



Digital Literacy Training Guide:

A Guide for Mobile Money Agents and Digital Literacy Change Agents

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The GSMA Mobile for Humanitarian Innovation programme works to accelerate the delivery and impact of digital humanitarian assistance. This will be achieved by building a learning and research agenda to inform the future of digital humanitarian response, catalysing partnerships and innovation for new digital humanitarian services, advocating for enabling policy environments, monitoring and evaluating performance, disseminating insights and profiling achievements. The programme is supported by the UK Department for International Development.

Learn more at www.gsma.com/m4h or contact us at m4h@gsma.com

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Introduction

Welcome to the Digital Financial Literacy Training Guide! **The purpose of this guide is to prepare mobile money agents and digital literacy change agents to educate people in their communities about the benefits of mobile money services and how to use them.**

You will learn about the different ways people save, send and receive money, and how mobile money can make these financial transactions easier.

The training covers key aspects of mobile money transactions, including:

- The differences between traditional and digital financial transactions;
- The differences between traditional and digital financial services;
- Digital financial services and traditional financial services available in the community;
- Requirements for opening a mobile account and becoming a mobile money agent; and
- How to complete common digital financial transactions.

How to use this training guide

The guide has seven modules with clear instructions and guidelines for trainers on how to conduct training sessions with community members. However, do not feel limited by the information in this guide! You should feel free to use your own experiences and examples.

Definitions

General terms	
Digital literacy change agent	A local community member who promotes the use of digital financial services. The change agent shows other community members the benefits and possible uses of digital financial services, how to access them on their mobile phone and the best ways to use these services to promote their economic well-being. A digital literacy change agent should never promote services that they do not believe will improve the well-being of community members.
Digital financial services	Any type of savings, credit or insurance service that you access from your mobile phone or computer. This includes mobile money, mobile banking and other services.
Financial services provider (FSP)	A bank, microfinance institution (MFI), mobile money or other financial institution that provides savings accounts, loans and other financial services to the community.
Mobile money	A service in which money is stored electronically on your mobile phone. You can use your mobile phone to save, send and receive money or access other financial services.
Mobile money agent	An individual or business contracted by a mobile money provider (e.g. MTN) to facilitate mobile money transactions for users. These include deposits, sending and receiving money, registering new users and other transactions. Mobile money agents earn commissions from the mobile money provider and master agents for performing these services. They also provide customer care, including teaching new users how to complete mobile money transactions on their phone.

Loan terms	
Interest	<p>Interest (or service charge) is the amount of money you are charged by a financial services provider to take out a loan. The interest rate is calculated as a percentage of your loan amount.</p> <ul style="list-style-type: none"> Interest can be charged using either a flat or declining interest rate (see definitions below). Interest is charged on a monthly or yearly basis. The longer you have the loan, the more interest you are charged.
Declining interest rate	<p>A declining interest rate is calculated as a percentage of your current outstanding loan. Declining interest rates reduce over time as you pay down your loan.</p> <ul style="list-style-type: none"> The advantage of a declining interest rate loan is that it is always cheaper than a flat rate interest loan. The disadvantage is that it is harder to calculate and harder to understand.
Flat interest rate	<p>A flat interest rate is calculated as a percentage of your original loan amount. Flat interest rates stay the same throughout the course of your loan.</p> <ul style="list-style-type: none"> The advantage of a flat interest rate is that it is easy to calculate and understand. The disadvantage is that it always costs more money than declining rate loans.
Loan	<p>A loan is the amount of money that you borrow for a set period of time and agree to pay back, usually with interest.</p>
Loan collateral/ Loan security	<p>Collateral is something that you pledge as security for repayment of a loan, usually an asset or land title. If you default on a loan from a financial services provider, you must give them your collateral.</p>

Loan terms	
Loan default	<p>Failing to repay a loan. Financial services providers usually do not consider that you have defaulted on a loan until you are two to three months behind in payments. Communicating with the loan provider is important if you think you may default. Many loan providers will revise your loan payments or make other arrangements if you have a good reason for defaulting (for example, if you have an emergency and cannot repay).</p>
Loan fee	<p>Any additional fees and charges associated with your loan. For example, application fees, compulsory savings or others.</p>
Loan principal	<p>The original loan amount you take from a financial services provider.</p>
Loan term	<p>The length of the loan (number of months or years you take out the loan for).</p>
Outstanding loan	<p>The amount of money you currently owe on your loan. Your outstanding loan amount reduces when you start repaying your loan.</p>

Acronyms

- AML** Anti-Money Laundering
- FSP** Financial Services Provider
- KYC** Know Your Customer
- MFI** Microfinance Institution
- MNO** Mobile Network Operator
- P2P** Person to Person
- PIN** Personal Identification Number

Notes for trainers: how to facilitate community trainings

Being a good trainer is key to your success as a digital literacy change agent. Anyone can facilitate a meeting well, even shy people, as long as they know a few simple tricks. Here are some tips for being an effective trainer:



Be prepared!

- Plan what you want to say in advance.
- Plan and prepare all the materials you need to bring to the meeting in advance.
- Invite guest speakers early and let them know what they should speak about.



Keep the training focused!

- The leader of the group you are training should announce the agenda of the meeting and how long the meeting will take.
- Explain the purpose and objectives of the meeting.
- Keep the training on track and do not let it get sidetracked to unimportant topics.
- At the end of the training, summarise the main points so everyone remembers.
- At the end of the training, agree on action plans. Action plans are simple, practical follow-up actions that everyone should take after the training.



Create a positive atmosphere at the meeting so everyone feels like they can share their views without fear!

- Create a positive, friendly atmosphere with your participants.
- Praise the participants for sharing and participating.
- Call everyone by name.
- Make everyone feel comfortable speaking by being respectful of everyone's questions and comments.
- Patiently listen to others without making judgments.
- Do not make rude remarks if someone says something that is incorrect.
- Encourage training participants to actively participate and share their views by asking them questions and engaging them in discussions and activities. This will keep them alert and interested.
- Listen to people's answers and thank them for participating.



Be loud and clear!



