



**'A PENNY TODAY FOR A POUND TOMORROW'**

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# **PERSONAL FINANCE**

پاکستان

# INTRODUCTION



- RED FLAGS
- 'World Bank raises the red flag over drop in Kenyans' savings' – that was the heading of an article on Business Daily of Thursday March 10 2016.
- Various Funds – Women, Youth etc

# THE PROBLEM :



- Poor Savings Culture
- 'Harambee' mentality
- Cultural practices
- Low levels of Financial Literacy and Money management education
- Lack of broad-based, and all-inclusive grassroots initiatives
- Others ...



# THE WAY FORWARD : 'Akiba Ya Kesho'



## A SIMPLE MODEL WITH 4 ELEMENTS :

- STRATEGIC PARTNERSHIPS + PILOT PROJECTS
- FINANCIAL LITERACY TRAININGS
- SAVINGS CAMPAIGNS AND COMPETITIONS
- CHAMPIONS AND BRAND AMBASADORS

# THE WAY FORWARD : 'Akiba Ya Kesho'



# THE WAY FORWARD : 'Akiba Ya Kesho'



- **STRATEGIC PATNERSHIPS + PILOT PROJECTS**
- Partnerships and coalitions of the willing
- National and county governments,
- Financial services providers,
- Religious bodies, b
- Business organizations,
- Education institutions
- Financial literacy educators.



# THE WAY FORWARD : 'Akiba Ya Kesho'



- **FINANCIAL LITERACY TRAININGS**
- Offered to various organized groups,
- Opinion leaders + organized groups
- Youth, Women, SME's
- Schools

# THE WAY FORWARD : 'Akiba Ya Kesho'



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## ■ **SAVING CAMPAIGNS AND COMPETITIONS**

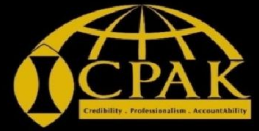
- Mobilize savings
- Raise awareness
- Increase total pool of national savings
- Benefits for all the coalition partners

# THE WAY FORWARD : 'Akiba Ya Kesho'



- **CHAMPIONS AND BRAND AMBASADORS**
- Akiba Ya kesho Brand Ambassadors
- Savings' Champions
- To Inspire + Keep momentum

# THE WAY FORWARD : 'Akiba Ya Kesho'



# THE WAY FORWARD : 'Akiba Ya Kesho'



- MY 'PENNY TODAY FOR A POUND TOMORROW' STORY ....

- What is your story ?

## ■ ACTION PLAN :