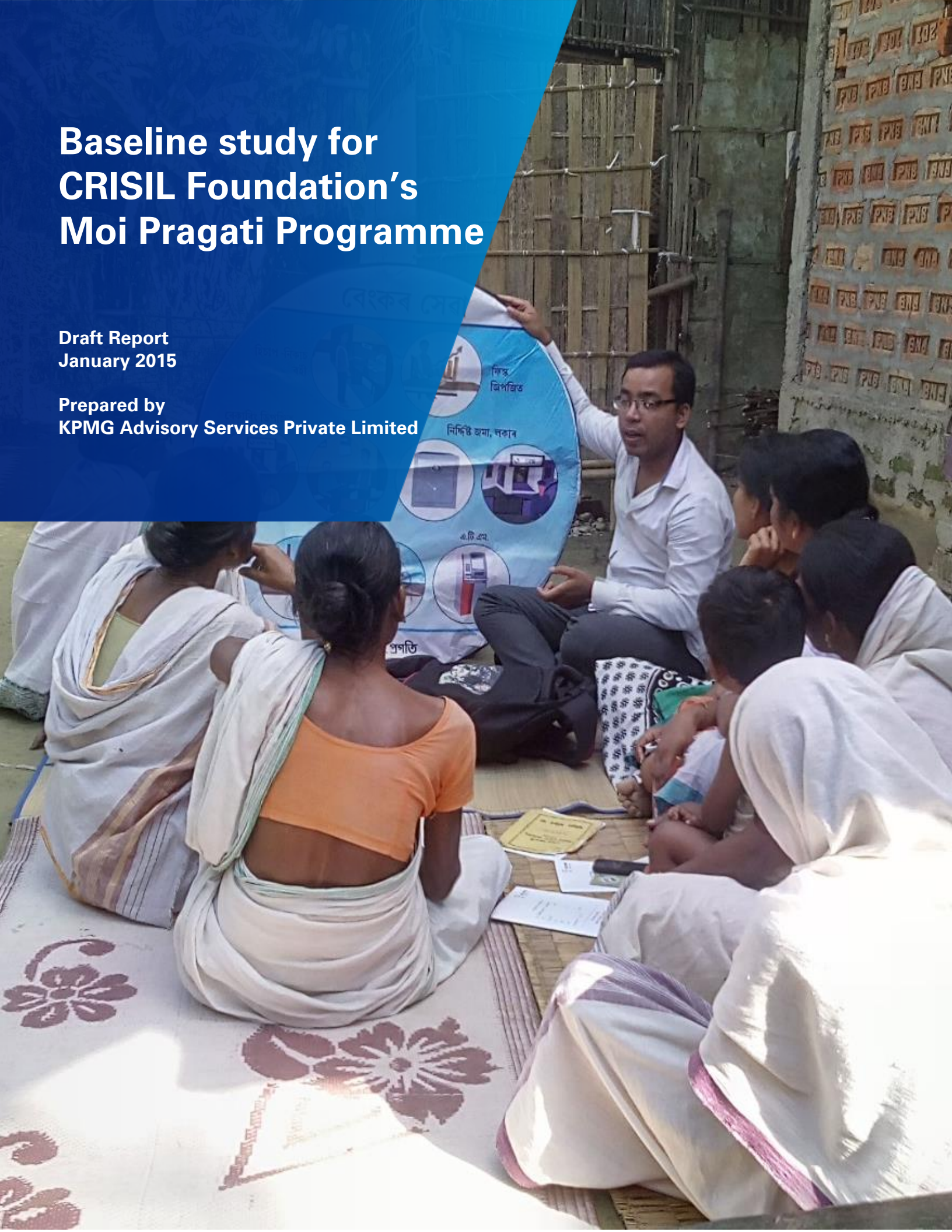


Baseline study for CRISIL Foundation's Moi Pragati Programme

Draft Report
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Prepared by
KPMG Advisory Services Private Limited

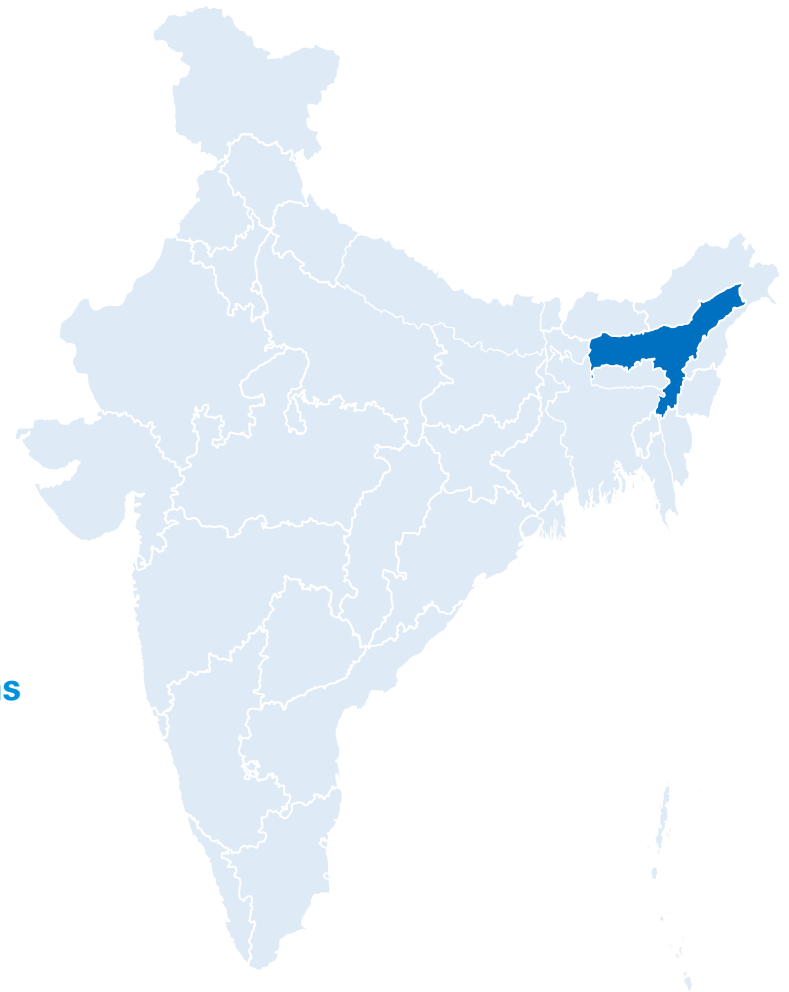


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Abbreviations

ASHA	Accredited Social Health Activist
CRP	Community resource person
LIC	Life Insurance Corporation
MFI	Microfinance institution
NFHS	National family health survey
OECD	Organization for Economic Co-operation and Development
PAN	Permanent Account Number
PMJDY	Pradhan Mantri Jan Dhan Yojana
RGVN	Rashtriya Gramin Vikas Nidhi
SHG	Self-help group
ToT	Training of trainer

1. Executive Summary

Financial literacy is defined as the combination of awareness, knowledge, skill, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual financial well-being (Atkinson & Messy, 2012).¹ It is one of the effective ways of empowering poor households to access their basic rights and improve their standard of living. Efficient financial management will help these families save for future and be prepared for unforeseen events. This will also enable them to accumulate assets and enhance their income earning opportunities.

Women are one of the most affected population in terms of poor financial literacy and access to basic financial services. Financial literacy, financial inclusion and women empowerment cannot be perceived in isolation from each other. Financial literacy of women leads to greater financial inclusion and subsequently empowers them to demand their rights and take independent decisions within the households. Financially literate women will demand more financial products catering to their household and business needs.

In India where women constitute 46 percent of the total population, majority of them are denied basic opportunities and rights like accessing financial services and right to free and fair political participation. CRISIL India's Moi Pragati programme focuses on empowering the women in rural areas of Assam by making them financially literate. The state faces multiple issues which affect the lives of the community at large, more so in rural areas.

The Moi Pragati programme aims to empower women in Assam by helping them manage their finances better. The programme's key focus is to train women on certain basic financial management aspects and empower them to take independent financial decisions and make informed financial choices and decisions. The programme is being implemented in six districts of Assam, namely, Barpeta, Nalbari, Darrang, Kamrup, Morigaon, and Goalpara.

A total of 1000 households each were covered in both control and treatment blocks each. This report presents the baseline figures from the household survey and the preliminary findings from the qualitative survey. The profiles of the control household are not much different from the treatment households. The households were compared across key demographic indicators like religion, caste, occupation. It is pertinent to note here that income wise the average per capita income is INR 4,966 at baseline which is comparable for treatment (INR 5,471) and control (INR 4,512) group.

Most of the SHG members came to know about SHGs either from their friends or peers from the SHG. This finding is consistent across both treatment and control groups. Therefore, it can be assumed that there is no information asymmetry between both groups. Most of the SHG members, about 96 percent, reported to attend the meetings regularly.

The number of households using budget diary is very less at 39 percent. This can be a key area to influence in the programme. Interestingly, about 76 percent households report to use the budget card provided by CRISIL Mitra where intervention has already taken place. It seems that SHG members are involved in monetary decision making in the household. About 84 percent of

¹ Atkinson, A. and Messy, F-A. (2012), "Measuring Financial Literacy: Results of the OECD / International Network on Financial Education (INFE) Pilot Study", *OECD Working Papers on Finance, Insurance and Private Pensions*, No. 15, OECD Publishing. <http://dx.doi.org/10.1787/5k9csfs90fr4-en>

the women reported to be involved in the household decision making process. This is also consistent for both treatment and control groups.

In terms of financial instruments, bank accounts are the most widely used instrument. About 96.5 percent of the households have bank accounts. However instruments like insurance, fixed deposits are not commonly used by the respondents. This shows that long term financial planning is not prevalent among these households. The household's awareness about Government schemes is also poor. Although, about 77 percent of the households reported being aware of Pradhan Mantri Jan Dhan Yojan, it was noted that shortage of application forms at the banks was posed as a consistent impediment.

A preliminary assessment of the effectiveness of the programme was also carried out. About 98 percent of the households mentioned that they are satisfied with the training provided by CRISIL Mitras. Almost all the households reported being satisfied with the training methods used by the CRISIL Mitra. In terms of empowerment, 97 percent respondents reported that their economic decision making ability has increased. Almost 97 percent respondents also reported that their financial literacy and knowledge of Government schemes has improved. This shows that the programme has been able to influence the awareness and knowledge of women. However, it will be worthwhile to assess the actual impact on the lives of women in the subsequent years.

Some of the preliminary recommendations based on the baseline survey are as follows:

- Candidates with prior understanding on banking services, insurance products, pension services, understanding of money as a concept should be selected as CRISIL Mitras.
- Adequate time should be spent with CMs to help them grasp all concepts and conduct regular workshops to improve on training skills about the subject and ensure recalls of concepts imparted in previous sessions.
- Few additional training topics like disaster preparedness needs to be included and details about Government schemes, insurance and pension schemes need to be more detailed and comprehensive.
- Course duration allotted for training sessions, as reported by CRISIL Mitras, was less. Extending the duration will help ensure greater recall of the knowledge imparted during the trainings.
- It is suggested that the convergence with Bank Mitra and ASHA can be explored for long term sustainability of the programme.
- CRISIL can also consider setting up a telephone helpline/toll free number or a helpdesk at cluster office for women to raise queries post trainings.