Bring all the materials you will need

- At every training, you will need your flipbook, flip charts, masking tape, markers, pens, a phone and handouts describing mobile money and other financial products.



Invite and inform guest speakers early

- Invite any guest speakers well in advance of the training and explain to them what they should talk about so they can prepare and bring any materials they need



Review this training guide before each session.

Module 1

Time: 2.5 hours

Introductions and training approach

Learning objective:

Participants understand the goals, objectives and schedule of the training.

Materials you will need:

flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone

Session objectives:

1. Complete the pre-training knowledge assessment to determine their baseline knowledge of mobile money transactions.
2. Understand the goals and objectives of the digital literacy training.
3. Understand the training approach



Introduction to the training

Welcome to digital literacy training! **The goal of this training is to show community members how to use mobile money and other digital financial services, demystify the fears and challenges we have around mobile money and support new mobile money agents to come up.**

Getting people in your community to use mobile money is not as simple as showing them how to type in mobile money codes. People have fears about mobile money: about sending money to

the wrong person, about high fees, about losing their PIN and getting locked out of their account, etc. Many people are also not aware of all the mobile money products currently available and how they can benefit their lives. So, this training will focus on raising the community's awareness of mobile money products and their benefits, how to handle common challenges with mobile money and how to teach people to make mobile money transactions on their phones.

The specific objectives of the digital literacy training are to:

1. Increase awareness of mobile money services and other financial services available in the participants' community, and the advantages of these services in their lives.
2. Increase understanding of Know Your Customer (KYC) guidelines and the requirements for registering a mobile money account and becoming a mobile money agent.
3. Demonstrate how to complete common mobile money and other digital financial services transactions independently.
4. Show community members how to handle common challenges when completing digital financial services transactions.

Training approach:

The training approach will be participatory and activity oriented. Participants should be encouraged to speak up and share their experiences and views. Everyone is expected to participate in role playing activities, quizzes and small group discussions.

Training norms:

Ask participants to agree on the norms (rules) for the training. Some examples are:

- No mini-meetings;
- Respect everyone's opinions;
- Phones on silent; and
- Limit unnecessary movements.

Time: 1-2 hours

Activity 1 Pre-training knowledge assessment

Instructions for the pre-training knowledge assessment:

Before the training starts, you must complete the knowledge assessment with all participants to understand their knowledge and use of mobile money. To complete the knowledge assessment:

- Speak with each participant individually and ask them to answer the questions below; and
- Record their responses in the knowledge assessment questionnaire.

Collect all the answers and submit them with the post-training knowledge assessment to the organisation facilitating the training to receive a transport refund.

1. **Identify the literacy level of participants by asking them to write numbers 1 to 10 and write the words: mobile money.**
2. **What financial services are available in your community?**
3. **What are two benefits of using mobile money for your life and wealth?**
4. **What are two disadvantages of mobile money?**
5. **Name the types of mobile money services available in the local community.**
6. **Ask the participant to buy airtime on their phone (or your phone).**
7. **Ask the participant to check their mobile money balance on their phone (or your phone).**
8. **Ask the participant to show how to send money on their phone (they do not need to complete the operation, but they should get to the end of the transaction).**

Module 2

Time:
2 hours

The differences between traditional and digital financial services

Learning objective:

Participants are aware of and have adequate and accurate knowledge of the financial and digital services available in their area.

Topics covered:

- ✓ Traditional means of savings, savings groups, microfinance, banks
- ✓ Mobile money services
- ✓ Loan and agent banking services

Session objectives:

1. Identify financial services available in their community.
2. Discuss the various types of traditional financial services.
3. Describe the different types of digital financial services.
4. Identify the differences between informal financial services, traditional services (banks and microfinance) and digital financial services, and the advantages and disadvantages of each.

Materials you will need:

flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone



Introduction to traditional and digital financial services

Financial services like savings, loans and insurance are important in helping you to meet your long-term goals, like starting a business, investing in assets and keeping your business running. But, traditional financial services providers, like banks, require you to travel long distances to make your transactions in person. This means you must spend a lot of time and money travelling when

you could be doing other household and business activities. But now, with the introduction of mobile money and other digital financial services, you can complete your financial transactions more conveniently and efficiently. Let's learn the differences between traditional and digital financial services.

Time: 20 mins

Activity 1

Our experiences with traditional and digital financial services

Pass the ball

1. **Break participants into groups** of two people and ask them to discuss:
 - The types of financial services they have used in the last three years; and
 - Their most memorable experiences, both good and bad, with traditional financial services and mobile money services.
2. **Participants come back together** and form a large circle. Give a paper ball to one of the participants. Whenever a person takes the ball, they should share their most memorable experience with a traditional financial service.
3. **Participants pass the ball around** until most participants have spoken. The trainer writes their answers on the board/flip chart.
4. **Now, pass the ball around** and ask participants to share their most memorable experience with mobile money services.
5. **In plenary, ask participants** to reflect on what they shared during the exercise and discuss:
 - What are your thoughts about using different financial services?
 - Why might people be reluctant or fearful to use digital financial services?

Time: 1 hour

Activity 2

Use participatory role playing to show people the advantages of digital financial services

Now we are going to have a role play to help you understand and appreciate the benefits of using mobile money. There will be two parts to the role play. First, the trainers will act out an example role play, and then we will discuss the meaning of the role play as a group. Then, you will break up into small groups and make up your own role plays.

Trainers act out the following role plays:

Role play 1: Mr. Dudu and Ms. Dede

Mr. Dudu: "This season has been a good one for me. My daughter who is a nurse just sent a relative with UGX 100,000 for my medicine. I have also sent my bag of maize to Lodonga and it will fetch UGX 50,000. I keep the money in my box in the private room!"

Ms. Dede: "Oh no, do not do that!! You can keep that money in your mobile phone. Your daughter and the maize buyer can send you money direct on your phone. It is safer, faster and cheaper than having someone travel all the way to bring you money."

Role play 2: Hidden costs

Good morning, **Juma**, please inform my chairman that I will be late for the meeting today. I am rushing to Centenary Bank in Moyo to collect money from my son. I need the money to buy medicine.

