GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

FINDEV CYBERLETTER

27TH EDITION

EDITOR'S NOTE

Welcome to Gallup Pakistan's FinDev Cyberletter.

The principal purpose of this Cyberletter is to inform its readers of the latest developments in the financial industry across the globe, particularly in the realms of Financial Inclusion and Digital Financial Services (DFS), where efforts are being undertaken by both private and government sectors. This is the 27th monthly issue of the FinDev Cyberletter series. Each issue of the FinDev Cyberletter will focus on a particular theme within the broader area of financial inclusion and related topics. This newsletter is divided into three main sections. The sections are:

1) NEWS ROUNDUP – This section will cover the latest happenings in the financial services industry in Pakistan.

2) INITIATIVES – Constant work is being undertaken by experts, governments and research organizations in order to enhance the understanding of, and to find solutions to the challenges encountered within the financial services industry. This section will aim to cover some of these research initiatives, both locally and internationally.

3) DATA VISUALIZATIONS & STATISTICAL FIGURES - Research backed by data not only increases its credibility but also helps paint an accurate picture of the situation at hand. This section will contain graphical representations of data on various relevant topics

A diligent effort has been made to ensure that the content extracted from external sources has been cited and given due credit. In some cases, excerpts from the original articles have been extracted.

To access the original articles, please click on the link provided at the end of each article. In case of any errors or omissions, we would like to apologize and would be eager to rectify the changes at the earliest. For feedback, comments or questions, feel free to write to us at caf@gallup.com.pk.

Warm Regards,
The Gallup Pakistan Financial Inclusion Team
Led by Bilal I Gilani (Executive Director, Gallup Pakistan)