2. Background

Financial Literacy and Empowerment

Financial literacy is defined as a combination of awareness, knowledge, skill, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual financial well-being (Atkinson & Messy, 2012).²

Financial literacy enables individual to access and avail various financial products and services offered in the market. It helps in developing skills to compare and select the best financial products as per their needs. It also empowers them to exercise their rights and responsibilities. The term 'empowerment', according to Sen and Batliwala (2000), leads to a growing inherent capability of possessing greater self-confidence and an inner transfiguration of one's consciousness that enables them to overcome external barrier. It is a power to achieve desired goals but not a power over others. The idea of empowerment is more applicable to those who are powerless- whether they are male or female, or group of individuals, class or caste³.

In India where women constitute 46 percent of total population, majority of them are denied basic opportunities and rights like accessing financial services and right to free and fair political participation. One of the key reasons for this is their low financial literacy. This also creates financial dependence on the household-heads who are mostly the male member of the household⁴.

Studies conducted by OECD and other institutes reveal that women have lower financial literacy levels than men in both developed and developing countries⁵. Specific groups of women - young women, widows, the less educated and low-income women tend to lack financial knowledge the most. Challenges to women's complete financial inclusion are linked to lower economic and financial opportunities provided to them. Women require financial literacy and skills to manage their personal and household finances as well as to develop and manage entrepreneurial activities. Since women have better life expectancy than men, and have shorter working lives in paid employment and lower average incomes from which to save for old-age, they need to be sufficiently financially literate to manage the greater financial risks in their everyday lives.

It then becomes pertinent to understand how financial literacy can equip women with required knowledge and skills to set and meet financial goals. It helps them in understanding the importance of financial planning, savings, basics of banking, need for household budgeting, insurance, loans, cash flow management and asset allocation. This will also help in ensuring a secure future for the household.

² **Source:** Atkinson, A and Messy, F-A. (2012), "Measuring Financial Literacy: Results of the OECD / International Network on Financial Education (INFE) Pilot Study", *OECD Working Papers on Finance, Insurance and Private Pensions*, No. 15, OECD Publishing. <http://dx.doi.org/10.1787/5k9cfs90fr4-en>

³ **Source:** Women Empowerment in India; Nayak, Purusottam and Mahanta, Bidisha (2009); <https://mpr.ub.uni-muenchen.de/24740/>

⁴ **Source:** The Economy of Assam; http://ncw.nic.in/pdfReports/Gender_Profile_Assam.pdf

⁵ **Source:** Financial Literacy & Education: Present Scenario in India Sumit kumar1&Dr.Md. Anees2; <http://www.oecd.org/finance/financial-education/financialeducationandwomen.htm>

Financial literacy, financial inclusion and women empowerment cannot be perceived in isolation from each other. There is no single homogenous definition or indicator for 'financial literacy'. Financial literacy of women leads to greater financial inclusion and empowers women to demand their rights and take independent decisions. Financial Inclusion is the process of ensuring access to appropriate financial products and services needed by vulnerable groups such as weaker sections and low income groups at an affordable cost in a fair and transparent manner by mainstream Institutional players⁶. Therefore, financially literate women will be able to access more financial products according to their catering to their household and business needs.

There are various ways in which financial literacy can lead to empowerment of women. Firstly, it will provide women with a greater bargaining power within the household. Their opinion on household expenditure related matters will be valued. Secondly, they will become more aware about income generating activities and there is high likelihood that they will engage in some productive activity. Thirdly, it can increase women's capability in reducing the household's vulnerability by insuring the family against risk of geographical displacement, demise of income and also prepare them for unforeseen events by giving them the opportunity to borrow (loan, insurance) to meet unanticipated expenses, such as medical treatments. Lastly, it will equip women to challenge cultural norms and change the underlying factors that affect their ability to succeed. They will be able to take part more in economic activities and assert themselves in the market place.

It is thus crucial to understand financial empowerment not merely as a means to promote women's access to and use of different financial services and institutions but also the ways in which their own lives and those of their households as a whole can be enhanced.

Rationale for Financial Literacy programme in Assam

Assam is one of the poorest states in India in terms of per capita income though it was one of the better performing states at the time of independence. The per capita income of the state is INR 49,480 Assam figures in one of the top 5 poorest state vis-à-vis the Net State Domestic Product per capita of INR 50,000⁷. Over the last 68 years, its status in terms of poverty and other indicators have deteriorated.

The state faces multiple issues which affect the lives of the community at large, more so in rural areas. These issues are further riddled with gender inequalities at multiple levels. It is important to understand these issues before attempting to address the issue of financial literacy. We highlight below few of the key issues faced by the women in the state (some of the data represented are drawn from NHFS-3 data for Assam⁸) are presented below:

⁶Source: Dr. Deepali Pant Joshi, June 2011, *Financial Inclusion & Financial Literacy*, http://www.oecd.org/finance/financial_education/48303408.pdf

⁷Source: Statistics times, *Indian States via GDP per capita*, August 2015, <http://statisticstimes.com/economy/gdp-capita-of-indian-states.php>

⁸Source: Ministry of health and family welfare Government of India, *National Family Health Survey (NFHS-3) India, Assam, 2005-06*, http://Rchiiips.Org/Nfhs/Assam_Report_For_Website.Pdf

- *Education*- 32.1 percent of women are illiterate as compared to 18.6 percent men in rural Assam.
- *Health*- Anaemia is a major health problem for women in Assam. About 69 percent of women in rural suffer from anaemia. Also, despite the emergence of a number of health insurance programmes and health schemes of the Government, only 2 percent of households in Assam report that they have any kind of health insurance that covers at least one member of the household.
- *Financial access*: Only 9.3 percent women in rural areas use their bank accounts actively.
- *Household decision making*: Only 25 percent women in rural areas participate in the decision making related to household expenditure. Although, this figure is comparatively better than NHFS-2 survey depicting 8.4 percent, nonetheless, there is much scope for improving the situation.
- *External factors*- The state faces seasonal floods which disrupt traditional agricultural practices causing low production and productivity. There is also a lack of adequate irrigation facilities in the state (Planning and Development Department, Govt. of Assam, Draft Tenth Five Year Plan & Annual Plan: 2002-2003). This is one of the major reasons for widespread poverty in the state.
- *Issue of poverty*- Total number of people living below poverty line in Assam has been estimated at 111.54 lakh, which is 49.77 Per cent of the total population of the State.

With the give context, one can argue that gender inequality is prevalent across most aspects in Assam. Therefore, it is important to work toward making these aspects more egalitarian. Financial inclusion is one of the ways in which women can be empowered significantly. It is only when women become key participants in household decisions regarding credit and savings, they will be able to optimize their own and household's and their own welfare and well-being. This will empower them in the long run and will help in making the household more financially sustainable.

CRISIL's Moi Pragati programme aims to empower women in Assam by helping them manage their finances better. The programme's key focus is to train women on certain basic financial management aspects and empower them to take independent financial decisions and informed financial choices. The programme is being implemented in six districts of the state, namely Barpeta, Nalbari, Darrang, Kamrup, Morigaon, and Goalpara. These districts are one of the most flood affected districts of the state. As per the Flood report of Assam State Disaster Management Authority (2015)⁹, all the six districts were severely affected by flood in terms of population and crop area. About 500 villages in the 6 programme districts were affected by flood in 2015 as shown in Table 1. This has led to huge amount of loss in terms of life and livelihood of the communities.

Table 1: District-wise villages affected by floods

⁹Source: Assam State Disaster Management Authority, *Flood Report*, September 2015, <http://reliefweb.int/sites/reliefweb.int/files/resources/Assam%20State%20Disaster%20Management%20Authority%20Flood%20Report%20Situation%20as%20on%207th%20September%202015.pdf>

District	No. of affected villages (Year 2015)
Barpeta	269
Nalbari	18
Darrang	115
Kamrup	51
Morigaon	279
Goalpara	191

A programme like Moi Pragati will help in enhancing the earning capacities of the poor households in these districts. It can further provide learnings for scaling up and replicating the best practices for any women empowerment programme.

CRISIL's intervention- overview of 'Moi Pragati' programme

In 2012, a pilot programme with the name of Pragati was piloted by CRISIL in Assam in partnership with Rashtriya Gramin Vikas Nidhi (RGVN). The overall objective of the programme was to empower women by helping them manage their finances better. During its, second year of piloting, the programme underwent three key changes - firstly, an audio-visual training module developed by CRISIL was incorporated. Secondly, the financial literacy workshops were conducted in smaller groups, delivered by 15 community based trainers. Thirdly, bank linkages were introduced whereby community level trainers assisted non-beneficiaries with opening bank accounts. The program was further extended to two more North Eastern States - Sikkim and Tripura. Within a span of two years, the program covered close to 5000 women across 25 districts in Assam, Tripura and Sikkim.

Post two years of piloting, the program was launched with a new name 'Moi Pragati' and six districts of Assam were identified for the programme intervention with a target to cover 100,000 households over 3 years. The programme districts are Barpeta, Nalbari, Morigaon, Kamrup, Goalpara, Darrang.

The programme now caters to the entire lifecycle of financial empowerment and also include features of financial goal setting and counselling. This will empower women to make independent financial decisions and informed financial choices which will help improve their standard of living. Financial literacy workshops focusing on enabling women to manage their finances better, encouraging them to save more and use tools for making better financial decisions are conducted for members of Self Help Groups (SHGs).

The training modules cover essential concepts like Savings, bank account, money usage, insurance and loan accompanied with game-based activities. CRISIL also facilitates financial inclusion by facilitating opening of bank accounts and creating awareness about relevant financial institutions, products and services available in the market.

Figure 1: The broad stages of program execution



CRISIL has also developed a mobile-based application to support the CRISIL Mitras in order to provide a 'Health card' for the households. This initiative is unlike most other initiatives which were rolled out previously since the focus is strongly on empowering the women from the rural community.

Rationale for this study

It is essential that the impact of a programme of this scale is captured and the learnings from the programme is documented. The study will set the baseline and assess the impact of the programme on the socio-economic conditions of the target beneficiaries over a period of three years. This will also help in identifying and understanding the degree of effectiveness of the programme in achieving its desired objectives. The key outcomes of the programme which will be assessed are the level of financial literacy of women, their attitude towards financial management and changes in their everyday behavior and the changes in the financial practices. The linkage of the programme intervention to women empowerment will also be assessed through both quantitative and qualitative research methods.

The findings from the study will help in improving the outcome of the programme by providing periodic inputs based on robust data collected through three rounds of survey. This would evaluate the programme's success and outreach over a span of three years thus providing a holistic understanding of the same.