Jane, this is very difficult. You will need to pay the "*bodaboda*" rider nearly UGX 10,000 to get to Moyo town. Besides, it will take you three hours going and coming back. The line in the bank is usually very long. Just ask your son to send the money on your phone using mobile money. That is cheaper.

Step 2: Participants break into groups of four and make up their own role plays on one of the following topics:

- Advantages and disadvantages of traditional financial services;
- Advantages of mobile money; or
- Disadvantages or challenges with mobile money.



Recap Module 2:

To summarise, when we say “digital financial services” we are talking about mobile money and mobile banking. What are the main advantages of digital financial services over brick-and-mortar financial institutions?

The main advantage of digital financial services is that they allow us to overcome the challenges of time and distance. With a mobile phone and a mobile money account, we can quickly and easily access financial services in our local community, perhaps even from our homes.

Advantages of digital financial services include:

- ✓ **Nearby:** No walking long distances to banks or MFIs for savings and loan services.
- ✓ **Saves time:** You can access money very quickly, which is very important if you have a lot of work and very little free time.
- ✓ **Increased security:** Keeping your money in a mobile money account is much safer than keeping it in your pocket or hidden at home.
- ✓ **Emergencies:** Send and receive money quickly to your loved ones in an emergency.
- ✓ **Affordable:** More affordable than the high transport costs you must pay to go to banks or miss work.
- ✓ **Eliminates travelling back and forth to banks:** If you have ever interacted with banks, you know there is a lot of back and forth. You often have to visit the bank three to four times before you can successfully open an account or apply for a loan.
- ✓ **Access new financial services that were never available to you before:** For example, pay-as-you-go solar or mobile banking.
- ✓ **Gateway to modern digital services:** Learning to use mobile money will give you a gateway to the internet and all the important information you need. This includes market information, tips on how to grow crops, which crops to grow in your area, how to battle crop pests and diseases and livestock diseases, phone contacts of information services, weather information, how to deal with children’s illnesses, information on bank accounts and which bank to choose. A lot of the information you need to prosper is available on the internet if you know how to find it.



Module 3

Time:
2 hours

Digital financial services and traditional financial services available in the community

Learning objective:

Participants are aware of the requirements and processes of different financial service products available in their community.

Topics covered:

- ✓ Mobile money products
- ✓ Other loan products and services
- ✓ Other savings products

Session objectives:

1. Recognise the benefits of mobile money products and microloans for their lives.
2. Understand the terms and conditions, requirements, loan sizes and loan terms (length) for microloans, using the Ugandan MFI RUFU as an example.
3. Understand fees and payments, such as interest rates, security, application fees, processing fees associated with loans and other requirements like membership and insurance.

Materials you will need:

Invite a loan officer from an MFI and an MNO representative to the training.

Prepare handouts describing traditional and mobile money service products available in the area.

Flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone



Introduction to mobile money products and services available in the community

The MNO representative will explain what mobile money services are available in the area and how they can benefit the lives of community members.

Example: MTN in Uganda

MTN financial products

1. Person-to-person (P2P) transfer

This enables mobile numbers with mobile money wallets to send and receive money to each other.

The service is now available to customers of MTN2MTN and MTN to send and receive money to Airtel, Africell and UTL customers.

- The user receiving the money can choose to cash it out, pay bills or save it in their account and earn interest.
- Users with MTN SIM cards can activate their MoMo Pay wallets by dialling ***165#** and setting up a secret PIN that will facilitate their transactions.

2. MTN MoMo Pay

Send payments for free to merchants onboarded to Momo Pay.

If you are a business, this service allows your customers to send money to you for free as well as many other benefits.

Benefits:

- Merchants can track their sales performance daily, weekly or monthly with reports available on ***165*3#**
- Transfer collected funds to your bank account instantly and for free.*
- Sell MTN airtime using the funds paid to you and earn a commission.
- Conveniently use collected funds to digitally pay suppliers, distributors, staff salaries or business utility bills.

How it works:

1. Sign up as a MoMo Pay merchant
2. You will be assigned a merchant code representing your MoMo Pay account
3. You will be able to view your MoMo Pay account statement using ***165*3#**

Costs:

- Your customers use the service for free; they will only pay the cost of the goods/services you have sold to them.
- The merchant will not be charged for receiving the money.
- To send money to a registered merchant, use ***165*3*Merchant code#**

Example: MTN in Uganda

MTN financial products

3. MoKash:

MTN's MoKash loan account is a savings and microloan service that allows you to borrow money in times of need or to grow your business. Loans are for a maximum of 30 days and a one-time fee of 9% is charged for each loan. In order to qualify for a loan, you need to be an MTN Mobile Money subscriber for six months, save on MoKash and actively use MoKash services.

Benefits:

- Convenience (you can transact from anywhere at any time)
- Paperless
- No minimum balance required
- No ledger fees incurred
- No transactional charges while moving money between MoKash and MTN Mobile Money
- Competitive interest rates on savings
- Access to unsecured microloans.

How it works:

1. Dial ***165*5#**
2. Select **"MoKash"**
3. Select **"Read Terms and Conditions"**
4. Enter mobile money PIN to accept Terms and Conditions
5. An SMS will be sent to you informing you that you are now activated on the MoKash service.

Costs and terms:

- 9% interest rate per month
- Maximum loan term is 30 days
- Maximum loan amount is UGX 1 million

Example: MTN in Uganda

MTN financial products

4. MTN Remittances

Remittances enable a customer to transfer or receive funds across borders to a mobile money recipient in another country. The remittance is received in the local currency of the recipient.

Benefits:

1. The ability to send and receive money.
2. Funds are received by the recipient on a mobile phone.
3. Charges are incurred by the sender.
4. No charges to the receiver unless they need to cash out the money from their mobile money account.
5. Minimum transaction limit is UGX 500.
6. Daily maximum transaction limit is UGX 7 million.
7. Maximum you can have in your account is UGX 15 million.

Time: 30 mins

Activity 1 Questions and answers

A local mobile money agent answers questions from the group about their products.