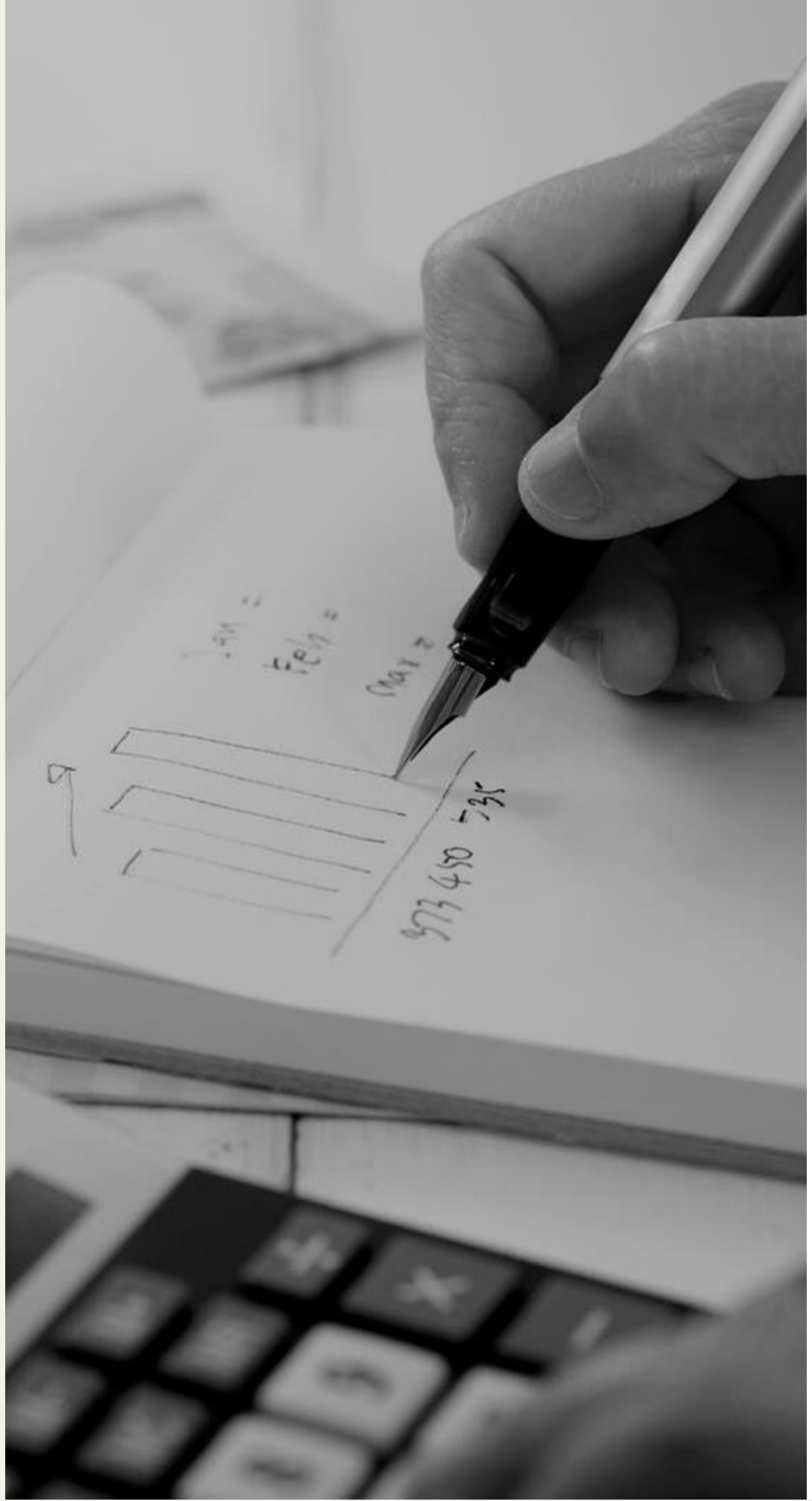


TABLE OF CONTENTS

GALLUP PAKISTAN

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

HIGHLIGHTS

PM to launch first instant payments system

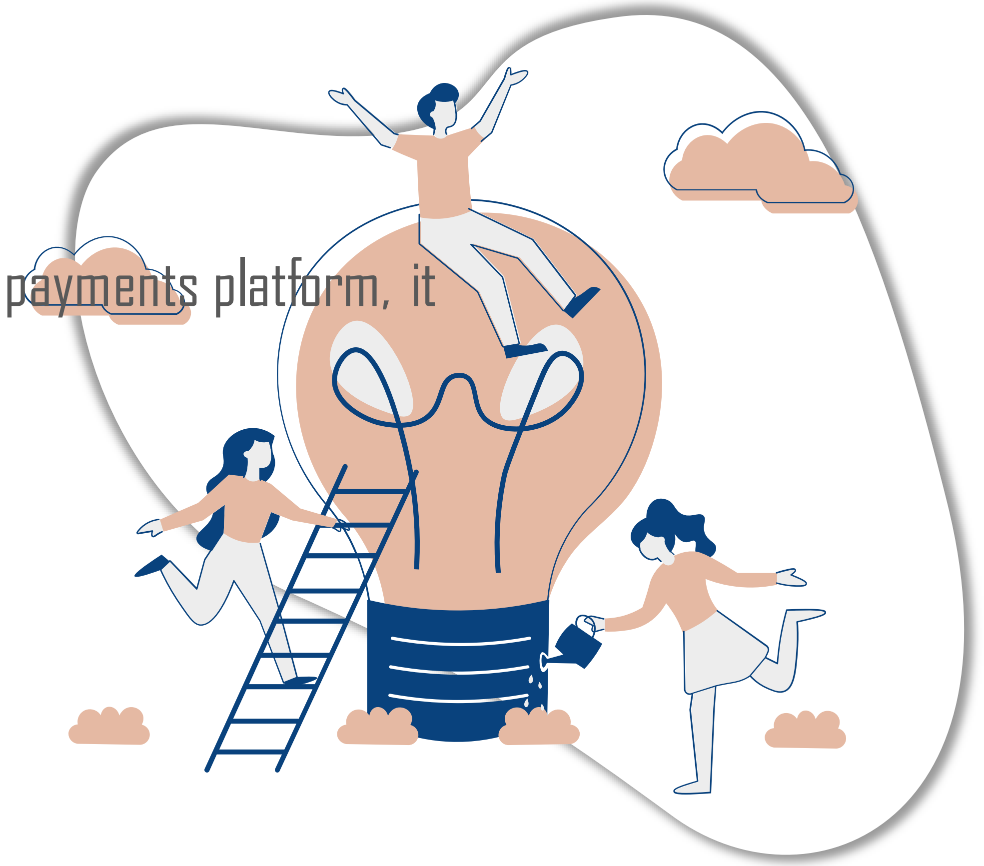
Prime Minister Imran Khan is expected to launch the completion of the first phase of Pakistan's Instant Payments System project soon, said the State Bank of Pakistan (SBP) Governor Dr Reza Baqir on Thursday while steering the third nation-wide stakeholders' meeting on Digital Financial Services.