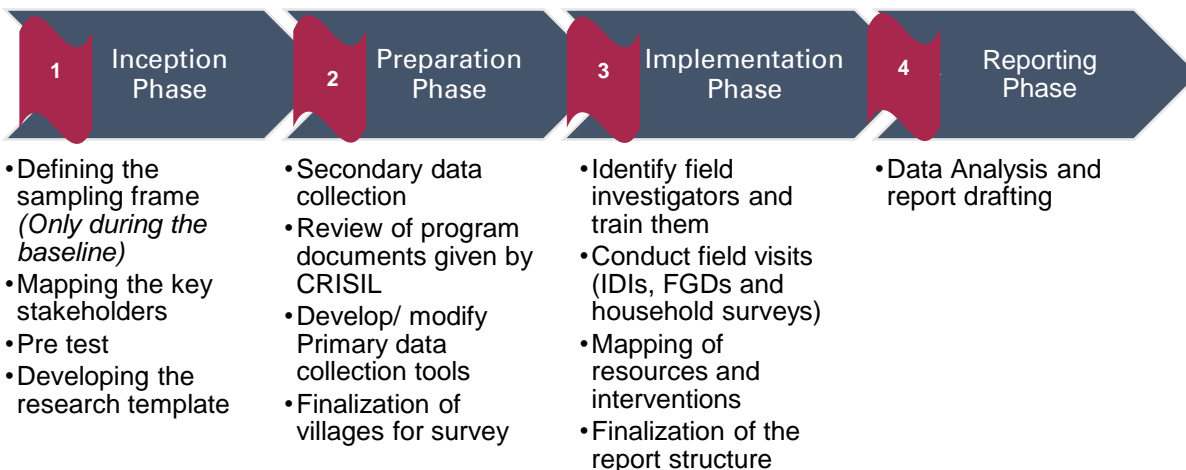
3. Approach and Methodology

This chapter presents the key objectives of the study, followed by the approach and methodology for the study where the different phases of the study is explained in details. It also explains the techniques that will be used for baseline, mid-term and end-line assessment. This is followed by a section on the sampling which presents the distribution of the sample for the study across the six program districts. The key objectives of the study are as follows:

- To record the baseline and assess the change in knowledge, attitude and practices related to financial management of the women
- To assess the impact on women empowerment
- To assess the effectiveness of the financial literacy training provided under the programme

The study uses a mixed method quasi-experimental design. An experimental design was not possible as the selection of villages for financial literacy training was not random. The study consists of both quantitative and qualitative component. The quantitative component focuses on assessing impact at household level and the qualitative component assesses the effectiveness, efficiency, sustainability and relevance of the programme. This report presents the baseline figures at the household survey and the preliminary findings from the qualitative survey. It is important to note that this is the first round of the survey and it primarily focuses on establishing a baseline for comparison during the subsequent rounds of surveys. Thus, the questions related to the effectiveness, efficiency, sustainability, relevance and impact of the programme will be addressed during the midline and primarily during the end line report. However, the report will provide preliminary insights through the qualitative component and establish baseline at the household level. The survey also manages to explore the outcome of the training in a small sample of the household during the baseline as the trainings were already going on in some of the villages during the time of the survey. This however will become clearer during the midline and the end line. We have adopted a four step approach for each round of survey as depicted in the diagram below:

Figure 2: Four phases of baseline study



The inception and the preparatory phase will be longer during the baseline as compared to the subsequent rounds of assessment. During the baseline the design of the study will be finalized. The study tools, sampling plan and programme document review and secondary research will be conducted during these phases. Subsequently, during the midline and end line the focus will be to strengthen the rigor of the research study based on the findings from the previous round of survey. The third phase of the study is the actual data collection phase and the fourth phase is the analysis and reporting phase. The study will use difference-in-difference technique for assessing the impact of the programme during the end line stage. As the study adopts a non-experimental design, propensity score matching will be used to establish a control group identical to the treatment group.

Sample Size and Distribution

Quantitative Component- The total sample size for the quantitative component of the study is 6000 households, 2000 SHG members in each of the three rounds (across a span of 3 years). The sample size of 2000 SHG members has been equally distributed across control and treatment group. During the baseline, we covered a total of 1,011 households in the control blocks and 1,020 households in the intervention blocks. A certain amount of buffer was covered to ensure that any data loss during the study doesn't hamper the planned sample size.

Table 2: District-wise number of households

Category of group	Number of households
Control	1011
Treatment	1020
Grand Total	2031

Sampling Methodology

A three stage sampling methodology was used for the study:

Stage 1: Selection of Blocks

Based on the list provided by CRISIL, for the treatment group all the 8 blocks selected for the intervention were selected. For control, 12 non-project implementing block were selected.

The table below represents the control and treatment blocks in each of the six programme districts.

Table 3: Control and treatment blocks in each of the six programme districts

District	Control Blocks	Treatment Blocks
Darrang	Dolgaon-Xialmari and Besimari	Paschim Mangaldoi
Goalpara	Balijana and Matia	Krishnai
Kamrup	Goroimari and Bongaon	Rani, Chayani Borduan Block
Morigaon	Lahorighat and Bhurbandha	Mayang
Barpeta	Bojali and Gobardhana	Chenga, Barpeta
Nalbari	Tihu and Modhupur	Barkhetri

Stage 2: Selection of Villages

In the treatment blocks, within each block, 3 villages were selected using the probability proportionate to size (PPS) methodology from a census list of compiled villages. In PPS sampling method the probability of selection for a sampling unit is directly proportional to a size measure. Similarly, PPS was used in the control blocks to select 2 villages in each block. Thus, a total of 48 villages in total were covered as a part of the survey.

Stage 3: Selection of SHG members

The third stage was the selection of SHG members. The field investigators first met a key informant from the village and got the SHG related data which consisted of the list of SHG members in the village. Based on availability, the investigator randomly selected 40-42 members. Table below provides a summary of sample distribution:

Table 4: Number of controlled and treatment groups per district

District	Number of households	Households (Control)	Households (Treatment)
Darrang	250	125	125
Goalpara	509	250	259
Kamrup	502	246	256
Morigaon	250	125	125
Barpeta	250	125	125
Nalbari	270	140	130
Total	2031	1011	1020

Qualitative Component

As a part of the qualitative component, we conducted focused group discussions /in-depth interviews with the key stakeholders of the programme. CRISIL and RGVN provided their support by mobilizing the stakeholders and arranging interviews/FGD. The total number of qualitative interviews/ focus group discussions conducted slightly vary from the planned sample size as during the field work it was seen that few of the stakeholders are not available. The changes in the sample size was done in consultation with CRISIL and RGVN.

The following table highlights the actual primary data collected against the sample size initially planned:

Table 5: Field visit- actual covered versus planned

Stakeholders	No. of stakeholders to be visited (Planned)	No. of stakeholders visited
CRISIL Mitra	4	20
Bank official	6	5
MFI official	2	4
Moneylender	6	1
Village Head	6	3
Financial Literacy Training	0	3
Bank Mitra	0	2
Community Resource Person	0	2

In addition to this, our core KPMG team engaged in interactions with CRISIL Moi Pragati programme coordinators to gather relevant documents for the report. This was for assessing the effectiveness and efficiency of the programme. We also interacted with the RGVN's core programme implementation team.

Implementation Plan

This sub-section comprises of the stages of field work conducted, namely, pretesting; translation and finalization of the questionnaire; training of field investigators and data collection.

Field Work Plan

The field work was sub-contracted to a local field agency. The field work was conducted roughly over a period of one month. The field work for the study consisted of the following key steps:

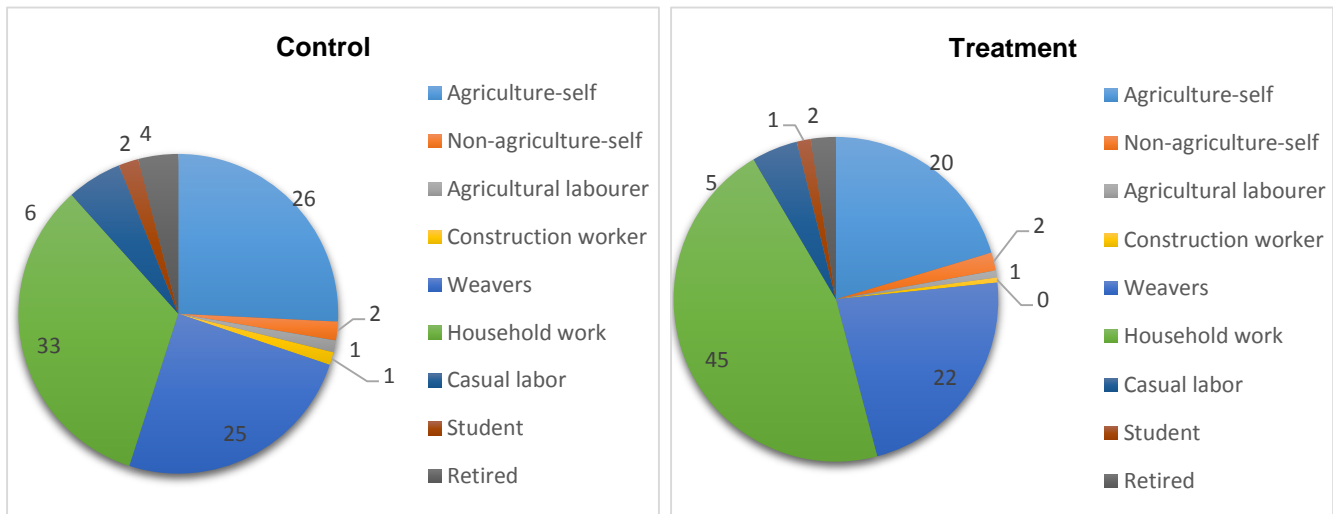
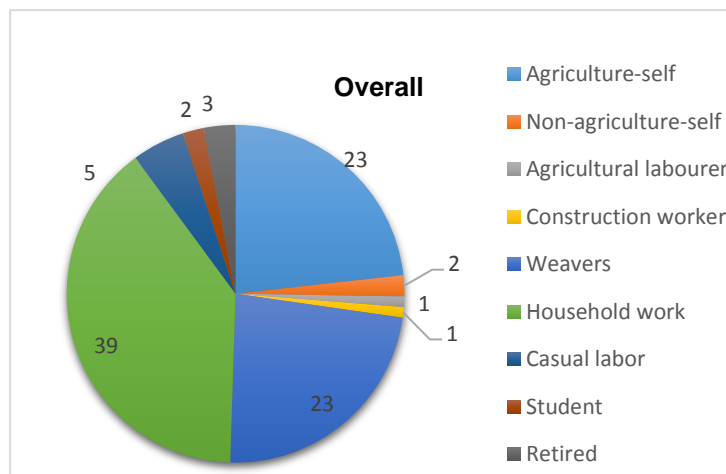
- a) **Pretesting of the questionnaire-** The first draft of the structured questionnaire was tested in the field by the team members from KPMG team along with the core team from data collection agency around the second week of August. This was to ensure a better understanding of the programme for both the evaluation agency and the data collection agency. The flow of the questions and the reliability and validity of the questionnaire was checked during the field work. The questionnaires were then finalized based on the findings from the pre-test.
- b) **Translation of the finalized questionnaire-** The final questionnaire was translated to Assamese and a bilingual questionnaire was used for the field work. The translations were thoroughly reviewed by the core team before the field trainings commenced.
- c) **Training of Field Investigators-** During the pretesting the core team of the data collection agency accompanied the evaluation team to get a first-hand experience of the ground realities of the programme before launching the field work. After the finalization of the questionnaire, a full day training of the investigators was held by the core team from the data collection agency and accompanied by the evaluation team from KPMG on the first week first week of September. The training broadly covered the following topics-
 - Introduction to CRISIL and Moi Pragati programme,
 - Rationale for Moi Pragati programme,
 - Briefing on the questionnaire,
 - Briefing on the sampling methodology and
 - Do's and don'ts during the field work.
- d) **Data Collection-** The field investigators launched the data collection post trainings. The data collection was carried out from end of September to last week of November. Weekly updates on the progress of the field work were being sent to CRISIL. Almost ten percent of the data were reviewed through a second visit/call or site visit. A total of 8 field investigators were deployed for the survey. One data collector per district was responsible for collecting the data from the same district. There were a total of two field officers for supervising the data collectors. Each supervisor was responsible for quality control in all three districts. They also conducted a certain proportion of the total interviews. The supervisors were led by the Field Manager who was primarily responsible for the overall management of the field work along with coordination with the team from KPMG.

4. Findings

This chapter presents the findings from the baseline study. The chapter is divided into multiple sections. The first section provides an overview of the profile of respondents covered as a part of the study. The second section focuses on the exposure of household's to Self Help Groups (SHGs). The third section focuses on household's knowledge, attitude and practice related to financial management. This section gives preliminary insight on the effectiveness of the programme. The last section explores the linkages between the programme and women empowerment. (Refer to Q.10 in questionnaire).