Time: 30 mins

Activity 2 Terms and conditions of financial products

The trainer or a local loan officer describes the products they offer and hands out a sheet of loan terms and a sheet defining the main terms.

Example: Loans from Ugandan MFI, RUFU

Group loans

Purpose	Working capital for your existing business
Target borrowers	Microentrepreneurs (petty traders) in groups of three
Initial loan size	UGX 100,000 or more
Collateral	Group guarantee (the group must repay on your behalf if you fail to pay)
Loan period	3-12 months
Repayment mode	Biweekly or monthly
Interest rate	3.5% per month, declining
Compulsory savings	15% of the loan amount
Loan processing fee	3% of loan
Membership fee	UGX 2,000 for each member of the group

Agricultural loan	
Loan type	Group or individual loans
Purpose	Working capital for your existing business Purchase of agricultural inputs Labour costs Equipment
Target market	Commercial farmers
Initial loan size	Depends on the size of your land Not exceeding 75% of the money you need to run your farm for the season
Collateral	Group guarantee, documented assets or land title
Loan period	4–12 months
Repayment mode	Varied, subject to grace period
Interest rate	3% per month, declining
Compulsory savings	7% for collateral in South Sudan and 3.5% of the loan amount for landed collateral in Uganda
Loan insurance fund	1.5%
Membership fee	UGX 2,000 per member

Questions and answers

The loan officer answers questions from the group about their loan products.

Time: 5 mins

Activity 3 Group discussion

Ask the group: How could these products improve your life and help you meet your financial and business goals?



Recap Module 3: Mobile Money

Example:

✓ **Sending and receiving money via MTN Uganda:** Dial *165#

✓ **MoMo merchant payments:**

Free to customers to send money to a registered merchant

Dial *165*3*Merchant code# to pay

✓ **MoKash savings and loan services:**

✓ **Loans are for 30 days at 9% interest per month**

Dial *165*5*1# to sign up

Example: RUF

Loans to fund existing businesses only:

✓ **Individual loan:**

Size: UGX 500,000+

Length: 3–12 months

Interest rate: 3.5% per month, declining

✓ **Agriculture loan:**

Size: Variable depending on land size and not more than 75% of the total funds required for your business (you must pay the rest).

Length: 4–12 months

Interest rate: 3% declining

✓ **Group loan:**

Size: UGX 100,000+

Length: 3–12 months

Interest rate: 3.5% per month

✓ **Centenary savings account:** RUF is a registered Centenary agent. Available through RUF.

Module 4

Time:
2 hours

Requirements for opening a mobile phone account

Learning objective:

Participants can list the requirements for opening a mobile phone account.

Topics covered:

- ✓ Opening a mobile phone account
- ✓ Completing digital financial services transactions

Preparation:

If possible, invite a staff member from the mobile money provider to explain the requirements to participants.

Invite a local loan officer.

Session objectives:

1. Describe the requirements for opening a mobile phone account and a mobile money account.
2. Identify the benefits of completing mobile money transactions on their own.
3. Discuss the risks associated with getting a mobile money agent to do transactions for them.

Materials you will need:

Flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone



Introduction to opening a mobile phone account

Now that we have discussed some of the challenges we face with traditional ways of saving and taking loans, and how digital financial services can help us, we will now learn how to open a mobile money account and start using these services.

Time: 45 mins

Activity 1

Guest speaker explains the benefits and steps to becoming a mobile money agent

1. **Tell participants** that you have arranged for a mobile money agent to speak to them about mobile money.
2. **Have the participants** sit in a semi-circle facing the seat where the guest speaker will be.
3. **Ask the participants** to listen very carefully as the speaker shares information with them.

Questions for the guest speaker:

1. Please tell the participants your experiences and how you registered for mobile money.
2. What are the challenges and possible barriers to registering for mobile money?
3. What are the benefits for community members in using mobile money services?
4. Can you explain what they can do if they forget their PIN?
5. Participants have fears related to using digital financial services. For example, that their money will be sent to the wrong phone number. Can you explain to them why this may happen and what they can do to avoid or address this problem?
6. How did you become a mobile money agent?
7. Encourage the participants to ask questions.

Time: 5 mins

Activity 2

Discussion in pairs

After the guest speaker has finished their presentation, participants pair up and discuss the most important thing they learned from the speaker.

Time: 30 mins

Activity 3

Small group discussion on challenges with mobile money

Participants break into small groups and share the challenges and fears people in their community may have about using digital financial services, and record their information in a notepad.

After five minutes, participants come back together and share their challenges and fears with the trainers and the mobile money agent, and the agent suggests solutions.

Challenges and solutions that may be discussed

Challenges	Solutions
Difficulty registering a SIM card	Bring in proper documentation. For example: <ul style="list-style-type: none"> • Refugee registration card • Refugee attestation card • National ID • Passport
Sharing personal phone account details (PINs) with people who go on to steal your money	Never share your PIN with anyone. Mobile money agents should not ask you for your PIN; they should ask you to enter it yourself. If you cannot read, share your PIN only with someone you trust completely OR make the effort to learn numbers 1 to 10. Women could reach out to other women who also want to learn and form a class, or ask your children to show you.
Fear sending money to the wrong person	The mobile money agent should tell you the name of the registered account you are sending money to before sending it. If they do not tell you, ask them the name.

Challenges	Solutions
Do not know what the transaction fees are	Transaction fees are listed on the mobile money posters at agent kiosks. If you cannot read and do not want to ask the agent, take a picture with your phone, or refer to the sheet we will share with your group.
Agent does not have any cash to give to you	Return at a later time when the mobile money provider has facilitated cash withdrawals for the agent.
Fear agent will withdraw additional money	You receive a text message after making a mobile money transaction. Check how much money the mobile money agent sent before you leave their shop.
The mobile money menu is in English and you cannot understand what it says	Adjust the language to one you more easily understand.



Recap Module 4:

Requirements for opening a mobile money account

- ✓ **Documentation that proves your identity. For example:**
 - National ID card;
 - Passport; and
 - Refugee registration documents or refugee attestation letter.



