

THE FINANCIAL INCLUSION ADVOCACY CENTRE

"Pacesetters in Practice Based Trainings"



UNDERSTANDING GENDER GAP AND DIVERSITY AS A SEGMENTATION STRATEGY TO PROVIDE NEED-BASED FINANCIAL SERVICES TO AGRICULTURAL AND RURAL WOMEN IN AFRICA - INSIGHTS, APPROACHES AND OPTIONS

NAIROBI, KENYA.

May 16TH - 20TH, 2022

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The Financial Inclusion Advocacy Centre is an international action-oriented and practice based think-tank geared toward promoting sustained financial inclusion and responsible microfinance. The Financial Inclusion Advocacy Centre's mission is to build the institutional strength and outreach of the inclusive finance sector, by providing a full range of high-quality, best-practice technical inputs and support to all industry stakeholders, in a sustainable and demand-driven manner. As an independent support centre, FIAC is committed to promoting innovations, transparency, and enhanced access/outreach especially to the poor and thereby contributing to United Nation's Sustainable Development Goals (UNSDG # 1) and its sub-goals, which include achieving 100% financial inclusion by 2030 across the globe.

COURSE OBJECTIVE:

This 5-module training programme provides the foundational materials, tools and sound practices for financial services providers intending to work collaboratively with devel-

opment partners to construct robust gender-intelligent, need-based products to expand their women portfolio and advance the female economy. It is designed as a transformative course for top management (CEOs, COOs, CFOs, etc) of financial institutions, as well as social investors, educators and regulators seeking a turning-point in the delivery of more inclusive and gender-balanced financial and non-financial services in segmented and non-segmented markets that will work for women and girls.

INTERACTIVE:

The teaching methodology is based on solid experiential learning and it has minimal lectures. Sessions have extensive group work, real life case analysis, group and plenary discussions and individual, group and plenary presentations.

PROFOUND:

Sufficient time is allotted to each of these complex technical modules to ensure maximization in the learning.

INDIVIDUAL ORIENTED YET FACILITATING CUMULATIVE LEARNING

Participants will be exposed to an array of technical and innovative

developments in the microfinance and financial inclusion space and will get the time to network with each other as well. State of the out knowledge will also be provided. Most importantly, a lot of the learning will come out of the cumulative experiences.

FACULTY

Facilitators with several decades of solid exposure to the financial inclusion sector and related fields share their diverse experiences from across the world to set up a truly unique learning experience

WHO SHOULD JOIN THIS UNDERSTANDING GENDER GAP AND DIVERSITY AS A SEGMENTATION STRATEGY TO PROVIDE NEED-BASED FINANCIAL SERVICES TO AGRICULTURAL AND RURAL WOMEN IN AFRICA - INSIGHTS, APPROACHES AND OPTIONS?

The course intends to enhance and update the knowledge and skills of government and private policy makers in the areas of agriculture and financial inclusion; and in particular Microfinance Operators (Board Members, CEOs, COOs and CFOs), Regulators, Donors, Educators and other Stakeholderstt

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TUITION AND ACCOMMODATION EXPENSES

The total fee for this **Understanding Gender Gap and Diversity as a Segmentation Strategy to provide need-based Financial Services to Agricultural and Rural Women in Africa - Insights, Approaches and Options** is **\$ 2,500.00**.

- This fee includes the course fee, all training materials and full-board accommodation in a 4-Star Hotel in the heart of Nairobi.
- Fees without accommodation is \$1,250.00
- Handouts, documentation and background literature will be assembled in a comprehensive participant hand book which will also be provided on USB device by the end of the training.
- Delegates will be picked from the airport to the hotel.
- The fees also include two guided Tours on two evenings & a dinner.