How Social Norms for Men Restrict Women's Financial Inclusion

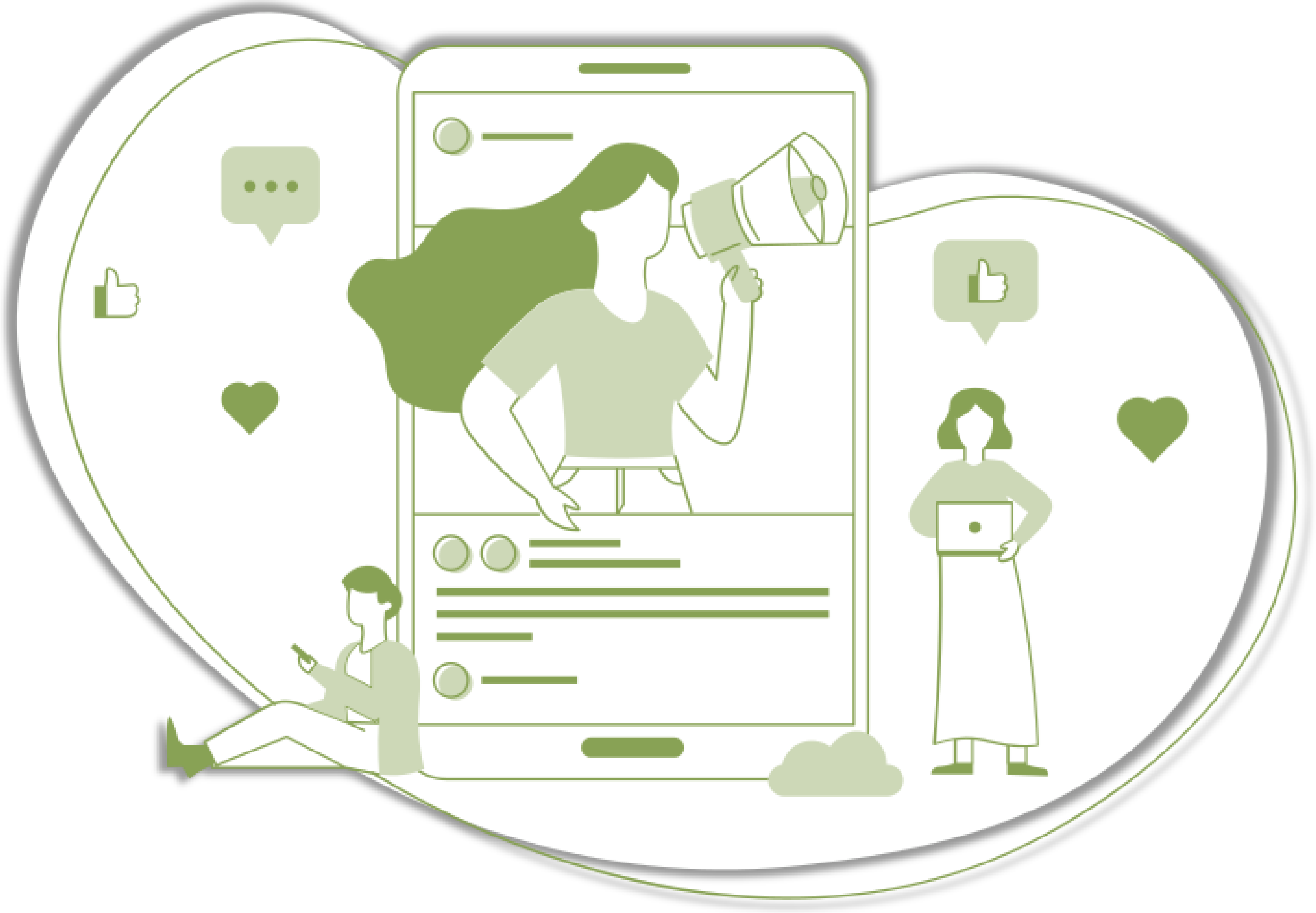
The financial inclusion community has learned a lot in recent years about the role that social norms play in women's financial inclusion, but there has been less attention on how social norms affect men and their ability and willingness to support women's access to financial services.

Karachi-based fintech Safepay bags funding from Stripe

Safepay, a Karachi-based fintech startup, announced that it has raised a seven-figure seed funding round led by Stripe, the global payments platform, it emerged on Thursday.