Module 5

Time: 2 hours

How to complete common digital financial transactions

Learning objective:

Participants can use mobile phones to complete common digital financial services transactions independently.

Topics covered:

- ✓ Completing common digital financial services transactions
- ✓ Phone settings and mobile money menus
- ✓ Overcoming common transaction issues
- ✓ Practicing new skills and on-going learning

Materials you will need:

Flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone

Session objectives:

1. Adjust the language settings on their phones and mobile money menu to make transactions more easily.
2. Complete common transactions like purchasing airtime, sending P2P transfers, mobile banking, sending and withdrawing money, paying for utility bills and school fees.
3. Identify and discuss the challenges they had completing the transactions and how to overcome common issues like losing their PIN, sending money to the wrong user and sending less or more money than they intended.
4. Enter the long code for common transactions as a contact on their phone.



Introduction to completing mobile money transactions

Completing common mobile money transactions requires understanding the settings of the phone being used and the mobile money menu. The user needs to practice and acquaint themselves with completing common transactions, such as buying airtime, making P2P transfers, mobile banking, and paying bills and other services. It is also very

important to be able to overcome the likely issues associated with losing a PIN, sending money to wrong numbers or sending wrong amounts. This takes practice, and participants should be encouraged to ask service providers or agents for help and to be vigilant about government policies.

Time: 1 hour

Activity 1

How to complete common mobile money transactions

Role plays and demonstrations

Using the picture books provided, show participants how to do the following common mobile money transactions:

Sending money

Example: MTN MoMo

Step 1: Dial *165#

Step 2: Select 1 – *Send Money*

Step 3: Select 1 – *Mobile User*

Step 4: Enter the number you want to send money to (*Example: 25677712345*)

Step 5: Enter reason for sending money (*Example: to buy 2 goats*)

Step 6: Enter your PIN number (*Example: 77707*)

Step 7: You will receive a message on your phone:

Yello you have sent UGX 110,000 to Odubo (25677712345). On 2019-11-14. Message: 2 goats. Your new MTN MoMo balance is UGX 130,000. ID 8273701673

Activity 1

How to complete common mobile money transactions

Receiving money

You will receive a message on your phone:

Yello you have received UGX 10,000 from Juma (256788880888) on 2019-11-14. Message: 2 goats. Your new MTN MoMo balance is UGX 16,000. ID 8273701673

Purchasing airtime

Step 1: Dial *165#

Step 2: Select 2 – *Airtime and Bundles*

Step 3: Select 1 – *Airtime*

Step 4: Select 1 – *Buy for Self*

Step 5: Enter amount – *2000*

Step 6: Enter your PIN number (*Example: 77707*)

You will receive a message on your phone:

*Yello you have loaded airtime worth UGX 2000 on (25677712345) Dada Musa. Your mobile money account balance UGX 13,000. DIAL*165# to buy voice or data bundle.*

1. Everyone practices purchasing airtime. They do not need to complete the transaction, to avoid spending money, but they should get to the end of the procedure.
2. Participants break into small groups of five. One of the participants plays the role of the teacher and shows the other members how to purchase airtime using mobile money. The other members should play the role of community members raising common problems with purchasing airtime.

One group will demonstrate their role play in front of the larger group. After the role play, the other participants should share the strengths, weaknesses and areas for improvement.

Time: 1 hour

Activity 1

How to complete common mobile money transactions



Requesting a loan

Step 1: Dial *165#

Step 2: Select 5 – *Savings and loans*

Step 3: Select 1 – *Mokash*

Step 4: Select 2 – *Loans*

Step 5: Select 1 – *Request loan*

Step 6: Enter amount of money you are requesting, for example, **10,000**

Step 7: Enter *PIN*

You will receive the message:

Your request for loan of UGX 10000 has been received and will be entered shortly. Ref 12345y33

You have received UGX 10000 MoKash (256780063124) on 2019-11-24 15:20:20. Message Loan approved. Your new MTN MoMo balance is UGX 28000. Id 8266660486.

1. Everyone practices opening a MoKash account. They do not need to complete the transaction, but they should get to the end of the procedure. Participants should help each other if there are any challenges.
2. Participants break into small groups of five. One of the participants plays the role of the teacher and shows the other participants how to open a MoKash account using mobile money. The others should play the role of community members raising common questions and challenges with opening a MoKash account.
3. One group will perform their role play in front of the group. After the role play, participants should share strengths, weaknesses and areas for improvement.

Time: 20 mins

Activity 2

Participants enter common mobile money transactions as contacts on their phones

Trainer guides participants to enter long codes for sending money, purchasing airtime and internet data bundles as “contacts” on their phones so they can easily access them when they need to.

Time: 20 mins

Activity 3

Solutions to common challenges people face when completing mobile money transactions

1. Participants come back together and discuss how easy or difficult it was to complete the transactions and common problems people in their community face when completing mobile money transactions.
2. Group members suggest ways to resolve common problems.

Common problems people face when completing mobile money transactions and potential solutions

Problem	Solution
Forgot their PIN	<ul style="list-style-type: none"> • Pick a PIN that they can memorise easily. • Visit a mobile money agent and they will call the service centre to reset their PIN.
Cannot read	<ul style="list-style-type: none"> • Change the language settings on the phone to a language they understand. • They should try to learn numbers 1-10. This will make it easier. • They should have a designated helper nearby who can help them with the mobile money transactions, but they should enter the PIN themselves. • Memorise the code for each transaction. (For example, buying airtime is *165*2*1*1#)

Problem	Solution
Difficulty registering their SIM card	Bring in proper documentation: <ul style="list-style-type: none"> • Refugee registration card from OPM • Refugee attestation card • National ID
Sharing personal phone account details (PINs) with people who go on to steal their money	They should never share their PIN with anyone. Mobile money agents should not ask them for their PIN; they should ask them to enter it themselves. If they cannot read, they should share their PIN only with someone they completely trust OR they should try to learn numbers 1 to 10. Women could reach out to other women who also want to learn and form a class, or ask their children to show them.
Fear sending money to the wrong person	The mobile money agent should tell them the name of the registered account they are sending money to before sending it. If they do not tell you, ask them the name.
Do not know what the transaction fees are	Transaction fees are listed on the mobile money posters at agent kiosks. If they cannot read and do not want to ask the agent, they should take a picture with their phone, or refer to the sheet that we shared with your group.
Agent does not have any cash to give them	Return at a later time when the mobile money provider has facilitated cash withdrawals for the agent.
Fear agent withdrawing additional money	They will receive a text message after making a mobile money transaction. They should check how much money the mobile money agent sent before they leave their shop.
The mobile money menu is in English and they cannot understand what it says	Adjust the language one they more easily understand.