Course Content

MODULE SUMMARY

- Module 1 – Gender Concepts, Conventions & Covenants
- Module 2 – Gender Product Development Process
- Module 3 – The Female Economy
- Module 4 – Gender Centric Products
- Module 5 – Funding & Funders

MODULE BREAKDOWN

- 1 – Gender Concepts, Conventions & Covenants
 - a) Introduction and Welcome Remarks
 - b) Course Objectives and Contents
 - c) Pre-Training Stimulation Test
 - d) Gender Norms and Behavioural Context
 - e) Gender Gaps and Women Financial Inclusion
 - f) Financial Alliance for Women
 - g) Local and National Gender Policies
 - h) International Gender Conventions, Declarations & Treaties
 - i) UN SDGs and Women Inequality
 - j) Unequal Opportunities – Sympathy or Empathy



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COURSE CONTENT

MODULE 2 – GENDER PRODUCT DEVELOPMENT PROCESS

- a) Breaking and Changing The Norms
- b) Gender Gap and Exclusion Indicators
- c) Women Financial Inclusion KPIs
- d) Gender Awareness Supervision Toolkit
- e) Gender Survey And Baseline Profiling Tool
- f) Board Approved Gender Policy
- g) Staff Training and Gender Skills Development
- h) Methodologies and Models
- i) Monitoring and Evaluation
- j) Consumers' Protection Protocols
- k) Gender Impact Assessment.

MODULE 3 – THE FEMALE ECONOMY

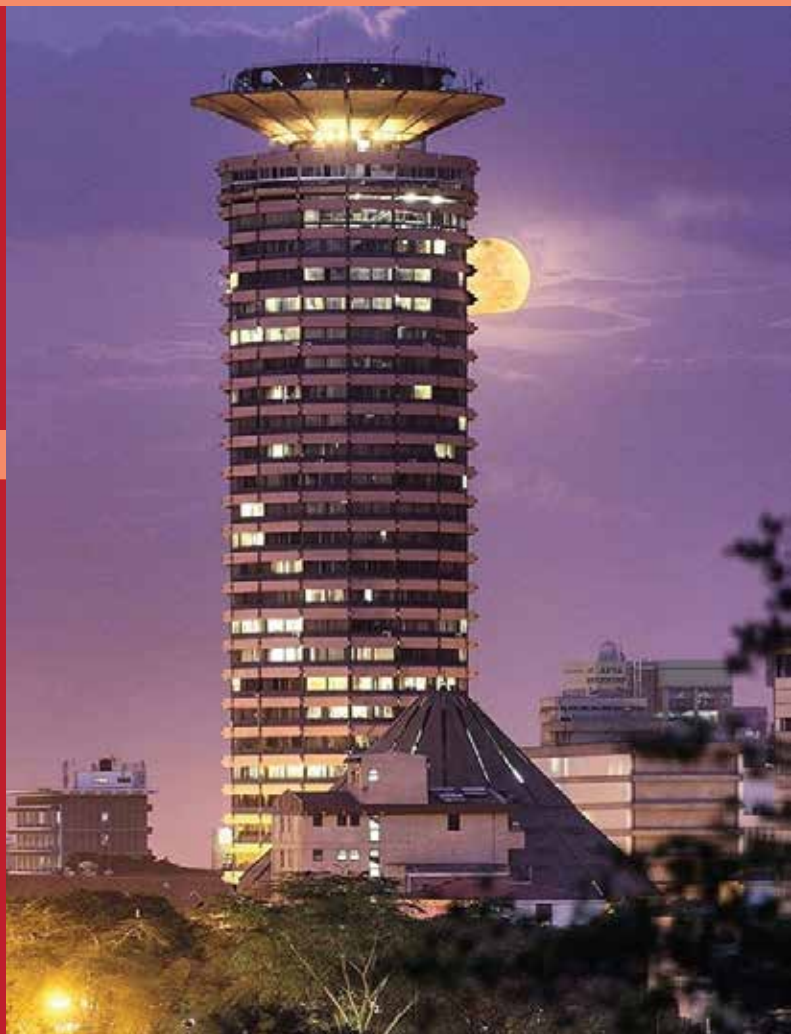
- a) Closing the Gender Gap – Norms & Non-Norms Interventions
- b) Making the Markets Work For Women
- c) Addressing Financial System Constraints
- d) Integrating Gender Into the Financial System
- e) Gender Centric Products Development
- f) Women and Digital Identification
- g) Financial and Digital Literacy
- h) Women in Agri-Business and Digital Entrepreneurships
- i) Promoting Inclusive Regulations and Policies

MODULE 4 – GENDER CENTRIC PRODUCTS

- a) Green Finance
- b) Climate Adaptation Finance
- c) WASH Loans
- d) Off-Grid Clean Energy
- e) Dairy Farming Financing
- f) Smallholders Out-grower Schemes
- g) Artisanal Fishery Financing
- h) Winter Cropping & Gardening
- i) HIV/AIDS and Microinsurance
- j) Mobile Money and Female Agents, etc.