NEWS ROUNDUP



THIS SECTION COVERS THE LATEST HAPPENINGS FROM THE REALM OF FINANCIAL INCLUSION AND DIGITAL FINANCIAL SERVICES ACROSS THE GLOBE.

Karachi-based fintech Safepay bags funding from Stripe

By Mutaher Khan

Safepay, a Karachi-based fintech startup, announced that it has raised a seven-figure seed funding round led by Stripe, the global payments platform, it emerged on Thursday. Safepay was founded in 2019 by Ziyad Parekh and Raza Naqvi with the aim of increasing the acceptance of online payments. It launched a beta product in 2019 which scaled quickly to reach 300 merchants across the country and became particularly popular among other startups.

→

*Source: Published by DAWN, 11th February 2021
Click to here access full article

How Social Norms for Men Restrict Women's Financial Inclusion

By Sophie Falsini

The financial inclusion community has learned a lot in recent years about the role that social norms play in women's financial inclusion, but there has been less attention on how social norms affect men and their ability and willingness to support women's access to financial services. Men often play a gatekeeper-like role in women's economic and financial lives — for instance, by restricting their wives' or sisters' mobility, privacy and access to phones or other assets. Addressing social norms that affect men's role in society and influence their behavior is an important — but largely overlooked — aspect of advancing women's financial inclusion.

→

*Source: Published by CGAP, 14th January 2021
Click to here access full article

Finding Opportunity in "Interesting Times"

By Greta Bull

What a year . . . 2020 was certainly one for the history books.
During a similarly turbulent period in 1966, Robert Kennedy spoke in Cape Town, South Africa, about the dynamism of times like these. In his speech, he remarked: "There is a Chinese curse which says: 'May he live in interesting times.' Like it or not we live in interesting times. They are times of danger and uncertainty; but they are also more open to the creative energy of men than any other time in history."

→

*Source: Published by CGAP, 12th January 2021
Click to here access full article

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

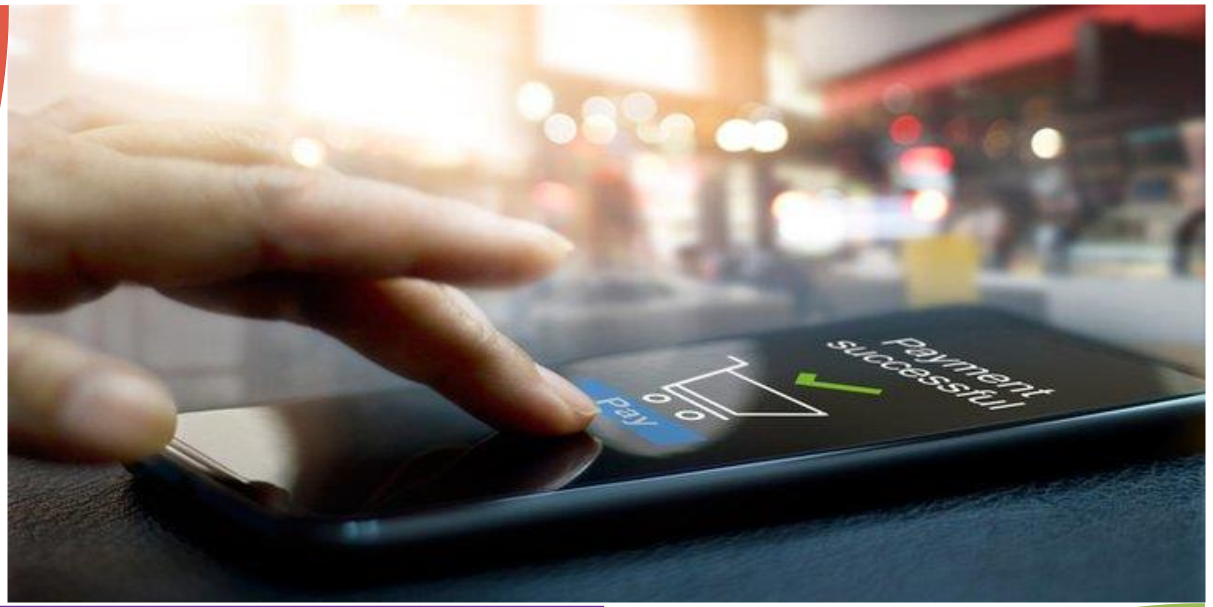
Beyond Access and Usage: Financial Services for Livelihoods

By Greta Bull, Till Bruett

When CGAP transitioned to its current five-year strategy back in 2018, we placed at the very top of our theory of change a vision statement for our work and in 2020 added an emphasis on women: "A world where poor people, especially women, are empowered to capture opportunities and build resilience through financial services." In other words, we explicitly moved beyond the access and usage paradigm of financial inclusion, toward a framework that focuses on ensuring financial services meet the varied needs of poor people.

