

## GET CONNECTED! FINANCE AT YOUR FINGERTIPS PRESENTED BY CARE PERU



### PROBLEM STATEMENT

According to the National Financial Inclusion Strategy (2015), the first persons excluded from the Peruvian financial system are "women with low levels of education who live in rural areas". Women from rural areas have low financial capacity, reflected both in poor financial education and restricted access to the financial system and control over their economic resources. The lack of access to financial services prevents the development of women's enterprises, as well as their full participation in power structures and in the adoption of decisions.

### OUR SOLUTION

The project "Get Connected! Finance at your fingertips" proposes to connect 2,200 women from poor communities in rural and urban outlying areas of Piura and Junín to the financial system in a period of 14 months.

Through the development of a mobile application that presents lessons in financial education, and the support of a call center that offers support and follow-up calls for each lesson, Get Connected! will greatly improve access to financial education for rural women. Face-to-face workshops with representatives of financial institutions will facilitate the integration of women participants in the financial system, further empowering them and improving the well-being of their families.

### WHY IT WORKS

In Peru, most financial education programs have implemented traditional methods, requiring poor women from remote areas with little free time to travel to the training site. Get Connected! overcomes these barriers through a partially face-to-face financial education program that incorporates a highly interactive mobile learning app. The application works off-line, arrives at the home of the participants through the local facilitators, and contains an integrated monitoring system.

### LOOKING FORWARD

The Get Connected! initiative has the mission of becoming CARE Peru's flagship program in financial inclusion and aims to be an innovative model that can be replicated and scaled in other countries. CARE Peru proposes that 200,000 Peruvian women be active users of financial products by 2020, and that partners in other countries adopt the Get Connected! initiative to further women's economic empowerment worldwide.