MODULE 5 – FUNDING & FUNDERS

- a) Donors/Promoters of Women Financial Inclusion
- b) Local and International Funding Partnerships
- c) Funding Solicitations and Grant-making
- d) Funding Mechanics, Magnetics and Enhancers
- e) Social Investors - Quasi Equity, Grants & Guarantees
- f) Bilateral and Multilateral Investment Funds
- g) Non-Cash Fundraising & Instruments
- h) Institutional, Financial and Social Ratings
- i) Funding, Key Performance Indicators and Reporting
- j) Funding and Ethical Issues



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FACULTY

Hand-selected faculty with many years of exposure and experience gained from both academia and industry share their experience with the delegates. For this course the faculty is

Bola Garbadeen has over the past 25 years been working, researching and consulting for a number of organizations including UNDP in Somalia (Bank of Somaliland), World Bank in Kenya, DFID and DAI in Ethiopia, Aga Khan in Zanzibar, Pride Tanzania (Microfinance Bank) and Tai Mobile Financial Services in Tanzania, Bank of Industry and World Bank assisted Growth and Employment Program in Nigeria, Government of Botswana and Government of Zanzibar among others. His competence, experience and training presentations span such areas as women and youth financial inclusion, design and implementation of microfinance projects, agricultural value chain development, MSMEs business development services and human capacity building, as well as project management, monitoring & evaluation and fundraising. Previously, he worked for two microfinance institutions in Kenya and Malawi as CEO and Technical Advisor respectively; after leaving the banking sector as General Manager in Uganda. Between 2014 and 2017, Bola was seconded by IFAD/FGN Rural Financial Institutions Building Programme as Technical Advisor of National Association of Microfinance Banks (NAMB, Nigeria) comprising over 1,000 MFBs. Bola has authored several articles published in Uganda Institute of Bankers' journals and a number of conference presentations to Financial Inclusion Products Working Group, Central Bank of Nigeria, NAMB and others. He also wrote many concept papers, technical proposals and other solicitations that won funding from USAID, DFID and UNCDF. He attended several trainings and conferences in Canada, Italy, South Africa, Malaysia, India and Bangladesh

TRAINING VENUE

Training activities will take place at a top-notch hotel in the heart of Nairobi, Kenya. Participants will be accommodated in the same hotel

LANGUAGE

The language of instruction will be English. No translation will be provided.

APPLICATION:

The application deadline for the course is 6th May, 2022. Please note that we do select applications on a first-come, first-served basis. Nevertheless, we will try to form a group of participants with complementary experiences and backgrounds. The number of participants is limited to 30

REGISTRATION

Please fill the attached registration form and send to info@financialinclusionadvocacy.org

DEADLINE:

All registration forms should be submitted by 6th May, 2022, late applications will be considered subject to availability.

CANCELLATION POLICY

You may make a substitution, without charge, at any time before the start of the course but all cancellations must be confirmed in writing. Cancellations received more than four weeks prior to the start of the course are not subject to any penalty. Cancellation received after that will entail the following penalties: two to four weeks 50% of the course fee; less than two weeks 100% of the course fee. If written notification is not received and you do not attend, the full course fee will be retained as a cancellation charge

REGISTRATION FORM

Understanding Gender Gap and Diversity as a Segmentation
 Strategy to provide need-based Financial Services to Agricultural and
 Rural Women in Africa - Insights, Approaches and Options

TITLE	
FIRST NAME	
LAST NAME	
ORGANISATION	
ADDRESS	
TELEPHONE	
EMAIL ADDRESS	
ACADEMIC QUALIFICATION	
EMPLOYMENT STATUS FOR THE LAST FIVE YEARS	
CAREER OBJECTIVE AFTER COMPLETION OF COURSE	
DATE OF ARRIVAL	
PAYMENT MUST BE MADE BY BANK TRANSFERS. BANK DETAILS ARE PROVIDED AFTER SUCCESSFUL REGISTRATION AND INVOICE ISSUED	

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