

<b>SELECTION CRITERIA</b>		
<b>- Call for Partner Financial Service Providers -</b>		
<b>Project for Promoting Gender-Responsive Financial Inclusion through Vietnam Women's Union</b>		

<b>1. Commitment</b>		<b>30</b>
	Understanding on and strong commitment on GRFI	10
	Willingness to explore women's latent needs to improve financial and non-financial products	Minimum Requirement
	Willingness to explore women's latent needs to develop new financial and non-financial products	Minimum Requirement
	Willingness to develop new products along with the project based on customer centric approach	Minimum Requirement
	Commitment from the Managerial Level	10
	Formation of Customer Insights Team	10
	Agree to share experiences to other stakeholders	Minimum Requirement
	Understanding and agreement on cost sharing	Minimum Requirement
<b>2. Potential Impact on GRFI in Vietnam</b>		<b>40</b>
	Impact on financial inclusion	10
	Depth of outreach: what is the key ideas to improve the outreach and accessibility of the product and number of potential new customers to be outreached. (for each product development idea)	3
	Points of services: estimated number of branches / devices / agents or other points of services that will offer the product. (for each product idea)	3
	Quality: target and segment of the customer of the proposed new financial and non-financial product, and the specific needs that will be fulfilled by the product. (for each product idea)	4
	Impact on gender responsiveness	10
	Number of potential female customers of the proposed financial and non-financial product.	5
	Attention to specific and important needs of Vietnamese women.	5
	Impact on innovativeness	10
	Innovativeness of the proposed financial and non-financial product	10
	Impact through alliance with other FSPs	10
	Synergy effectiveness: utilization of the strength of each FSPs	10
<b>3. Feasibility of the proposed product development</b>		<b>10</b>
	No serious regulatory bottlenecks to implement	5
	Product development cost feasible for FSP	5
<b>4. Institutional capacity</b>		<b>20</b>
	Sustainability: past 3 years' ROA	3
	Size: Total assets	2
	Transparency: Audited financial statement (past 3 years)	3
	Financial and non-financial product development experiences	3
	Number of female customers	3
	% of female customers	3
	Practice of gathering quantitative customer data	3
<b>5. Project site (location)</b>		<b>Minimum Requirement</b>
	Within 4 hours from Hanoi or Ho Chi Minh	Minimum Requirement