Profile of the respondents

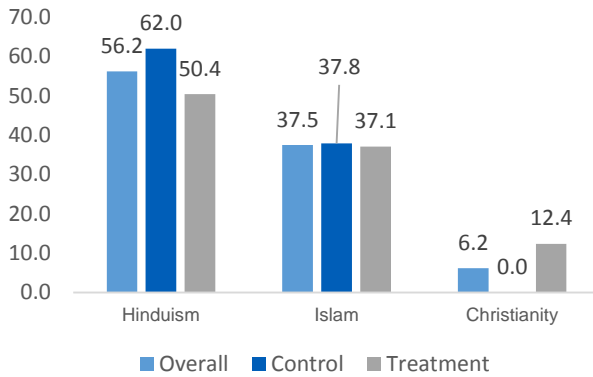
Figure 3: Distribution of households by occupation



In our sample, majority of the respondents, about 39 percent are engaged in non-productive household work. For respondents from control group, 33 percent of the respondents are engaged in non-productive household work while for treatment group, 45 percent of the respondents are engaged in non-productive household work. Agriculture and weaving are the two other prominent occupation amongst the respondent group. About 23 percent of the respondents are engaged in

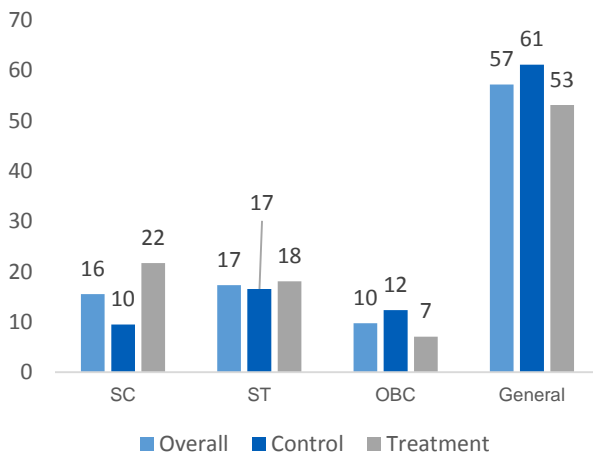
agriculture (control: 26 percent & treatment: 25 percent) overall and another 23 percent are engaged in weaving (control: 25 percent & treatment: 22 percent). Figure 3 represents the distribution of population by occupation.

Figure 4: Distribution of households by religion



Majority of the respondents, 56 percent, belong to Hindu religion. For respondents from control group, 62 percent of the population belong to Hindu religion. While for treatment group, 50 percent of the population belong to Hindu religion. The next most practiced religion is Islam (38 percent for control group and 27 percent for treatment group). About 6.2 percent population practice Christianity. Figure 4 represents the distribution of population by religion. (Refer to Q.11 in questionnaire).

Figure 5: Distribution of households by social groups



Overall, about 57 percent of the respondents belong to General category. While, for control group, 61 percent of the population belong to General category in case of treatment group, 53 percent of the population belong to the same category. ST population across all three categories is similar (17 percent overall; 17 percent for control and 18 percent for treatment group). OBC constitutes the lowest population percentage overall at 10 percent. SC's population is lower (10 percent) in control as compared to treatment and OBC are lowest for treatment group at 7 percent. (Refer to Q.12 in questionnaire).

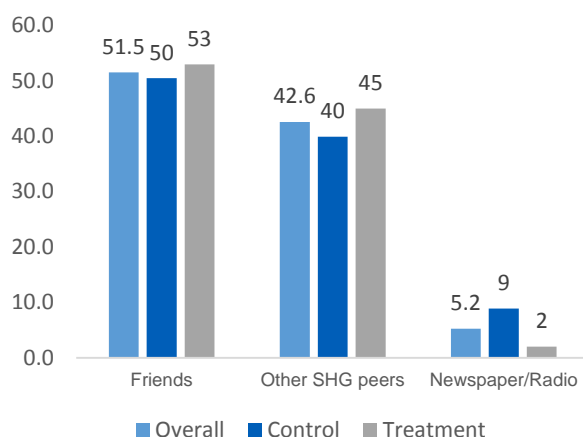
The average monthly income of the households is INR 4,996. The households in the control group earn about INR 4,512 monthly on an average whereas the households in the treatment earn about INR 5,471 monthly. Thus, the treatment households have relatively higher per capita income as compared to the control households. Table 6 shows the per capita household income.

Table 6: Average monthly income of the household

Control	INR 4512
Treatment	INR 5471
Overall	INR 4996

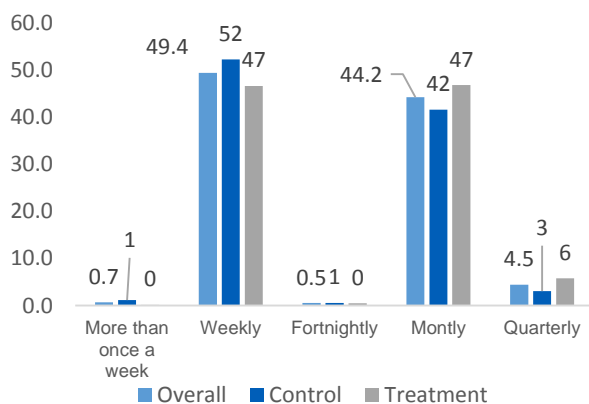
Household's exposure to Self Help Group (SHG)

Figure 7: Source of SHG Information



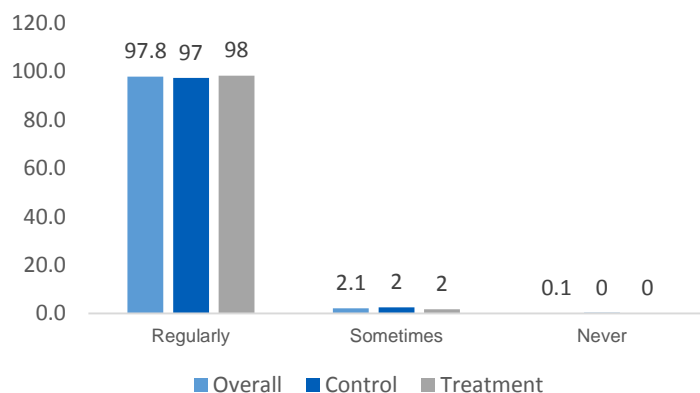
Almost all the households covered are members of SHG. Overall 52 percent of the respondents came to know about the SHG source through friends and family; 42.6 percent through other SHG and 5 percent through newspaper radio. For control group- 50 percent came to know about the SHG source through friends and family; 40 percent through other SHG and 9 percent through newspaper radio. Under treatment group, 53 percent came to know about the SHG source through friends and family; 45 percent through other SHG and 2 percent through newspaper radio. (Refer to Q.18 in questionnaire).

Figure 8: Frequency of SHG meetings



The SHG meetings are taking place regularly. Most of the SHGs have either monthly or weekly meetings. About 49.4 percent, overall, SHG members said that meetings are held on a weekly basis and 44.2 percent said they happen on a monthly basis. For control group, 52 percent of the respondents said meetings are held on a weekly basis and 42 percent said they happen on a monthly basis. For, treatment group, 47 percent said meetings are held on a weekly as well as monthly basis. (Refer to Q.20 in questionnaire).

Figure 9: Frequency of SHG member attending meeting



Perception about the SHG

About 96 percent of the respondents mentioned that they have benefitted from being associated with the SHG.

Majority of the respondents, about 98 percent, said they attended the meetings regularly. For respondents from control group, 97 percent of the respondents said they attended the meetings regularly. While for

treatment group, 98 percent of the respondents said they attended the meetings regularly. (Refer to Q.21 in questionnaire).

Household's knowledge, attitude and practice related to financial management

Households maintaining a budget diary

The respondents were also asked whether they maintain a budget diary. In the treatment villages 43 percent households confirmed that they have received budget diary. Among the households who have received the budget diary, about 76 percent of the households are using the budget diary. This shows that there is already a visible difference in the villages where the intervention was implemented. However, further follow-ups might help in more number of households maintain budget card in this villages as well. Table 7 presents household's behavior in terms of maintaining a budget diary. (Refer to Q.23 and Q.24 in questionnaire).

Table 7: Households maintaining a budget diary in treatment group

Description	Treatment (%)
Percentage of households having a budget card	43
Percentage of households using the budget card provided by the CRISIL Mitra	76

SHG member's involvement in the monetary decision making in the household

SHG members were also asked about their involvement in the monetary decision making of the household. About 67 percent said that the household decisions are made by them and their partner collectively, 7 percent said they are solely responsible and 10 percent said they take the decision with another member of the household. For respondents from control group, 64 percent said that the household decisions are made by them and their partner collectively, 8 percent by them only and 9 percent make the decisions with some other member of the household. While for treatment group, 69 said that the household decisions are made by them and their partner collectively, 6 percent alone and 11 percent with some other member of the household. Thus, more than three-fourth of the respondents are involved in the monetary decision making of the household. This is a good number to start with and the programme should focus on influencing the remaining 10-15 percent population. (Refer to Q.25 in the questionnaire).

Table 8: Monetary decision making status in the family

Description	Overall (%)	Control (%)	Treatment (%)
Women themselves	7	8	6
Women and their partner	67	64	69
Women and another family member	10	9	11
Women's partner	12	15	11
Another family member	4	4	3

Nobody	0	0	0
Don't know/ Can't say	0	0	0

Household's access and awareness of financial instruments

The respondents were also asked about their awareness about various financial products. The respondents who were aware of a financial products were asked whether they are utilizing the product and the respondents who are utilizing the products were asked whether they are satisfied with the products they are using. Majority of the respondent are aware of bank accounts and about 80 percent are already using bank accounts. The trend is fairly similar in both control and treatment areas. Awareness levels are generally low of instruments like credit card, general insurance, safe deposits and recurring deposits. These are relatively newer instruments in the market. Instruments like fixed deposits, life insurance and pension account, more than three-fourth of the households are aware but the utilization is low. The programme can aim to increase the utilization of these instruments as there is already some pre-existing awareness level.

Table 9 to 11 represent household's awareness of financial products, utilization of financial products and satisfaction level of using these products at an overall level and disaggregated by control and treatment area. (Refer to Q.26 in the questionnaire).

Table 9: Household awareness of financial products (Overall)

Instrument	Aware (%)	Utilizing (%)	Satisfied (%)
Pension account	74.2	4.2	40.0
Bank Account	96.6	80.7	96.5
Loans	83.8	16.0	75.3
Credit card	37.7	0.7	9.1
Life Insurance	82.5	20.5	89.1
General Insurance	58.3	2.6	45.1
Safe deposit/lockers	39.2	0.5	13.8
Recurring deposits	44.9	5.7	64.6
Fixed deposits	70.8	9.6	72.7
ATMs	86.8	33.1	90.2
Cheque book	77.7	6.6	68.8
Post office deposits	89.7	14.8	72.1

Table 10: Household awareness of financial products (Control)

Instrument	Aware (%)	Utilizing (%)	Satisfied (%)
Pension account	78.7	5.4	50
Bank Account	93	77	97
Loans	78	12	79
Credit card	36.9	0.65	25
Life Insurance	74.8	20.5	94.7
General Insurance	57.9	3.5	79.2

Instrument	Aware (%)	Utilizing (%)	Satisfied (%)
Safe deposit/lockers	38.0	1.0	44.4
Recurring deposits	41.8	7.0	84.2
Fixed deposits	64.2	8.3	84.7
ATMs	76.7	24.3	88.6
Cheque book	71.2	7.2	78.7
Post office deposits	82.5	13.3	84.6

Table 11: Household awareness of financial products (Treatment)

Instrument	Aware (%)	Utilizing (%)	Satisfied (%)
Pension account	69.7	3.1	32
Bank Account	99.7	84	96
Loans	89	19.8	73
Credit card	38.6	0.85	5.6
Life Insurance	90.7	20.4	84.8
General Insurance	58.7	1.7	14.8
Safe deposit/lockers	40.5	0	0
Recurring deposits	48.2	4.3	46.3
Fixed deposits	77.7	10.8	66.4
ATMs	97.0	40.4	91.0
Cheque book	84.2	6.0	61.0
Post office deposits	97.2	16.1	65.3

Household's access and awareness of Government schemes

The respondents were asked about awareness of various Government schemes. About 77 percent of the respondents are aware of Pradhan Mantri Jan Dhan Yojana and 60 percent are aware of Atal Pension Yojana. The awareness regarding other Government schemes on micro pension, micro insurance, crop insurance and livelihood schemes is very low. The awareness levels are slightly better in treatment areas as compared to the control areas. The utilization of these schemes are however very low. For example, though 77 percent of the respondents are aware of Pradhan Mantri Jan Dhan Yojana, only 17 percent of the respondents are actually benefitting from the program. The CRISIL Mitras from the programme can work with Government Departments and facilitated the utilization of these schemes. For this to happen, it is important that CRISIL Mitras are also provided some refresher training on the process of utilizing these schemes.