→

*Source: Published by CGAP, 8th February 2021
Click to here access full article



Payments In 2021: Five Trends Driving Industry Transformation story

By Jordan McKee

The unforeseen market shifts that confronted the payments industry in early 2020 remained prevalent throughout the year. These shifts further catalyzed three overarching themes that continue to reshape the competitive dynamics within the payments ecosystem: the rapid growth of digital commerce, the proliferation of emerging payment methods and the development of next-generation payment infrastructure. In 2021, these three inextricably intertwined themes will be at the heart of payments industry transformation and innovation.

→

*Source: Published by Forbes, 28th January 2021
Click to here access full article

CONSTANT WORK IS BEING UNDERTAKEN BY EXPERTS AND RESEARCH ORGANIZATIONS TO ENHANCE THE UNDERSTANDING AND FIND SOLUTIONS TO CHALLENGES ENCOUNTERED WITHIN THE FINANCIAL SERVICES INDUSTRY. THIS SECTION COVERS SOME OF THESE RESEARCH FINDINGS.

INITIATIVES

PM To Launch First Instant Payments System

Prime Minister Imran Khan is expected to launch the completion of the first phase of Pakistan's Instant Payments System project soon, said the State Bank of Pakistan (SBP) Governor Dr Reza Baqir on Thursday while steering the third nation-wide stakeholders' meeting on Digital Financial Services.
The meetings, organised by the SBP aim to accelerate the agenda on promoting digital financial services and payments in the country.

*Source: Published by DAWN, 8th January 2021
Click to here access full article

DATA VISUALIZATIONS

RESEARCH BACKED BY CONCRETE DATA NOT ONLY INCREASES ITS CREDIBILITY BUT ALSO HELPS PAINT AN ACCURATE PICTURE OF A PARTICULAR SITUATION. THIS SECTION CONTAINS GRAPHICAL REPRESENTATIONS ON VARIOUS TOPICS.