Participants should discuss what they learned, including the easy parts and challenges of teaching people how to do mobile money transactions, and their recommendations for other trainers going out into the community to train community members how to do this work.



Recap Module 5:

✓ Sending money (via MTN Uganda):

1. Dial *165#
2. Press 1
3. Press 1
4. Enter phone number
5. Enter amount to send
6. Enter reason
7. Enter PIN

*Long code — *165*1*1*Phone Number*Amount#*

✓ Purchasing airtime:

1. Dial *165#
2. Press 2
3. Press 1
4. Press 1
5. Enter amount of airtime to purchase
6. Enter PIN

*Long code — *165*2*1*1*Airtime#*

✓ Making a merchant payment:

Example: Paying with MoMo Merchant Pay

1. Dial *165#
 2. Press 3
 3. Enter merchant code
 4. Enter amount to pay
- Enter PIN

*Long code — *165*3*Merchant Code*Amount to Pay#*

✓ Opening a mobile money account:

Example: Opening a MoKash account

1. Dial *165#
2. Press 5
3. Press 1
4. Enter PIN

*Long code — *165*5*1#*

Module 6

Time:
2 hours

How to become a mobile money agent

Learning objective:

Participants know the next steps involved in becoming a mobile money agent.

Topics covered:

- ✓ Completing common digital financial services transactions
- ✓ Phone settings and mobile money menus
- ✓ Overcoming common transaction issues
- ✓ Practicing new skills and on-going learning

Session objectives:

1. Understand the requirements to become a mobile money agent.
2. Understand the job roles and responsibilities of a mobile money agent.
3. Identify the potential challenges of being an agent, and practical solutions to overcome these challenges.

Materials you will need:

Flipbook, flipcharts, masking tape, markers, pens and notepads for participants, mobile phone

Preparation:

Invite a mobile money agent to speak to the group.



Introduction to becoming a mobile money agent

Trainer explains the requirements to become a mobile money agent, using the example of MTN in Uganda.

1. Requirements to become an MTN mobile money agent

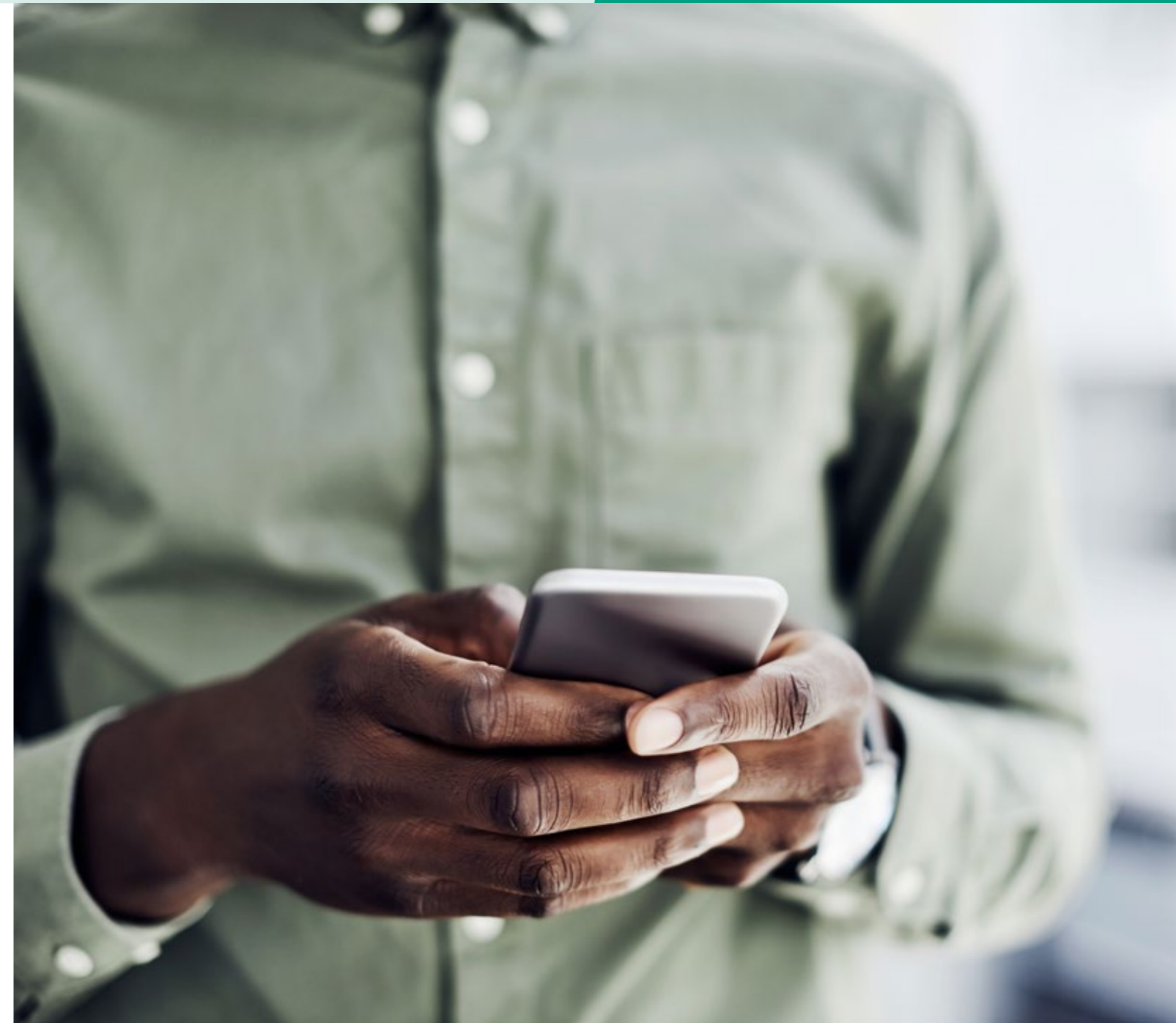
- You must have start-up capital of UGX 1,500,000 or UGX 1,000,000 if registering through a master agent or aggregator.
- Be registered as a limited company or sole proprietorship for a period not less than one month.
- Have a photocopy of a Certificate of Incorporation or documentation of sole proprietorship registration and a certificate of registration if the name on the trading licence is a business name.
- Have a physical or semi-permanent site from where you can operate the business.
- Have a photocopy of a certified memorandum and articles of association.
- Company bank statement/bank statement (one month).
- Have a photocopy of valid ID(s) of company director(s).