Table 12 to 14 represent household's awareness of various Government schemes, utilization of these schemes and satisfaction level from these schemes at an overall level and disaggregated by control and treatment area. (Refer to Q.27 in the questionnaire).

Table 12: Household awareness of Government schemes (Overall)

Description	Aware (%)	Utilizing (%)	Satisfied (%)
Pradhan Mantri Jan Dhan Yojana	77.0	17.2	78.4
Atal Pension Yojana	60.2	0.7	11.9
Micro pension	0.32	6.25	36.7
Micro Insurance	0.1	9	34.7
Crop Insurance Services	0.3	16.7	25.3
Livelihood schemes	25.3	0.2	0

Table 13: Household awareness of Government schemes (Control)

Description	Aware (%)	Utilizing (%)	Satisfied (%)
Pradhan Mantri Jan Dhan Yojana	69.5	15.2	86.3
Atal Pension Yojana	51.5	1.0	17.4
Micro pension	41.3	0.4	14.3
Micro Insurance	36.8	0.2	33.0
Crop Insurance Services	34.9	0.5	50.0
Livelihood schemes	27.5	0.0	0

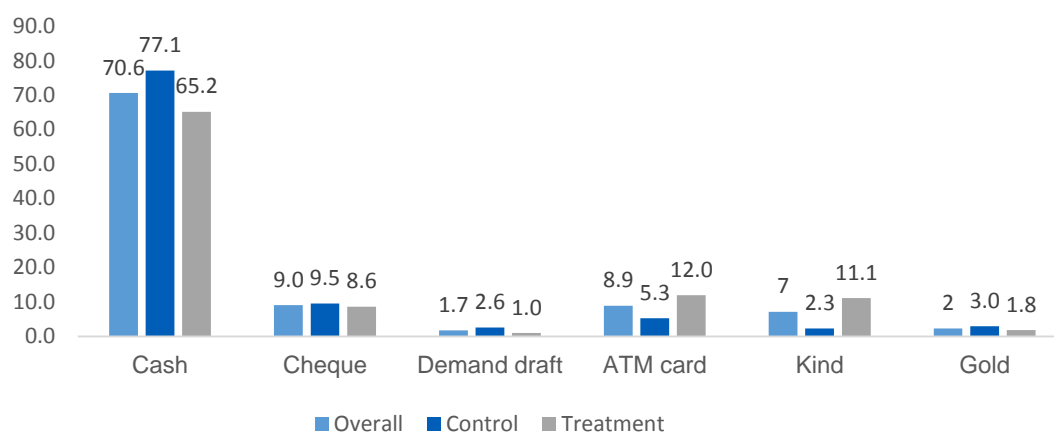
Table 14: Household awareness of Government schemes (Treatment)

Description	Aware (%)	Utilizing (%)	Satisfied (%)
Pradhan Mantri Jan Dhan Yojana	84.5	19.1	73.6
Atal Pension Yojana	69.2	0.5	8.3
Micro pension	48.5	0.2	0
Micro Insurance	36.7	0	0
Crop Insurance Services	34.4	0.0	0
Livelihood schemes	23.2	0.3	0

Frequently used modes of payment by the household

The respondents were asked about the three frequently used modes of payment. About three-fourth of the respondents mentioned that cash is one of the top three modes of payment whereas about 8-10 percent of the respondents reported cheque and atm respectively as the three frequently used modes of payment. The trend is almost similar across the control and treatment blocks but more number of respondents are using ATM and kind payment in the treatment block whereas the percentage of respondents using cheque is slightly higher in the control blocks. (Refer to Q.28 in the questionnaire).

Figure 10: Distribution of the households by frequently used modes of payment



Household's attitude towards financial management

The households were asked things they consider before making any financial transactions. About 69 percent of the respondents reported that they consider all the options. The figures are consistent across treatment and control blocks. (Refer to Q.34 in the questionnaire).

Table 15: Decision making ability of respondents in choosing financial products and services- overall, control, treatment groups

Indicator	Overall (%)	Control (%)	Treatment (%)
Consider all or multiple options	69	69	70
Consider options of one company	16	17	16
Did not consider any other options	1	1	1
Looked around but found nothing	2	2	2
Don't know/Can't say	11	11	11
Not Applicable	1	0	1

Household expenditure

The household's expenditure was captured through a standard consumer expenditure survey. The expenditure on various consumables and durables was almost consistent across control and treatment blocks. It will be interesting to explore the changes in the consumption pattern during the end line and understand the programme contribution towards it. (Refer from Q.29 to Q.32 in the questionnaire).

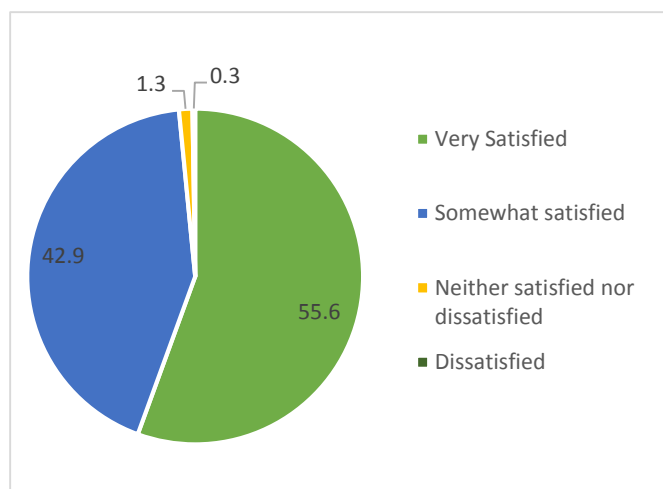
Table 16: Household expenditure- overall, control, treatment

Indicator	Overall (INR)	Control (INR)	Treatment (INR)
Average household expenditure on food(weekly)	695	710	679
Average household expenditure on meat and fish products (weekly)	397	391	403

Indicator	Overall (INR)	Control (INR)	Treatment (INR)
Average household medical expense	263	260	266
Average household education expense	3,421	3,765	3,081
Other household expenditure	23,341	26,268	20,441

Effectiveness of the Moi Pragati Programme

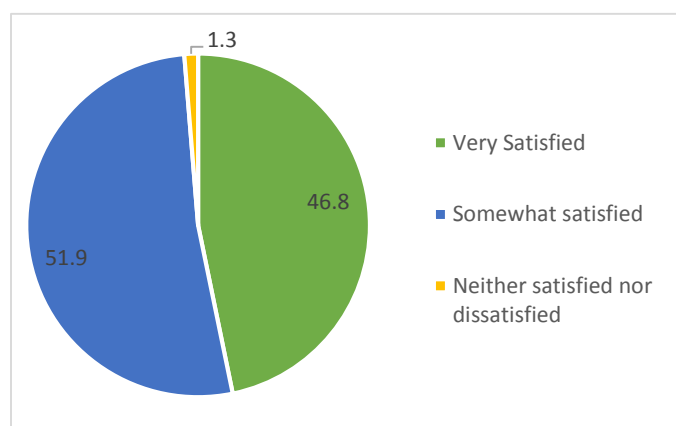
Figure 11: Satisfaction with the training provided by CRISIL Mitra



The baseline survey also covered 387 villages where the intervention has already been implemented. The respondents in these villages were asked about their satisfaction with the training provided by the CRISIL Mitra. More than 98 percent respondents are satisfied with the training, out of which about 56 percent of the respondents mentioned that they are very satisfied with the training. About 96 percent of the respondents also mentioned that they will recommend the training to other women in the village. (Refer to Q.35 in the questionnaire).

The study also conducted 6 Focus Group Discussions with CRISIL Mitras. They mentioned that given the high level of illiteracy among women, they were devoid of the basic concepts regarding financial management (bank account, savings, loan, insurance) despite various programmes and initiatives being undertaken as part of government schemes (NRLM mostly) previously. All of the 6 groups interviewed, attribute the component of games (mainly hopscotch and situation based cards), within the modules interesting. It provided them with practical demonstration which most could relate with as a part of their everyday lives making it more relatable for them.

Figure 12: Satisfaction with the training methods used by the CRISIL Mitra



The respondents were also asked about their satisfaction with the CRISIL Mitra's services. Almost all the respondents reported to be satisfied with the CRISIL Mitra, out of which about 50 percent of the respondents reported being very satisfied with the CRISIL Mitra. About 46 percent respondents also reported that CRISIL Mitra helped them in availing financial services. (Refer to Q.36 in the questionnaire).

Accessing financial instruments post training

To get a preliminary understanding of respondents' uptake of financial instruments due to the training provided by CRISIL, they were asked about different financial instruments they have newly applied after the training. About one-third of the respondents have applied for a new bank account post training. It is important to note that many of these households already have bank accounts. Almost one-fourth of the respondents applied for fixed deposits and about one-fifth of them applied for post office deposits. (Refer from Q.37 to Q.43 in the questionnaire).

Table 17: Percentage of respondents applying for various financial instruments post training

Indicator	Percentage
Households applying for new bank account after the training	32.3
Households applying for new fixed deposit account after the training	22.3
Households applying for new recurring deposit account after the training	14.5
Households applying for post office account after the training	21.4
Households applying for loan account after the training	16.3
Households applying for insurance after the training	12.1
Households applying for pension scheme	15.5

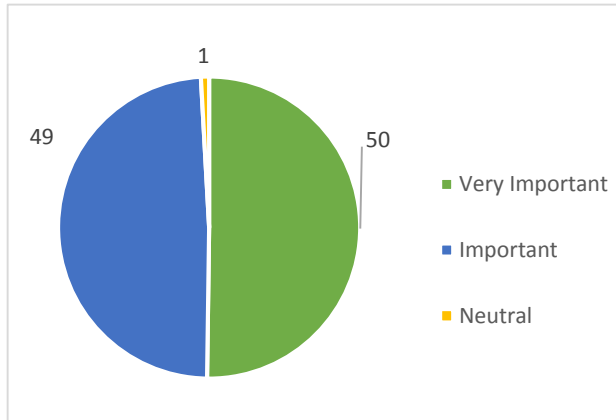
In the villages where intervention has taken place, the Bank officials reported that there has certainly been an increase in the level of awareness of the women in the community. They feel that the women who questions more regarding application processes; are more aware about the importance of repayment of loans; have increased confidence in themselves. They are also more confident in filling out forms.

