

CLOSING INDIA'S FINANCIAL GENDER GAP

Between 2011 and 2014, 700 million people around the world gained access to a formal financial account for the first time. While this feat represents a great step toward advancing financial inclusion, throughout emerging markets, a financial gender gap persists, with women lagging men when it comes to access to basic financial services, like a checking or savings account. Omidyar Network has commissioned recent research that sizes the financial gender gap in India and highlights trends, challenges, and opportunities for financial services providers.

THE GAP IS NARROWING



More women are getting access to formal banking services

6%

Reduction of the gender gap in ownership of savings accounts:



In 2015:

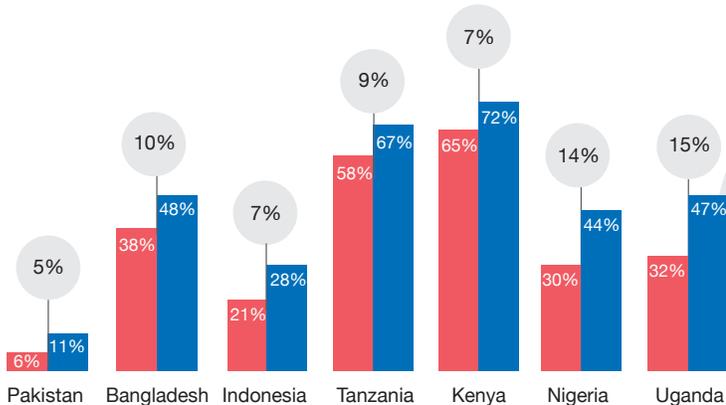
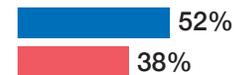
8%

gap in access to financial services



14%

gap on usage of financial services



8%



India is outpacing its peers in connecting women to the formal financial system



The PMJDY government program has helped to reduce the number of financially excluded women by

20%

THE NUMBER OF FINANCIALLY EXCLUDED WOMEN REMAINS HIGH



280 million

Indian women

62% of all women

in the country don't have a bank account or are not active users of one

That is more than the population of Indonesia, the **4th largest country** in the world!



1 out of 4 financially excluded women in the world is Indian



45%

of women with a college education are financially excluded



50%

of women who earn more than \$2.50 a day are financially excluded

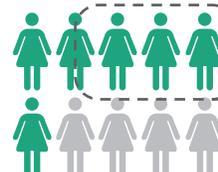


The gender gap is consistent across income and education levels



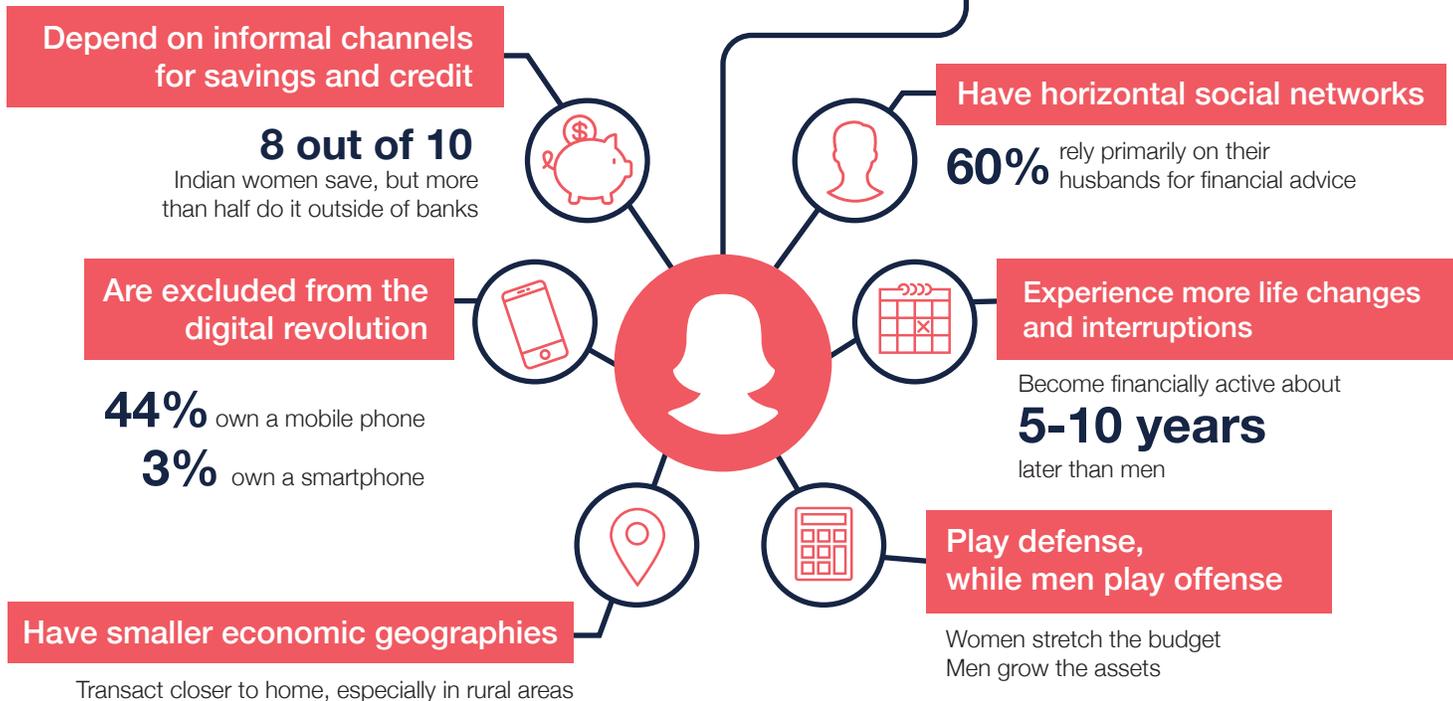
Even when women have access, they still don't use formal financial services

6 out of 10 women in India have access to a bank account



but fewer than **4 out of 10** women actively use it

UNDERSTANDING THEIR BARRIERS IS CRITICAL



GOOD FOR WOMEN, GOOD FOR BUSINESS



Appropriate products can unlock **\$40 billion** in savings balances

What do women want?



Flexibility, liquidity, privacy



Effective communications



Access and convenience

GOOD PRODUCT DESIGN



Caters to low, inconsistent incomes

Structure fees to encourage small value savings



Offers tools to manage day-to-day transactions and risks

Retail lay-away plans, flexible financing



Leverages social networks

Multi-payer accounts to allow remitters' support



Supports life transitions

Low barriers for account reactivation



Is accessible and welcoming

Offer new products through groups to encourage use

India gender gap data compiled by Dalberg through analysis of public available sources, including: Intermedia FII (2015), Reserve Bank of India Basic Statistical Returns of Scheduled Commercial Banks in India Vol. 44 (2015), and PMJDY Progress Report (2016). Behavioral insights sourced from "A Buck Short" by Bankable Frontier Associates (BFA), using financial diaries data collected in India, Mexico, and Kenya.

