implement a digital platform to manage the freelancers' activities.

### IMPACT INVESTOR



### BENEFICIARY ORGANISATION

AccèsBanque (bank) –  
Madagascar

### TARGET

60,000 smallholder farmers

### AGRICULTURAL VALUE CHAIN

Not limited to a specific AVC

### STARTING DATE

October 2024

### DURATION

24 months

### TOTAL TA BUDGET

€ 173,550  
Including € 136,431 (79%)  
contribution from SSNUP