Both the MFI officials visited also mentioned that women have become more aware of financial instruments. They also feel that there has been a shift in terms of women approaching MFI's over money lenders. They also reported that these women also seem to prefer MFI over banks. The programme can capitalize on this behavior in promoting financial inclusiveness.

 MFI official

“Loan repayment is 99% which showcases increase in the level of awareness about loan repayment imparted through CRISIL programme.”

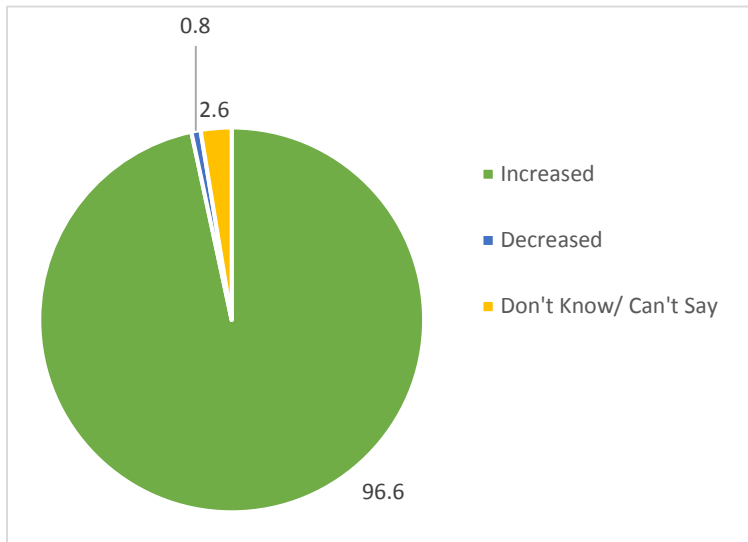
Figure 13: Perception of Budget Dairy



The respondents who are using budget diary provided by CRISIL were asked about the importance of maintaining a budget diary to understand their perception towards budgeting. Almost all the respondents reported that maintaining a budget diary is important and out of these about 50 percent respondents mentioned that it is important to maintain a budget diary. (Refer to Q.45 in the questionnaire).

Empowerment of SHG members (Only for few villages where the CRISIL training has been imparted to the SHG members).

Figure 14: Perception about economic decision making ability

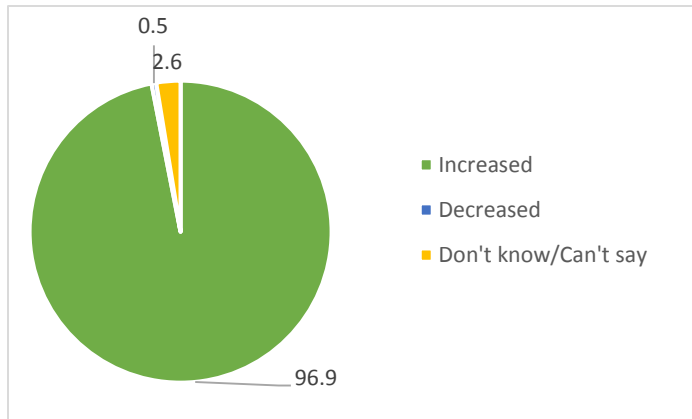


The respondents were asked how their decision making ability in the household has changed after the training. Almost 97 percent of the respondents mentioned that they take more active participation in the household decision making. A very small 0.8 percent have informed that it has gone down. Figure 14 represents distribution of respondents from villages where the trainings have been conducted based on their perception about decision making ability in the household. (Refer to Q.51 in the questionnaire).

The Community Resource Person interviewed during the qualitative interviews reported that through the programme, women are becoming more self-reliant and less dependent on their husbands in making decisions for the household. It has also led to greater collective decision making among women and men. There are instances where women are utilizing the imparted knowledge to their own benefits. For instance, one of the SHG member after training saved enough to invest in buying few ducks which is now an income generating activity for the woman.

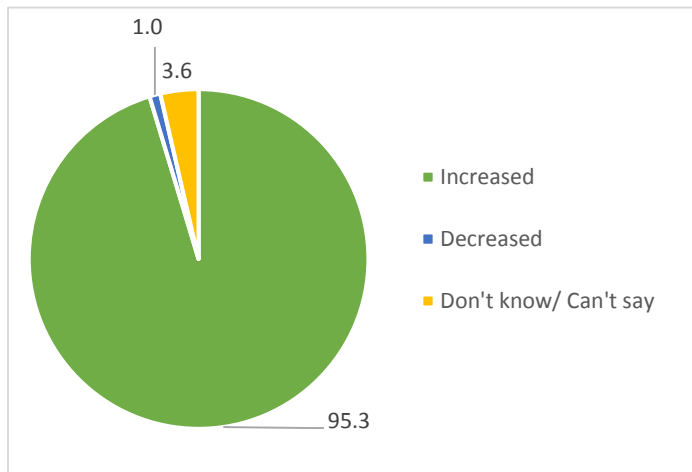
“These trainings have resulted in the attainment of self-reliance in women and lesser dependence on men in the household. There is more collective decision making between the two.”

Figure 15: Level of financial literacy



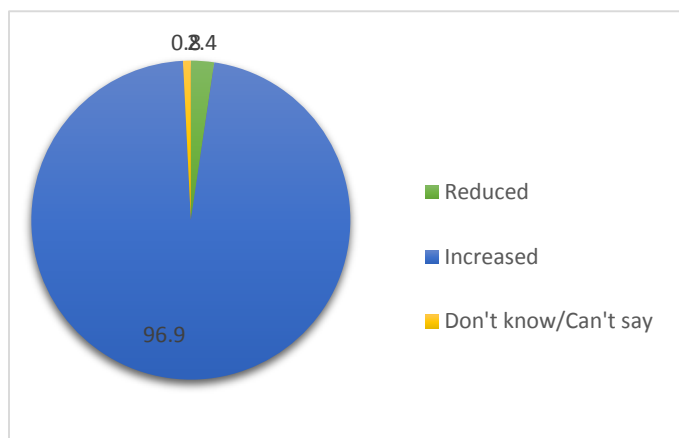
Majority of the respondents also reported that their level of financial knowledge has improved after the training (about 97 percent). A small 0.5 percent however mentioned that their knowledge has gone down. Figure 15 represents distribution of respondents from villages where the trainings have been conducted based on their perception on change in their financial literacy. (Refer to Q.52 in the questionnaire).

Figure 16: Level of knowledge about Government schemes



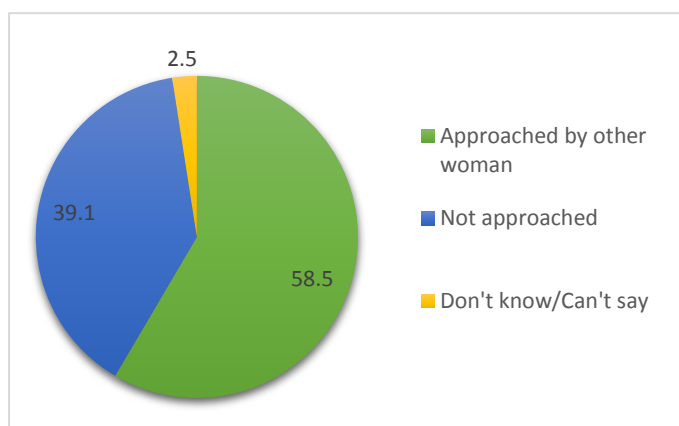
It was also seen that the respondents feel their knowledge about Government schemes have improved after the training. About 95 percent of the respondents reported that their knowledge of Government schemes have improved after the CRISIL financial literacy training. Figure 16 represents distribution of respondents from villages where the trainings have been conducted based on their perception on change in knowledge about Government schemes. (Refer to Q.53 in the questionnaire).

Figure 17: Time for domestic responsibilities



About 97 percent of the respondents mentioned that their time for other domestic activities have increased after the training. The reasons for this will be explored during the midline when a larger sample of respondents will be covered from villages where intervention has been implemented. Figure 17 represents distribution of respondents from villages where the trainings have been conducted based on their perception on time available for domestic responsibilities. (Refer to Q.54 in the questionnaire).

Figure 18: Enhanced role in the community



To understand changes in the respondent's status in the community after the training, they were asked whether they were approached by other women in the neighborhood for guidance on financial matters. Almost 59 percent reported that they were approached by other women while 39 percent said they were not approached. This shows that these women are also acting as agents of change in their village and might create a spillover effect of the programme.

During the qualitative round as well, out of 6 groups of CRISIL Mitras, 3 groups reported that the information imparted through trainings reached more members rather than being limited to only a select few. For instance, earlier, bank transactions were only carried out by the elected representatives of the groups. Post training, other members are becoming equally pro-active in involving themselves with bank transactions and other activities. Moreover, women after trainings have acquired more confidence and are more vocal and interactive within their groups. They also engage in sharing of information among themselves. The modules that were observed to be most popular among the women during trainings were on budget diary, bank account, loans and insurance. (Refer to Q.60 in the questionnaire).

CRISIL Mitra

“Women who received training were vocal during sessions where other SHG women were being trained. They enthusiastically participated in the session as well.”

CRISIL Mitra

“This programme has enabled more women to become inclusive in the decision making within their SHG’s, thus resulting in collective increase in awareness and not concentration of information in few hands.”

Challenges in Program Implementation

The challenges can be broadly classified into two types- External and Internal. The former pertains to factors external to the programme while the latter focuses on factors internal to the programme.

External- The primary challenge stated by most respondents across all the stakeholders interviewed was the seasonal floods which is very prevalent in Assam. On several occasions, this has caused the trainings scheduled to be cancelled. Further, resuming the sessions after long periods of gaps becomes problematic on the part of CRISIL Mitras to ensure that the trainings continue to be effective. It was also noted by them that the some women found it difficult to turn up for the sessions (ones scheduled mainly in the second half) as they are bound by domestic responsibilities. Floods also affect the loan repayment cycles since the primary source of income of the household in rural areas is agriculture.

CRISIL Mitra

“At times due to floods, lot of trainings got cancelled due to hindrance in mobility/commute to these villages.”

Village Head

“Floods is a major problem in Assam and since most of the people here are poor farmers, it becomes difficult for the prorgamme to operate effectively during these seasons.”

The most common problem faced by bank officials, 3 out of 5 officials expressed, that of default in loan repayment especially, on the part of men. While women generally had 100% loan repayment. This on one hand reiterates the importance of financial literacy of women, while on the flipside, it also shows that the information shared during training does not effectively reach the male household members.

There also prevails the problem of most women being unable to sign while applying for various schemes/facilities. Most women also tend to lack basic documents like voter ID, PAN cards, Aadhar cards which are essential for account opening.

This further hinders the process of them availing other schemes like PMJDY. Another pertinent issue is that of card deactivation. Most women apply for accounts but seldom carry out transactions (withdrawal and deposit) which leads to cancelation.

Bank Official

“Loans have not yet been given out because it's blocked at the administration level since most customers default.”

Internal- One of the commonly agreed upon obstacle faced by the CRISIL Mitra is monetary expectations at the end of training by women. This was also mentioned by the 2 CRP's interviewed.

Some of the CRISIL Mitras mentioned about lack of interest during the sessions (afternoon sessions mostly). They also argued that the modules consist of a lot of technical information which needs reiteration and clarification, every now and then, which can't be covered in the allotted training duration. There have been instances where queries regarding animal insurance is often raised by women since most households practice animal husbandry. Although, they are part of the modules, CRISIL Mitras expressed the lack of sufficient information in modules to answer all their queries. There have been instances where questions had been asked about where and how to apply for animal insurance. The CRISIL Mitras faced difficulty in answering these questions.