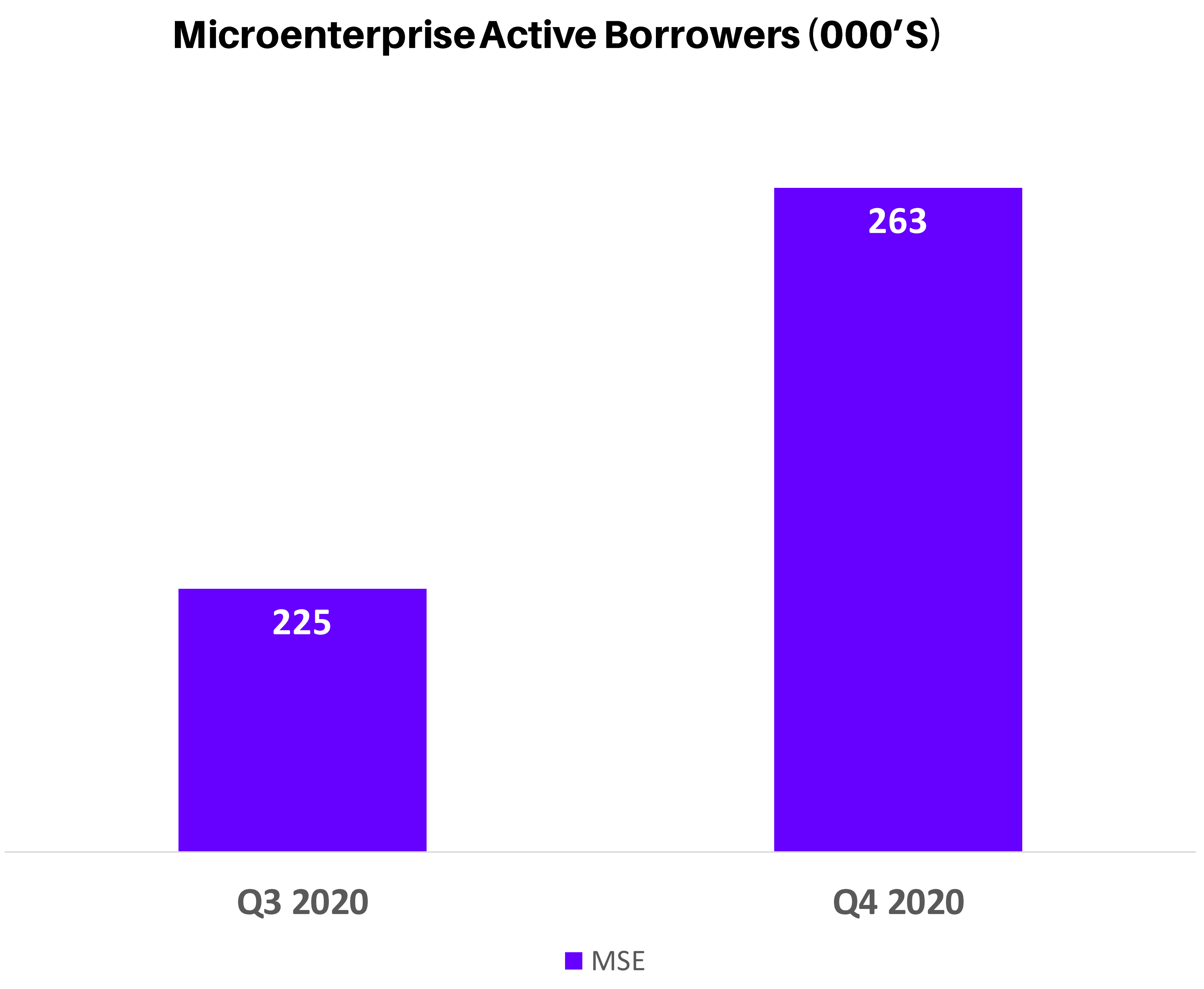
Distribution of Active Borrowers

Top 5 Districts: Greatest Increase in Microcredit Outreach

District	Active Borrowers (Q4)	Growth (Q3 to Q4)	
		Net	%
ICT	596,183	236,544	65.8
Kotli	19,844	11,174	128.9
Sheikhupura	151,956	9,760	6.9
Faisalabad	292,469	8,724	3.1
Rajanpur	120,049	7,917	7.1

***Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021**
Click to here access full article

Microcredit Provision



*Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021
Click to here access full article

Microcredit Provision

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

Largest Providers of Microcredit (Active Borrowers)

MFP	Active Borrowers (Q4)	Market Share (% of Active Borrowers)
KBL	879,637	12.6
AKHU	814,722	11.6
MMFB	808,239	11.5
NRSP	681,943	9.7
FMFB	571,125	8.2

*Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021
Click to here access full article

*Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021
Click to here access full article

Distribution of Active Savers

Top 5 Districts: Greatest Increase in Savings Outreach

District	Active Savings (Q4)	Growth (Q3 to Q4)	
		Net	%
Lahore	21,376,785	3,019,555	16.4
Karachi	13,270,094	1,515,579	12.9
Rawalpindi	2,273,261	905,797	66.2
Peshawar	2,199,115	461,613	26.6
Muzaffarabad	441,532	90,973	26.0

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

*Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021
Click to here access full article

Micro-Savings Provision

Largest Providers of Micro-savings (Active Savers)

MFP	Active Savers (Q4)	Market Share (% of Active Savers)
MMFB	28,692,283	44.8
TMFB	23,247,513	36.3
NRSP	3,008,004	4.7
KBL	2,790,965	4.4
FINCA	1,527,000	2.4

*Source: Published by Pakistan Microfinance Network, MicroWatch; Issue 58: Q4 (OCT-DEC) 2020 on February 10th, 2021
Click to here access full article

Micro-Savings Provision

Largest Providers of Micro-savings (Value of Savings)

MFP	Value of Savings (Q4)	Market Share (% of Value of Savings)
KBL	88,649,814,705	23.7
FMFB	61,795,000,950	16.5
MMFB	46,890,665,704	12.5
UBANK	46,104,640,853	12.3
NRSP-B	39,290,850,142	10.5

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

www.gallup.com.pk/

/GallupPak

@GallupPak

caf@gallup.com.pk