2. What you will need to start a mobile money business

- **Mobile phone:** Dual SIM feature is recommended.
- **A room or kiosk to use as your business space.** Make sure your shop is well branded with a sign and yellow paint so people know you are an agent.
- **Chair and a display table** with drawers where you can keep your supplies.
- **Transaction books**
- Ensure you are in a **busy location** where there are a lot of customers and where it is safe to operate your business.
- It is good to have at least **one other source of income** (like a retail business or solar business) so you will have liquidity (cash) to use as float at all times for your mobile money business.

3. Roles and responsibilities of mobile money agents

- Registering mobile money customers;
- Depositing cash into registered customer accounts;
- Processing cash withdrawals for registered and non-registered customers;
- Educating customers about mobile money;
- Conducting airtime sales;
- Registering SIM cards; and
- Complying with the business practices of the mobile money provider.



Time: 20 mins

Activity 1

Group discussion on challenges and fears about becoming a mobile money agent

Participants will share their questions, challenges and fears about becoming a mobile money agent, and you should share best practices based on your experiences. If you do not feel that you will be a good speaker, ask another agent to join you for this module.

Module 7

Time:
2 hoursAction
plans**Learning objective:**

Participants identify practical actions they will take after the training to promote digital literacy in their communities.

Materials you will need:

Flipbook, flipcharts, masking tape, markers, pens and notepads for participants

Session objectives:

1. Develop a plan for how to train group members or 20 other people in the community about mobile money.
2. If participants choose to, they can form groups of 2–3 people and conduct their trainings together.
3. Develop a plan for how to support groups to practice and seek on-going support after the training.

Time: 10–15 minutes

Activity 1

Participants break into small groups and develop individual action plans to train local savings groups and farmer groups in digital literacy

Each team of two trainers will train two groups each.

The action plans must include:

1. Names of the two groups they plan to train;
2. Names of the people who will be training the groups;
3. When the trainings will take place; and
4. Materials that will be needed.

Time: 1-2 hours

Activity 2 Post-training knowledge assessment

Instructions for the pre-training knowledge assessment:

Before the start of the training, trainers must complete the knowledge assessment with all participants to understand their knowledge and use of mobile money. To complete the knowledge assessment:

- Speak with each participant individually and ask them to answer the questions below; and
- Record their responses in the knowledge assessment questionnaire.

Post-training knowledge assessment

1. What financial services are available in your community?
2. What are two benefits of using mobile money for your life and wealth?
3. What are two disadvantages of mobile money?
4. Name the types of mobile money services available in the local community.
5. Ask the participant to buy airtime on their phone (or your phone).
6. Ask the participant to check their mobile money balance on their phone (or your phone).
7. Ask the participant to show you how to send money on their phone (they do not need to complete the transaction, but they should get to the end of it).

Annex 1



Notes for trainers

The following notes are intended to help trainers learn more about how mobile money works and to answer any questions training participants may have.

What is mobile money?

Mobile money is the transfer of money using a mobile phone. The service enables people to send, receive or store money on their mobile phones. It can be accessed on any mobile device, including smartphones and feature phones.

Mobile money is one of the fastest, most secure

and most convenient money transfer services. Users can send money to any part of their country from anywhere in just minutes. Today, mobile money has integrated with other financial industries, including e-commerce, making it easier for users to make everyday transactions.

Definitions of common mobile money terms

Agent: An agent is a person or business that is contracted by a mobile money provider (e.g. MTN) to conduct mobile money transactions for users. Sometimes, agents register new customers. Agents are paid on commission to provide these services.

Aggregator: A person or business that is responsible for recruiting new mobile money agents. Sometimes an aggregator is also known as a *super agent*.

Airtime: The amount of money on your phone that allows you to talk or send messages from your phone. You can purchase (load) airtime from

a mobile money agent or from your mobile money balance.

Anti-money laundering (AML): A set of rules that attempt to detect and prevent the use of financial services for money laundering or to finance terrorism. The global standard-setting body for AML rules is the Financial Action Task Force (FATF).

Bearer: A mobile channel through which instructions are communicated between a customer's handset and a mobile money application platform. Mobile network operators (MNOs) provide the "bearer channel" in any

deployment, sometimes for a fee to compensate them for the cost of data traffic. The most commonly used bearer channels are USSD, SMS and GPRS.

Cash in: A process by which a customer credits their account with cash. This is usually done through an agent who takes the cash and then credits the customer's mobile money account.

Cash out: A process by which a customer deducts cash from their mobile money account. This is usually done through an agent who gives the customer cash in exchange for a transfer from the customer's mobile money account.

E-money: Short for "electronic money." This is money held in the accounts of users, agents and the mobile money provider. Typically, the total value of e-money is mirrored in (a) bank account(s), so even if the mobile money provider service fails, users could recover 100 per cent of the value stored in their accounts. However, bank deposits can earn interest while e-money cannot.

Float: The balance of e-money, physical cash or money in a bank account that an agent can immediately access to meet customer demands to purchase (cash in) or sell (cash out) electronic money.

G2P: Government to Person

Informal financial services: Financial services offered by unregulated entities, for example, savings groups.