Multiple instances of bank officials not co-operating with the women was mentioned by most CRISIL Mitras. For instance, there have been long periods where in bank officials have consistently denied issuing forms for various schemes stating that there is no current availability.

5. Recommendations

This section presents few recommendations in the form of identifying potential areas which can be further enhanced. Though, these are preliminary findings as currently we are establishing the baselines for the key indicators and the programme's contribution will be evident from the midline stage. Our recommendations are as follows:

1. **Course content:** KPMG team observed that the course content is well designed. However, a common requirement from the CM and SHG women was to include the list of agencies along with their contact person who can provide financial services at the village. Apart from that following components can be included or strengthened further.
 - i. **Disaster preparedness:** Given the situation in Assam, a brief component/set of guidelines on managing finances better during / pre/ post disaster / exigencies like flood can be introduced within the existing modules on money usage, availing services like insurance and loan.
 - ii. **Government schemes:** Terms and conditions of the Government schemes should be elaborated to the women. For example, to claim life insurance under Jan-Dhan Yojana scheme, account holder should have completed deposit and withdrawal transactions every 6 months.
 - iii. **Insurance and pension schemes:** More details on products like livestock insurance need to be provided with contact / linkage to agencies who can extend such services. Women are keen to subscribe to insurance and pension products but CMs are not always in position to provide the information.
 - iv. **Charts / calendars with financial literacy concepts:** It is also suggested to give charts or calendars along with budget diaries for the women to note / remember the financial literacy concepts on regular basis.
 - v. **Case studies:** Case studies of the beneficiaries can enhance the adoption of concepts from the trainings.
2. **Selection of CM:** CMs are the most critical component of the programme implementation. They mobilise the community and also provide trainings in the field. Thus it is essential that the CM possess sufficient knowledge and skills to implement the programme. It is recommended that the individuals with prior understanding on banking services, insurance products, pension services, understanding of Money as a concept, etc. should be selected as CM. This will help reduce the time for on-job training.
3. **Trainings for CM:** It was noted that a 3 day training was conducted for CM at the start of the programme in March 2015. However, it was felt that the duration for the training was too short for the CM to grasp all the concepts and provide answers to all the queries raised by the women. Also weekly review meetings may not be sufficient to clarify all doubts and improve on the training skills.

It is recommended that

 - i. Regular workshops and trainings should be conducted for CMs to help them grasp all concepts and knowledge about the subject.

- ii. CMs should be encouraged to follow standard operating procedures that are provided to them.
 - iii. It is also suggested that CRISIL should orient and train the CMs to become social entrepreneurs who can extend these financial services independently in future.
4. **Course duration:** Some CM expressed that the allotted time of 2 hours for the training is fast-paced. Queries raised by women need to be resolved instantly and that becomes time consuming. Splitting the sessions across more than 2 days would to some extent ensure the absorption of information by women. Long sessions also tend to get mundane and make them lose interest easily.
It is recommended that the training should be made interactive and split in multiple sessions. Refresher course after 3 months will help ensure understanding and adoption by the women.
5. **Monitoring:** For enhanced monitoring of the programme, it is recommended that following tools can be developed and maintained regularly.
 - i. Field visit report by District Coordinator / programme coordinator
 - ii. FL training report by CM – to capture information on topics covered, questions raised by participants, any unresolved queries, feedback by women
 - iii. Monthly progress report – quantitative progress against the targets as per Annual Work Plan
 - iv. Quarterly progress report – qualitative and quantitative progressAs CRISIL has already provided tablets to the CMs, data collection and reporting can be integrated which can help real-time monitoring the programme progress.
6. **Convergence:** Convergence with Bank Mitra, CRP and ASHA can be explored for long term sustainability. Bank Mitra can focus on financial services, CRP on SHG mobilisation and ASHA can focus on health insurance products. A separate survey / study can be conducted in sample villages to explore the possibility. This may help CRISIL for policy level intervention in the state.
7. **Helpline / Helpdesks:** CRISIL should explore possibility of setting up a telephone helpline or a helpdesk at cluster office for women to get resolution of their queries post FL trainings. The helpdesk can be managed on sustainable basis by providing various financial services by an entrepreneur.

6. Annexure

QUESTIONNAIRE FOR SELF HELP GROUP MEMBERS

Date of interview: //

Start Time: :

End Time: :

Name of the investigator: _____

Name of the supervisor: _____

Mobile Number of the investigator: _____

Introduction:

Hi,

I am.....representing KPMG in this survey. KPMG is a consultancy firm based out of Gurgaon. The survey intends to understand the knowledge, attitude and practice of SHG members in terms of day to day financial decisions imparted through a financial literacy and inclusion programme named 'Moi Pragati'. CRISIL Foundation, the CSR wing of CRISIL Limited is implementing the programme across six districts of Assam by partnering with an organization named RGVN based out of Guwahati. Through this survey, we will try to assess the impact of CRISIL's programme on the overall financial literacy and decision making power of the SHG members.

If you agree to participate in this survey, please sign below:

Respondent's Signature

I. General Profile

Note: Kindly choose the correct options for each questions and fill in the responses

1. Name		
2. Age		
3. District	Morigaon	1
	Kamrup	2
	Barpeta	3
	Nalbari	4
	Goalpara	5
	Darrang	6
4. Block Name		
5. Panchayat Name		
6. Village Name		
7. Complete Address:		
8. Mobile Number	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
9. Mobile number of the head of the household. Instruction- If mobile number of the head is not available, please note the number of any other household member	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
10. What is your main occupation?	Self-employed (agriculture)	1
	Self-employed (non-agriculture)	2
	Agricultural Labourer	3
	Construction worker	4
	Weavers	5
	Household work	6
	Casual labor (excluding NREGA)	7
	Government employee	8
	Student	9
	NREGA	10
	Unemployed (and looking for work)	11
	Retired	12
	Others (Specify:)	
11. Religion followed or practiced by the household?	Hinduism	1
	Islam	2
	Christianity	3
	Sikhism	4
	Jainism	5
	Buddhism	6
	Zoroastrianism	7

	Others	
12. Social Group to which the household belongs?	Scheduled Caste	1
	Schedule Tribe	2
	Other Backward Class	3
	General	4
	Others Specify	
13. What was the household income in the last month?		
14. What was the household income in the last year?		
15. What is the principal source of income of the household?	Self-employed (agriculture)	1
	Self-employed (non-agriculture)	2
	Agricultural Labourer	3
	Construction worker	4
	Weavers	5
	Household work	6
	Casual labor (excluding NREGA)	7
	Government employee	8
	NREGA	9
	Unemployed (and looking for work)	10
	Retired	11
Others Specify		

II. Details of the Self Help Group

16. Are you a member of any Self Help Group (SHGs) Instruction: If no, please stop the interview	Yes	1
	No	2
17. If yes to Q16, what is the name of the Self Help Group		
18. How did you come to know about the SHG? (Multiple Response Possible)	Promotional activities by CRISIL Mitra	1
	Friends / Relatives / Family member	2
	Other SHG peers	3
	Newspaper/ Radio	4
	NGO/Government bodies	5
	Others Specify	6
19. How long you have been associated with the SHG?	No of years <input type="text"/> <input type="text"/>	
	No of months <input type="text"/> <input type="text"/>	
20. What is the frequency of SHG meetings held	More than once a week	1
	Weekly	2
	Fortnightly	3
	Monthly	4
	Quarterly	5
	Others Specify	

21. How regularly do you attend SHG meetings?	Regularly	1
	Sometimes	2
	Never	3
22. Have you benefitted from being part of the SHG?	Yes	1
	No	2

III. Financial Literacy and Everyday Practice

23. Does your household have a budget?	Yes	1
	No	2
	Don't Know/Can't Say	99
24. Are you using the budget card provided by the CRISIL Mitra	Yes	1
	No	2
25. Who is responsible for your daily monetary decisions in your household?	You	1
	You and your partner	2
	You and another family member(s)	3
	Your partner	4
	Another family member (s)	5
	Nobody	6
	Don't Know Can't say	99
Others Specify		

26. The following table contains a list of general banking instruments. Please provide your responses for each of the instruments.

Instruction: Investigators, please verify the original copy of each of the statements

S. No	Instruments	26a. Have you heard of these concepts? (1- Yes, 2 – No)	26b. If yes to 26a, are you currently availing these services/products related to these? (1- Yes, 2 – No)	26c. If yes to 26 b, are you satisfied with the services/product? (1- Yes, 2 – No)
1	Pension account			
2	Bank account			
3	Loan			
4	Credit card like Kisan credit card			
5	Life Insurance			
6	General Insurance			
7	Safe deposit/Lockers			
8	Recurring deposit			
9	Fixed deposit			
10	ATM			
11	Cheque book			
12	Post office deposit			

27. The following table comprises of various Government schemes. Please provide your responses for each of the schemes.

Instruction: Investigators, please verify the original copy of each of the statements

S. No	Instruments	27a. Have you heard of these schemes? (1- Yes, 2 – No)	27b. If yes to 27a, are you currently availing these services/	27c. If yes to 27 b, are you satisfied with the services/product? (1- Yes, 2 – No)

			products related to these? (1- Yes, 2 – No)	
1	Pradhanmantri Jan-Dhan yojana			
2	Atal Pension Yojana			
3	Micro pension (.....)			
4	Micro insurance schemes (.....)			
5	Crop Insurance (.....)			
6	Livelihood schemes (.....)			
28. Which are the three frequently used modes of payment?		Cash		1
		Cheque		2
		Demand Draft		3
		ATM card		4
Multiple response possible		Credit Card		5
		Mobile banking		6
		Internet Banking		7
		Kind		8
		Gold		9
		Others specify		

IV. Assets and Expenditure

29. In the past 7 days has any member of your household spent money on any one of the following items?	Basic Food	<u>1=Yes</u> <u>2=No</u> (a)	Basic Food	How much did you pay in total? Rupees (b)
		Subsidized rice	1	Subsidized rice
	Other Rice and other cereals	2	Other Rice and other cereals	
	Pulses, gram (chana), gur, sugar, vanaspati and other seeds/oil	3	Pulses, gram (chana), gur, sugar, vanaspati and other seeds/oil	
	Potatoes	4	Potatoes	
	Other vegetables	5	Other vegetables	
	Fruit	6	Fruit	
	Meat and fish products		Meat and fish products	
	Meat and fish	7	Meat and fish	
	Eggs	8	Eggs	
	Milk products	9	Milk products	
	Other food items like tea, coffee, processed foods such as biscuits, cake, pickles, sauce etc	10	Other food items like tea, coffee, processed foods such as biscuits, cake, pickles, sauce etc	
	Other items		Other items	
	Tobacco, cigarettes, cigars, <i>pan</i>	11	Tobacco, cigarettes, cigars, <i>pan</i>	
	Household cleaning articles (soap, bleach, detergents)	12	Household cleaning articles (soap, bleach, detergents)	
	Other household Items (Include bulb, tube light, glassware, buckets etc.)	13	Other Household Items (Include bulb, tube light, glassware, buckets etc.)	
	Transport costs (fuel, fees)	14	Transport costs (fuel, fees)	

