



GOOTCHA—A framework to build gender-sensitive ID systems

March, 2021

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The GOOTCHA! framework

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Identity lifecycle

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Applying the framework in each of the stages of the identity lifecycle: Registration

04

Applying the framework in each of the stages of the identity lifecycle: Issuance

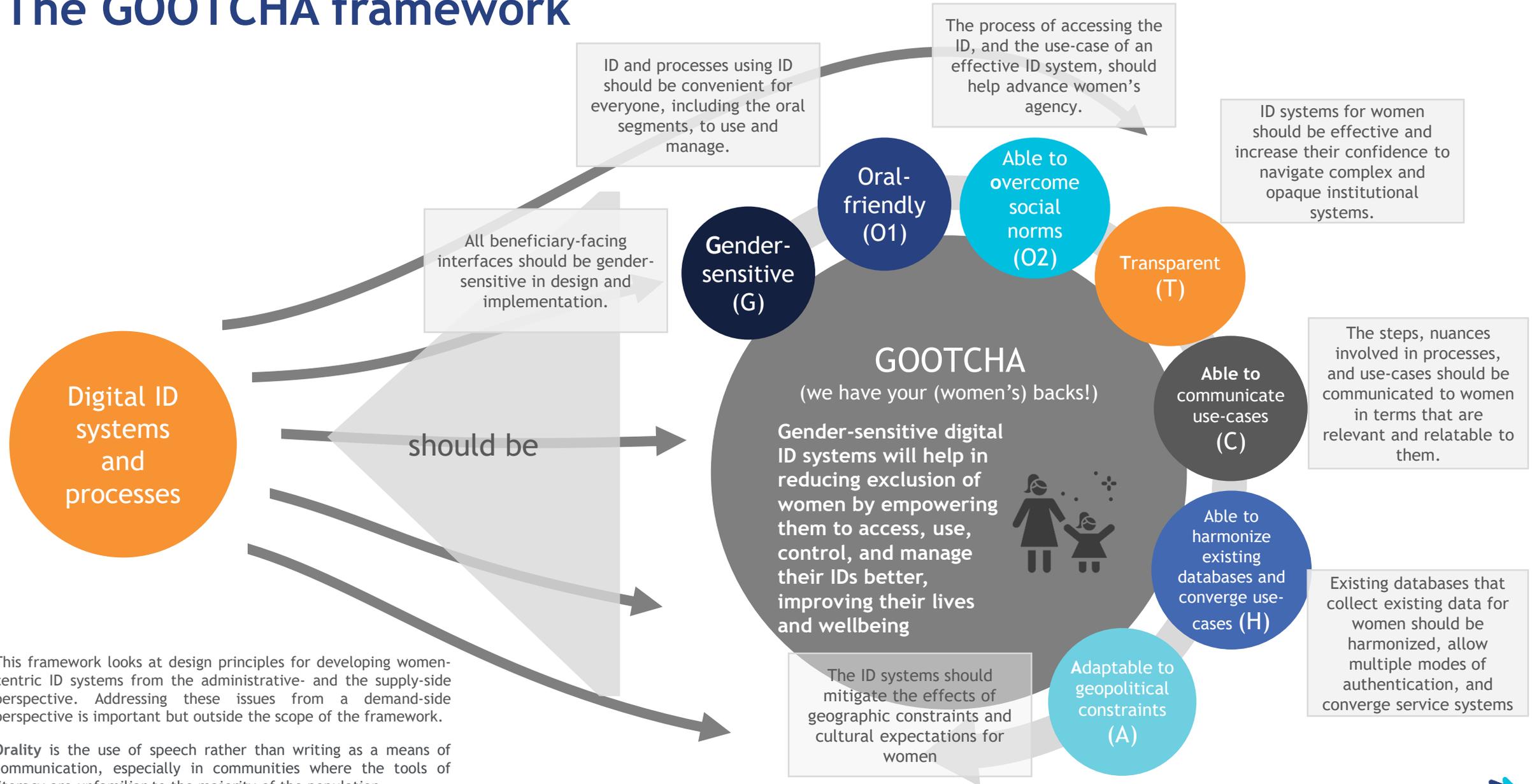
05

Applying the framework in each of the stages of the identity lifecycle: Use

05

Applying the framework in each of the stages of the identity lifecycle: Management

The GOOTCHA framework



This framework looks at design principles for developing women-centric ID systems from the administrative- and the supply-side perspective. Addressing these issues from a demand-side perspective is important but outside the scope of the framework.

