



Agriculture Mobile Financial Services

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Background - Malawi

85% of the Malawi population Lives in rural areas,

90% of the rural population (3 million H-Holds) are smallholder farmers;
30% GDP

Farming information is critical to enhancing productivity of farmers

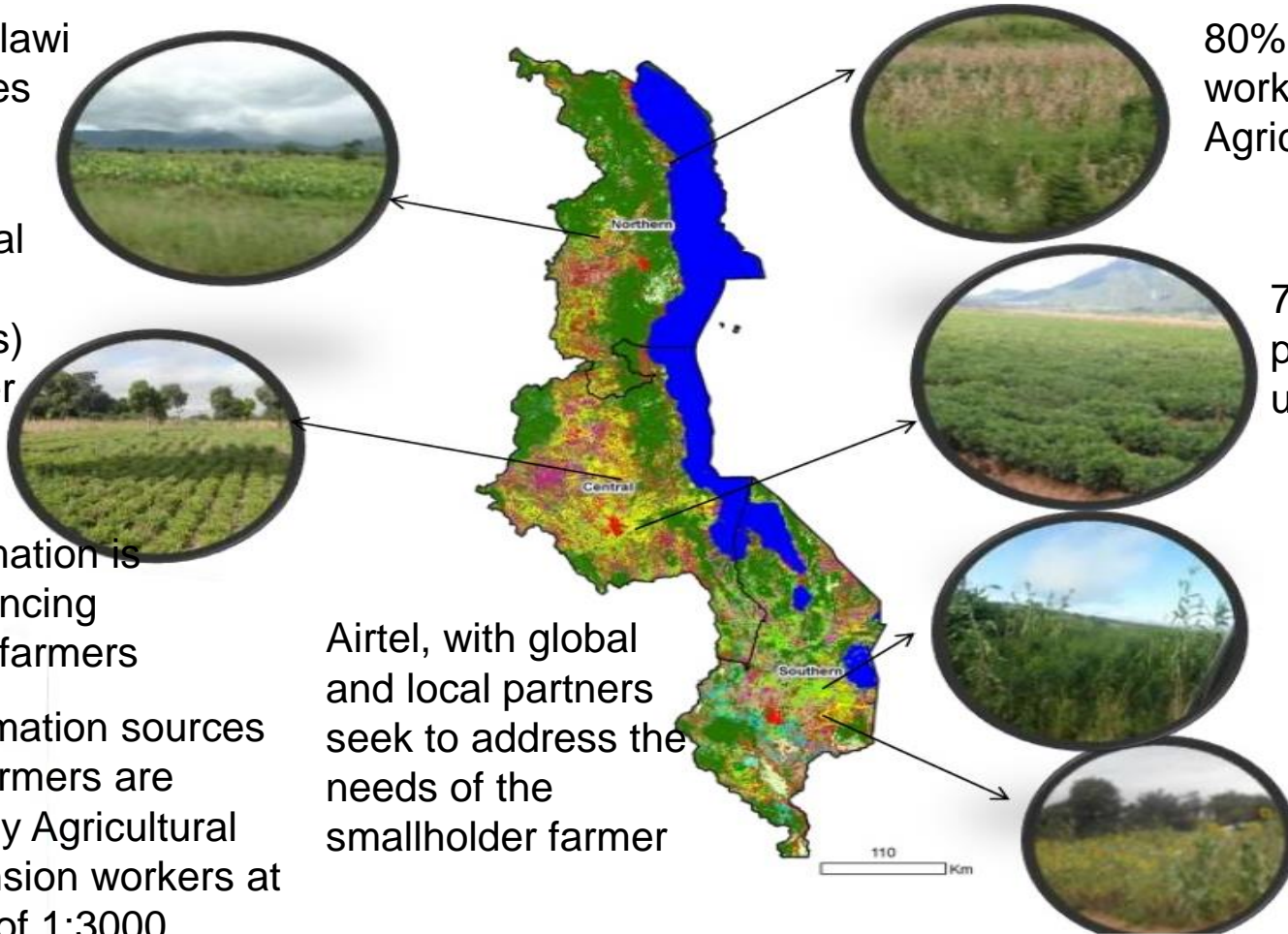
Information sources for farmers are mainly Agricultural extension workers at ratio of 1:3000

Airtel, with global and local partners seek to address the needs of the smallholder farmer

80% of the workforce is in Agriculture

73% of adult population is unbanked

Rural Penetration Strategy – Financial Inclusion



Identifying Target Market Players

Smallholder Farmers
AEDOs
Lead Farmers
Agro-dealers
Rural Agents
Unbanked Masses
VSLs



Design Process To Satisfy Target Market



Complementarity of Mobile Financial Services



- Cross Boarder Money Transfers
- Micro-Loans/Savings
- mAgri Services
- (M'Chikumbwe)

Extended Services

Money Transfer

- Send and Receive Money
- Deposit Money
- Withdraw Money

Payments

Mobile Banking

- Bill Payments
- Salary Payments
- Bulk Payments
- Cash Collections
- Merchant Payments

- Bank to Wallet
- Wallet to Bank
- Bank Balance
- Bank Statement

Ecosystem Service offering

Customised
to farmer &
unbanked
masses



Relevance
(Information &
Financial - Value
Chain)



Responsiveness
(farmers'
experience at
centre of product
design)

Accessibility



**Financial
Management**
(via Airtel Money)

Loyalty



Microloans
Micro-savings

Success Factors

Lessons from Rural Market

Pricing Vs seasonal Income

Need for simplicity of product on basis of low literacy levels

More engaging information delivery than monologue class setting

Regular support and Interaction

Partnerships (Agro-dealers-Merchants/Agents)

User Centric Design Solution

Pricing set to once off per month for unlimited use

IVR tree has no more than 6 menu options, USSD agent assisted registration

Stylized content in dialogue format

Identified Lead farmers, AEDOs and Call Centre

Value Proposition (Security, Safety, CIT, Convenience), Ecosystem within proximity

THANK YOU