Linking Women Remitters & Senders to Financial Services
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Women’s World Banking: Who We Are

**Mission Statement:**
To expand the economic assets, participation and power of **low-income women** and their households by helping them access financial services, knowledge and markets.
Women form a large and vibrant market for remittance services

- **As Senders:** Increasingly greater numbers of migrants are women. Women senders in general range from 30-80% of all remitters.
- **As Receivers:** Our research shows that both men and women abroad prefer to send to women (2/3), reinforcing our global finding that women are the household financial managers and caregivers.
- **Women domestic workers:** Of 53-100 million domestic migrant workers, 83% are women. Highly vulnerable, low paid subset.
- **Development-focused remittances:** Women senders and receivers channel remittances in ways that directly benefit the family, including food, education, healthcare, housing and savings.

It makes good sense – both from a business and development perspective – to target women with financial products to help them manage remittances.

Sources: ILO, UN Women, Orozco 2011
Two Key Questions

1. Given the large volume of remittances flowing directly from women to women, what kinds of financial services are needed to manage these resources?

2. Who should provide these services?
Challenges to Serving this Market, especially Domestic Workers

- High risk of labor rights violations, especially low/irregular pay
- Can be physically or socially isolated and “invisible”
- Less educated with lower literacy levels and less exposure to banks
- High proportion of informal or undocumented workers; domestic workers are particularly vulnerable
- Often a false perception of women receivers as not being ‘economically active’ and women domestic workers as “not really working” (“labor of love”)
Women’s World Banking’s Approach

• Currently launching a remittance-linked financial services and literacy campaign specifically for rural women in Sri Lanka

• Goal is to give access to savings, loans and insurance alongside financial coaching

• Emphasizes cross-selling these financial services to women who come to branches to collect remittances

• Partnership with Hatton National Bank

• Targeted to reach 40,000 receivers
Successful Examples

Examples of successful programs from the government and private sector:

Pre-Departure Training for Sri Lankan Domestic Workers
*Building awareness*
- 15-day training
- Learn laws and customs of host country, labor rights and general job skills
- Recent initiative to also incorporate financial literacy

Remas
*Lowering transaction costs through technology*
- Supplying senders with real-time, mobile-based price comparison data
- Recognized price sensitivity of senders
- Piloting in US in 2011

AMUCSS, Mexico
*Converting unbanked receivers to banked savers*
- Microfinance institution in rural Mexico
- Specifically focused on women
- Program to capture savings of receivers in formal bank accounts
- Conversion of over 40%
Potential Impact of Banking Migrants

• Senders who have savings account in home country remit nearly one-quarter more dollars

• Senders with savings accounts in the home country are 3.3 times more likely to send money to support a business at home than those without savings accounts

• Recipients with bank account receive 27% more than those without, and those with a savings account receive 11% more

Source: Orozco 2011
Role of Governments

• Regulation, enforcement and awareness-building of labor rights by host and home countries, especially in sectors where women’s labor rights are routinely neglected

• Regulation to allow microfinance institutions to process international payments

• Pre-departure financial literacy trainings

• Funding for research and programs to spur innovation