Interoperability: The ability of users of different mobile money services to transact directly with each other.

Know Your Customer (KYC): Rules related to anti-money laundering (AML) that require providers to complete certain procedures to verify a customer's identity.

Liquidity: The ability of an agent to meet customers' demands to purchase (cash in) or sell (cash out) e-money. The key metric used to measure the liquidity of an agent is the sum of

their e-money and cash balances (also known as their float balance).

Master agent: A person or business that purchases e-money from an MNO wholesale and then resells it to agents, who in turn sell it to users. Unlike a super agent, master agents are responsible for managing the cash and electronic value liquidity requirements of a particular group of agents.

MNO: Mobile Network Operator

Mobile banking: Accessing a mobile bank account and performing transactions through a mobile phone.

Mobile money: A service in which a mobile phone is used to access financial services.

Mobile money transfer: The movement of value from a mobile money account to another through the use of a mobile phone.

Personal Identification Number (PIN): A secret number unique to you that allows you to make transactions from your phone, such as access money from your mobile money account or send money to someone. You should never share your PIN with another person.

Platform hardware: Software that enables the provision of a mobile money service.

Regulator: An entity or organisation that has supervisory authority over financial institutions in a particular country. For example, in Uganda, the regulator is Bank of Uganda.

Super agent: A business, sometimes a bank, that purchases electronic money from an MNO wholesale and then resells it to agents, who in turn sell it to users.

Roles of mobile money agents

- Registering mobile money customers;
- Depositing cash into the accounts of registered customers;
- Processing cash withdrawals for registered and non-registered customers;
- Educating customers about mobile money;
- Conducting airtime sales; and
- Registering SIM cards.
- Complying with the business practices of the mobile money provider

Requirements to start a mobile money business

- At least two transaction lines. It is recommended that you use mobile money providers with the largest market share in your country.
- Mobile phone: Dual SIM feature recommended.
- Retail space, such as a room or a kiosk. If you cannot afford the rental fees, rent something smaller, like a veranda.
- Furniture, including a chair and a display table with drawers where you can keep your supplies.
- Transaction books
- Busy location
- Trusted employee/operator if you cannot run the business yourself.

How to get started

Once you have met all these requirements, you can take one of three approaches to get started:

- Hire mobile money transaction lines;

- Get transaction lines through a master agent or aggregator; or
- Register for mobile money transaction lines directly from MNOs.

Getting a mobile money line through a master agent or aggregator

Aggregators and master agents are individuals or companies that are authorised by an MNO to recruit and manage agents in their territory of operation. Master agents distribute e-money to ordinary agents, license you as a mobile money agent and issue you mobile money transaction lines. Earnings are based on commissions and, depending on the aggregator, you are required to pay them a percentage of your commissions, up to 10 per cent.

To be licensed as an agent through a master agent or aggregator, you must have the proper documentation and sufficient resources. In Uganda, you will need:

- Original national ID or passport;
- Introduction letter from LCI;
- A deposit of UGX 80,000;
- A completed application; and
- A starting float of at least UGX 2 million.

Key factors for a successful mobile money business

Launching a successful mobile money business can be a challenge. The following factors are critical to the success of a mobile money business in this competitive industry.

1. Strategic location

The location of your business will determine the success of your business. Since the commission payouts on every transaction are small, it is important that you choose a relatively busy area because the more the transactions you perform, the more money you will make. It is recommended that you set up your business in locations such as busy trading centres, market areas, arcades, taxi parks, taxi stages, populated suburbs, corners of busy roads, commercial buildings, etc.

2. Trusted operator

If you cannot run the business yourself, employ an operator who is trustworthy. Otherwise, you are bound to fail.

Since mobile money is a business that handles money, you will need to hire an honest employee or operator with a high level of integrity. Do a thorough background check on the person you plan to hire to operate your mobile money kiosk.

3. Literate operator

It is important that you employ someone who has gone to school and has at least a UCE certificate. Since the nature of the work is making

calculations, the operator must have good mathematical skills. Every customer is different and will have different transaction requests. The operator must be able to determine the amount of transfer requested by the customer correctly and as quickly as possible.

4. Good customer care

This is very important to the success of your business. Speak nicely to your customers, give them attention when they arrive and politely answer all their questions. Good customer care will get you loyal customers who will use your services often and sometimes recommend your shop to their friends, too.

5. Float availability

Customers will come to your shop to either deposit, send or withdraw money. Always ensure that you have enough float/cash to meet the demands of all your customers. For example, if a customer asks you to withdraw/send a large amount and you do not have it either in cash or e-float, the customer will move on to the competitor's shop and might never come back to your shop again. Do not give opportunities to your competitors. Always have enough e-money and cash. Remember: if you develop a reputation for always having enough float and cash, you will get more returning customers and more commissions.

Challenges of running a mobile money business

Like any other business, running a mobile money business can be challenging. Some of the challenges you will likely encounter are:

1. Competition

The mobile money industry is becoming more competitive as new agents enter the market every year. In some communities you can find a mobile money kiosk on nearly every corner.

2. Theft/cash robbery

Some criminals target mobile money agents while they are on their way to deposit money

and steal their cash. Some mobile money agents also expose their PINs to customers who could be thieves. These thieves then steal the phone used for transactions and cash out the available balance with the agent's PIN. To avoid this, cash should be handled discreetly.

3. Dishonest operators

Some dishonest operators will collude with fraudsters and create a loophole to defraud their employer/boss and then blame it on unintentional mistakes.

4. Connectivity problems

Some areas, especially rural communities, face network problems where the service can go down completely, causing losses.

5. Mobile money tax

The introduction of mobile tax in some countries is affecting mobile money operations. The demand for mobile money services has declined as many people have resorted to using traditional banks or delivering money in person.

Side businesses you can run with your mobile money business

Below is a list of other products and services you can offer alongside mobile money services to supplement your income and ensure your liquidity.

- Airtime sales;
- SIM card sales;
- SIM card registration;
- Mobile money subscriber registration;
- Sell products on behalf of telecoms; or
- Sell soft drinks.

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For more information, please visit the
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