

# **Call for Partner Financial Service Providers**

## **Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women's Union**

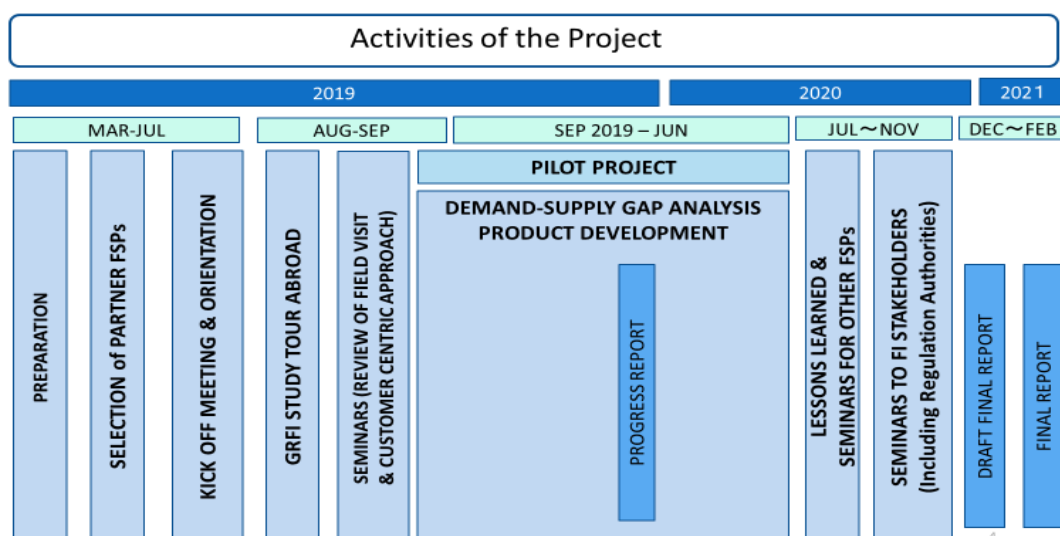
**VWU (Vietnam Women's Union)**

**JICA (Japan International Cooperation Agency)**

## 1. Project Description

The “*Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women’s Union*” is a project implemented by JICA and Vietnam Women’s Union (VWU) to promote development and delivery of financial and non-financial services responding to the needs of women at the BOP (Base of the Pyramid) through strengthening capacity of Vietnam Women’s Union and Financial Service Providers (FSP) towards the enhancement of gender-responsive financial inclusion in Vietnam.

The project started in March 2019 and will finish in February 2021, having a duration of 2 years. The main activities of the project will be implemented along with the selected “partner FSPs”, which will be approximately 3 to 4 FSPs.



Once the FSPs are selected in the middle of May 2019, there will be a Kick-off meeting and Orientation for Managers in Hanoi (in late May). The project also plans to hold a study tour abroad in August where partner FSPs along with the officials of VWU, State Bank of Vietnam (SBV) and the Ministry of Finance (MoF) will participate. After the study tour, the project will start working with each partner FSP to implement pilot activities which will consist of supporting the process of developing new financial and non-financial products and/or services through Gender-Responsive Customer Centric Approach (September 2019 to Jun 2020). The project will cover the costs of the seminars and workshops during the product development process, while the partner FSPs are expected to assume the cost of their own product development. Throughout the pilot activities, the project will extract the lessons from the activities,

and will conclude with a presentation and sharing of these lessons to other FSPs and financial inclusion stakeholders in Vietnam.

## 2. Benefits for the partner FSPs

The selected partner FSPs will enjoy the following benefits by participating to the project:

1. Acquirement of adequate customer-centric approach methodology to develop new financial and non-financial products.
2. Participation to a Study Tour Abroad and learn from experiences and best practices in other countries on gender responsive financial inclusion.
3. To develop its own financial and non-financial products with support and consultations provided by the project.
4. Easier accessibility for a collaboration with other FSPs, as the project will provide support to have alliance and collaboration with different FSPs to increase the scale and impact of financial inclusion in Vietnam.
5. Easier accessibility to Vietnam Women's Union members as potential customers of the new financial and non-financial products to be developed.

## 3. Conditions and Role of Partner FSPs

One or two partner FSPs will be selected from the Northern part of Vietnam, and one or two partner FSPs from the Southern part of Vietnam.

