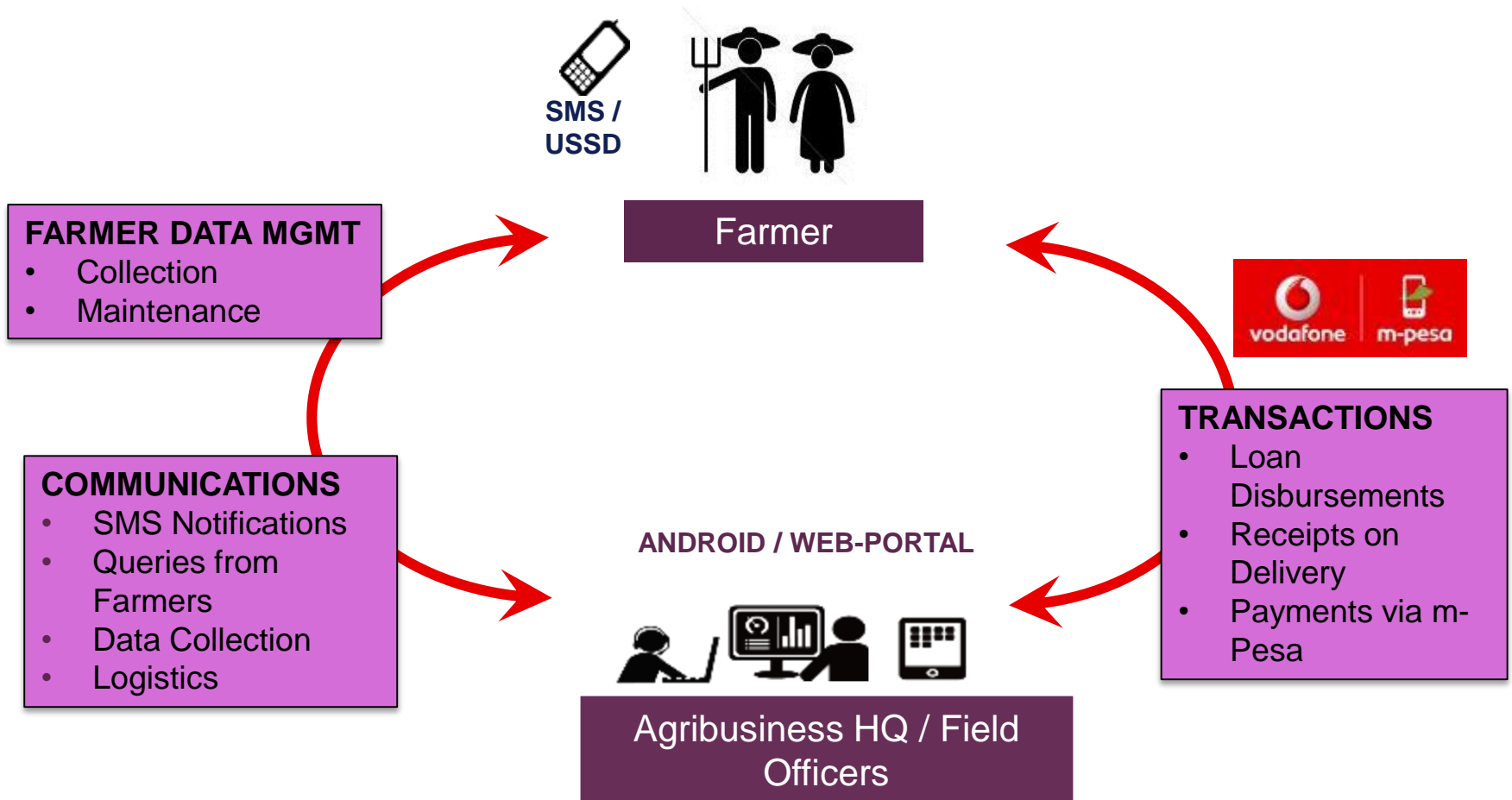


M-Pesa & Agriculture



Connected Farmer



M-Pawa Grassroots Education Campaign

M-Pawa is a savings and credit product in Tanzania.

Research uncovered:

- Lower knowledge and awareness of M-Pawa outside Dar Es Salaam
- Memorable ads, however people struggle to connect them to savings on the phone
- People unaware or uninformed about the loan
- Confusion on how to use the product
- People afraid of borrowing



Output rural financial education campaign with partners