30. In the past 30 days has any member of your household spent money on any one of the following items?		1=Yes 2=No (a)		How much did you pay in total? Rupees (b)
	Clothing and shoes (excl. school clothes)	1	Clothing and shoes (excl. school clothes)	
	Remittances sent to other households/individuals	2	Remittances sent to other households/individuals	
	Religious expenses (incense, alms etc.)	3	Religious expenses (incense, alms etc.)	
	Social expenses (e.g. on death rites , excluding wedding gifts or expenses, dowry and bride price payments)	4	Social expenses (e.g. on death rites , excluding wedding gifts or expenses, dowry and bride price payments)	
	Recreation, entertainment and cultural services (videos, lotteries, newspapers/ magazines, toys, sports goods)	5	Recreation, entertainment and cultural services (videos, lotteries, newspapers/ magazines, toys, sports goods)	
	Litigation	6	Litigation	
	Housing expenses (rent and house maintenance)	7	Housing expenses (rent and house maintenance)	
	Electricity, other energy (gas, fuelwood) and water fees	8	Electricity, other energy (gas, fuelwood) and water fees	
	Taxes, insurance, and other charges	9	Taxes, insurance, and other charges	
	Communication costs (e.g. mobile phone charges, Internet kiosk fees, etc.)	10	Communication costs (e.g. mobile phone charges, Internet kiosk fees, etc.)	
	Loan instalments paid	11	Loan instalments paid	

31. In the past 12 months has any member of your household spent money on any one of the following items?		<u>1=Yes</u> <u>2=No</u>		How much did you pay in total? Rupees
	Medical expenses (EXCLUDING transport costs and costs that can be reimbursed from insurance)	1	Medical expenses (EXCLUDING transport costs and costs that can be reimbursed from insurance)	
	Education expenses (tuition and other required fees, parent association fees, uniforms and other clothing, textbooks, other educational materials, meals, lodging, etc.)	2	Education expenses (tuition and other required fees, parent association fees, uniforms and other clothing, textbooks, other educational materials, meals, lodging, etc.)	
	Dowry	3	Dowry	
	Crockery & Utensils (Includes stainless steel utensils, casseroles etc.)	4	Crockery & Utensils (Includes stainless steel utensils, casseroles etc.)	
	Wedding gifts: excluding costs for organization of wedding	5	Wedding gifts: excluding costs for organization of wedding	
	Costs for Organization of Wedding, Wedding Expenses	6	Costs for Organization of Wedding, Wedding Expenses	
	Land	7	Land	

32. Does any member of your household own any one of the following [ITEM]s?	Item		<u>1=Yes</u>
			<u>2=No</u>
	Car	1	
	Rickshaw	2	
	Radio/Cassette Player	3	
	Camera/Camcorder	4	
	Bicycle	5	
	Refrigerator	6	
	Washing Machine	7	
	Mattress	8	
	Cot or bed	9	
	Cooler	10	
	Air Conditioner	11	
	Motorcycle/Scooter	12	
	Fans	13	
	Heaters	14	
	Pressure lamps/ petromax	15	
	Television	16	
	Set Top Box	17	
	DVD	18	
	Mobile phone	19	
	Other phone	20	
	Sofa	21	
	Tables	22	
	Chairs	23	
	Pressure Cooker	24	
	Stove/Oven	25	
	Stabilizer	26	
	Solar Light	27	
	Watch/clocks	28	
	Jewelry	29	
	Thresher	30	
	Cart	31	
	Sewing Machine	32	
	Ploughing Implements	33	
	Water Pump	34	
	Other Machinery	35	

V. Attitude towards Financial Management

33. The following table contains a list of statements. Please let us know how much you agree with these statements. (Please note- 1=Highly agree, 2= Agree, 3= Not sure, 4 = Disagree, 5= Highly disagree)

Instruction: Please tick the relevant response for each of the statements

S.no	Statements	1	2	3	4	5
1.	Before buying something I carefully consider whether I can afford it					
2.	I tend to live for today					
3.	I find it more satisfying to spend money than to save it for the long term					
4.	I pay all my bills on time					
5.	I am prepared to risk some of my own money when saving or making an investment					
6.	I keep a close track of my financial affairs					
7.	I set long-term financial goals and strive to achieve them as planned					
8.	Money is meant to be spent not saved					

34. Which of the following statements best describes your decision making ability when it comes to buying a product, availing loans/, opening bank accounts.

Instruction: Please read out the responses

Statements	
I consider all or multiple options before making a decision.	1
I consider these options from only one company or organization	2
I didn't consider any other option (product or company) at all	3
I looked around but found no other options except the one I availed	4
Don't know/ Can't Say	5
Not applicable	6
Refused completely	7

VI. Effectiveness of the programme- CRISIL Mitra, Training

Instruction: Please note, this section is not valid for the control group

Questions	Options	Code
35. How satisfied were you with the training provided by the CRISIL Mitra?	Very Satisfied	1
	Somewhat Satisfied	2
	Neither Satisfied Nor Dissatisfied	3
	Dissatisfied	4
	Very Dissatisfied	5
36. How satisfied are you with the training methods deployed in the sessions conducted by CRISIL Mitras?	Very Satisfied	1
	Somewhat Satisfied	2
	Neither Satisfied Nor Dissatisfied	3

	Dissatisfied	4
	Very Dissatisfied	5
37. Did you apply for a new bank account for you or any of your household member after the training?	Yes	1
	No	2
38. Did you apply for a fixed deposit account for you or any of your household member after the training?	Yes	1
	No	2
39. Did you apply for a recurring deposit account for you or any of your household member after the training?	Yes	1
	No	2
40. Did you apply for a Post Office Savings Account?	Yes	1
	No	2
41. Did you apply for any loan for you or any of your household member after the training?	Yes	1
	No	2
42. Did you apply for an insurance account for you or any of your household member after the training?	Yes	1
	No	2
43. Did you apply for a pension scheme?	Yes	1
	No	2
44. Do you use the budget diary provided during the training regularly?	Yes	1
	No	2
45. If yes to Q44, how important is to maintain a budget diary?	Very Important	1
	Important	2
	Neutral	3
	Not important	4
	Not at all important	5
46. Did the CRISIL Mitra provide you with any assistance in availing the benefits of any of the financial instruments?	Yes	1
	No	2
47. How satisfied were you with the assistance provided by CRISIL Mitra?	Very Satisfied	1
	Somewhat Satisfied	2
	Neither Satisfied Nor Dissatisfied	3
	Dissatisfied	4
	Very Dissatisfied	5
48. Was there a follow up training done by CRISIL Mitras?	Yes	
	No	
	Don't Know/Can't Say	
49. How many follow-up trainings were done?	<input type="checkbox"/> <input type="checkbox"/>	

50. What are the key messages you recall from the main training and the follow-up trainings?		
--	--	--

VII. Women Empowerment

Questions	Options	Code
51. How has your economic decision making ability in the household changed after attending the training?	Increased	1
	Decreased	2
	Don't Know/Can't Say	3
52. How has your level of financial knowledge changed after attending the training?	Increased	1
	Decreased	2
	Don't Know/Can't Say	3
53. How has your level of knowledge about Government schemes changed after attending the training?	Increased	1
	Decreased	2
	Don't Know/Can't Say	3
54. Do you think your involvement with SHGs has reduced your time for domestic responsibilities?	Yes	1
	No	2
	Don't Know/Can't Say	3
55. If yes to Q54, are you happy about this situation?	Yes	1
	No	2
	Don't Know/Can't Say	3
56. Within your household, has there been situations where women bear the brunt of bad debts? Instruction: Please explain if the respondent doesn't understand the question	Yes	1
	No	2
	Don't Know/Can't Say	3
57. If yes to Q56, has the training led to some change in this scenario?	Yes	1
	No	2
58. If yes to Q57, how has the scenario changed?	Changed positively	1
	Changed negatively	2
59. Would you recommend this training to other women?	Yes	1
	No	2
	Don't Know/Can't Say	3
60. Did women from other neighbourhood approach you for guidance in any financial matters after the completion of your training under the programme?	Yes	1
	No	2
	Don't Know/Can't Say	3

FGD guidelines for CRISIL Mitras

Objective: To understand and assess the role played by the CRISIL Mitras at the community level in the larger implementation of the Programme. Also, to capture their feedback and suggestions regarding the activities prescribed under the programme.

I. General profile of CRISL Mitras-

- Basic bio-data: Name, Age, Sex, Educational Qualification, Location (district/block/Gram Panchayat/village), Period of Association with the Programme, prior work experience/skill in a relevant sector.
- Roles performed by trainers: community mobilization, training sessions, activities at the organizational level.

II. Training of Trainers (TOT) specific feedback-

- Are TOTs provided by RGVN as a part of the programme facilitation process?
- If so, what kind of TOTs are currently imparted?
- If yes, feedback on the TOT provided- content, training methods deployed, relevance to the larger objectives of the programme, applicability of training lessons in practical fields and duration of these sessions, suggestions on improving these trainings (additional skills required as per previous field experience).
- Major benefits from the trainings- technical skills, qualitative changes like increase in verbal efficiency, exposure in public speaking forums and so on.

III. Programme-specific feedback

- Content of the training modules devised for SHG women in terms of relevance, effectiveness, out-reach.
- Have they been able to achieve the target? If not, why? If yes, How?
- Overall feedback on- TOT, training modules, evaluation/assessment modes to track the increase in the level of awareness and knowledge of SHG women prior/post training sessions, level of documentation/records/data tabulation of the everyday activities carried out as a part of the trainings (classroom level) as well as the organizational level (at RGVN).
- Beneficiaries response to the trainings
- Major benefits of the programme- personal gains and benefits derived by trainees (women beneficiaries).
- Any negative outcome of the trainings, major challenges/issues faced by them during field work.
- Suggestions/ ways to improve the programme.

IDI guidelines for Bank officials

Objective: To understand the role played by the bank officials as a part of the financial institutions in enabling the financial inclusion programme to educate and empower women coherently. To seek their suggestions of improving the programme.

I. General profile of officials-

- Basic bio-data: Name, Age, Sex, Educational Qualification, Location (district/block/Gram Panchayat/village), Name of the bank, Designation, Period of Association with the Programme, prior work experience/skill in a relevant sector.

II. Programme-specific feedbacks-

- Feedback on- the level of awareness of SHG women in terms of the banking terms/concepts, various schemes.
- List of criteria for providing loans, loan terms and conditions/agreements, assessing the credibility of customers.
- What measures are taken up to ensure adherence to a certain degree of transparency in channels of communication between officials and SHG women (beneficiaries)? Are the complaints raised by customers addressed? What are the mechanisms at place or deployed to ensure that these issues are resolved?
- Issues faced/challenges encountered most frequently- in terms of providing loans, opening of bank accounts, assisting customers with other facilities.
- The access to banking facilities in rural areas is dismal. How do you address these situations? Do you feel there are other social/cultural/political factors at play which affect or influence these processes at the ground level? How do officials deal with situations where they need to make a judgment call in assessing the credibility of the SHG women who approach them?
- Are there any preferences for particular set of customers in terms of regularity, level of awareness, other factors and so on which facilitate swifter transactions and processes?
- What are your suggestions on the ways to improve the level of effectiveness and success of the programme overall? Is there a specific issue you would like to be resolved at the earliest?

IDI guidelines for Village Heads/ Gram Panchayat members

Objective: To explore his perception of the programme and the perceived changes in the social dynamics of the village.

I. General profile of the heads-

- Basic bio-data: Name, Age, Sex, Educational Qualification, Location (district/block/Gram Panchayat/village).

II. Programme related feedback-

- What was the situation of women in your village/district/block prior to the development of a programme such as this? Was there any programme of this kind operating in your locality previously? If yes, what was it about and who implemented it?
- Do you think such programmes are crucial in uplifting the socio-economic conditions of the women? Do you think this also has direct relation to the household dynamics? If so, what kind of dynamics and changes have come about?
- Do you think these changes are for the good (positive outcomes) in the lives of women as well their respective households? If so, in what ways?
- Do you think this programme has any negative outcomes? If so, how and in what ways? Please cite instances if possible.
- Do you think, such programmes in future should be further encouraged

References

There are no sources in the current document.

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