Main conditions for partner FSPs:

1. Formation of product development team<sup>1</sup> inside the partner FSP.
2. Willingness and commitment to participate to seminars and events of the project.
3. Willingness to develop new financial and non-financial products and/or improve existing products along with the project, applying customer-centric approach.
4. Willingness to share the experiences to other FSPs

The cost sharing among the partner FSPs and the project will be as follows:

Main costs arising during the project	Who assume the cost
Cost for organizing workshops and seminars, including the cost of the lecturers and consultation services.	The Project

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<sup>1</sup> Product development team: A team which will follow the whole process of product development during the project implementation. It is recommendable that the same core team members remain throughout the project duration. Taking into account the importance of customer-centric approach, the team could be formed from different departments of the organization who has contact with customers in their day-to-day activities such as, marketing div., customer correspondence div., operational div., finance and accounting div., IT div., and field officer.

Transportation cost to the workshop/seminar location within the location area of the partner FSP.	Partner FSPs
Air flight cost to attend the seminar organized by the project.	The Project
Cost of air flight, transportation abroad, accommodation, stipends and insurance during the study tour abroad (1 or 2 participants from each partner FSP)	The Project
FSP official's personal expenses, transportation cost and other direct cost which will arise during the demand-supply gap analysis or test marketing.	Partner FSPs
Administration cost of the FSP arising from phone call, document preparation / printing and internet connection as a result of the demand-supply gap analysis or test marketing.	Partner FSPs

#### 4. Selection Process

April 16	Announcement to the FSPs
May 4	Deadline to submit the Expression of Interest
May 6 – May 15	Selection of partner FSPs
May 16-20	Announcement of the selected FSPs
May 28 (tentative)	Kick-off Meeting and Orientation

#### 5. How to apply for partner FSPs of the project:

Please fill in the attached Expression of Interest, and send it to the following e-mail address by 4<sup>th</sup> May 2019:

E-mail address: [gender.responsive.fi@gmail.com](mailto:gender.responsive.fi@gmail.com)

#### Attachment:

1. Format of the Expression of Interest
2. Selection Criteria

**EXPRESSION OF INTEREST to participate as a Partner FSP for the  
Project for Promoting Gender-Responsive Financial Inclusion through Vietnam  
Women's Union**

**Name of Institution:**

**Address:**

**Contact Person / Position:**

**Tel:**

**E-Mail:**

**Formation of Product Development Team:**

Could you propose the Customer Insight Team members (with name, position and his/her department or division) who will participate in the pilot activities?

**Interest and Commitment:**

What would be the expectation and interests to participate in this pilot activities?  
How would the managers and the team members to commit to the activities?

**Tentative ideas of Financial Products to develop in this project (\*):**

(Please add the same format for "Idea #3" and "Idea #4", if you have more ideas.)

**Financial Product - Idea # 1:**

**Hypothesis of client problem:**

**Solution to the problem:**

**Tentative partner to work with (such as commercial banks and insurance companies) to develop the above products or services (if any):** (Discussion with the partner institution in advance is recommended)

**Tentative target clients and estimated number of clients:**

**Tentative target area:**

**Estimated cost to develop the product:**

Personnel expenses:

Transportation cost:

Material cost:

Other cost:

**Financial Product - Idea #2 (if any):**

**Hypothesis of client problem:**

**Solution to the problem:**

**Partner to work with (if any):**

**Tentative target clients and estimated number of clients:**

**Tentative target area:**

**Estimated cost to develop the product:**

Personnel expenses:

Transportation cost:

Material cost:

Other cost:

**Tentative Ideas of Non-Financial Products to develop in this project (\*):**

(Please add the same format for "Idea #3" and "Idea #4", if you have more ideas.)

**Non-Financial Product - Idea #1:**

**Hypothesis of client problem:**

**Solution to the problem:**

**Tentative partner to work with (if any):**

**Tentative target clients and estimated number of clients:**

**Tentative target area:**

**Estimated cost to develop the product:**

Personnel expenses:

Transportation cost:

Material cost:

Other cost:

**Non-Financial Product - Idea #2 (if any):**

**Hypothesis of client problem:**

**Solution to the problem:**

**Tentative partner to work with (if any):**

**Tentative target clients:**

**Tentative target area:**

**Estimated cost to develop the product:**

**Do you agree to share your experiences and lessons learned with other FSPs and regulatory authorities?**

Yes

No

**Do you agree on the cost sharing described in page 2?**

Yes

No

**Information about your institution:**

**ROA (last 3 years):**

**Total Asset:**

**Financial and non-financial product development experiences:**

**Number of female customers:**

**% of female customers:**

**What kind of quantitative of qualitative analysis on customer data does your institution implement?**

**What kind of qualitative feedback from your customer does your institution receive and its frequency?**

\* The ideas of financial and non-financial products described in this document could be tentative ideas, and they might change through the activities to be implemented in the Project.