Orality is the use of speech rather than writing as a means of communication, especially in communities where the tools of literacy are unfamiliar to the majority of the population

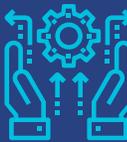
Identity lifecycle

Establishing a person's identity and then using this identity in later transactions involves multiple stages.

1 **REGISTRATION** 
identity data is collected
and proofed

2 **ISSUANCE** 
one or more credentials
are issued

3 **USE** 
identity is checked at
the point of transactions

4 **MANAGEMENT** 
identities and credentials
are maintained

Registration: Create flexible, accessible, inclusive, and accommodative registration procedures

Communication

Communication campaigns to provide complete information about the ID system



- 1 Articulate the perceived need, benefits, and incentives of having an individual identity through robust communication mechanisms and platforms

Onboarding (interface/process)

Gender-sensitive and accessible interface; oral-friendly, transparent, and adaptable processes



- 2 Ensure decentralized and mobile registration points
- 3 Ensure women-only registration days and kiosks
- 4 Offer oral or user-friendly, low-cost registration process
- 5 Ensure collection of accurate information for women who lack adequate supporting documents
- 6 Facilitate gender-focused exception-management mechanisms for missing documents and missed enrolment dates

Monitoring

Transparency, communication, and regular monitoring



- 7 Monitor and register data collection agencies to ensure gender-specific targets are completed

Issuance: Design and issue credentials that are inclusive and easy to use

Design

Gender-sensitive and oral-friendly design of credentials



- 1 Allow minimal use of chip-based credentials, characters, and letters with greater focus on plain number-based systems

Communication

Transparency and communication on enrolment status



- 2 Communicate the status of enrolment on ID systems to save duplication of efforts, lost time, and cost to the users

Delivery

Gender-sensitive and accessible process



- 3 Ensure minimal time gaps between enrolment and issuance
- 4 Ensure minimal trips and travel for issuance to reduce the opportunity cost of leaving work, childcare, and the financial cost of traveling

Use: Develop processes that account for social norms and biases, develop and highlight use-cases relevant for women

Communication and education

Communication campaigns to ensure complete and correct information is delivered to users



- 1 Communicate concepts like privacy and consent
- 2 Engage with men to eliminate systemic gender bias
- 3 Educate to ensure trust and efficient use by women to enhance their opportunities

Processes

Authentication and exception management processes that are **accessible** and **adaptable** to women



- 4 Streamline the processes of authentication and exception management by removing disparities of access to technology
- 5 Offer alternative or multi-modal authentication mechanisms

Use-cases

Opportunity for both government and private players to **harmonize** efforts



- 6 Explore opportunities to deliver identity-linked products and services
- 7 Link the ID systems with program databases for better targeting and enrolment in welfare delivery programs

Management: Create mechanisms to address gender-specific challenges for ID management

Communication and education

Communication campaigns to the user to provide complete information



- 1 Communicate on grievance resolution and ID management especially for the oral segment, to offer offline options and women-friendly interface points

Processes

Transparent and gender-sensitive processes for ID management aligned with women's needs



- 2 Facilitate easy mechanisms for management and recourse to reduce dependencies on male members of the household by introducing transparent processes.

Policy

Gender-sensitive policy for ID management aligned with women's needs



- 3 Review policy and processes for key life transitions and changes that are specific to women like change of surname and address

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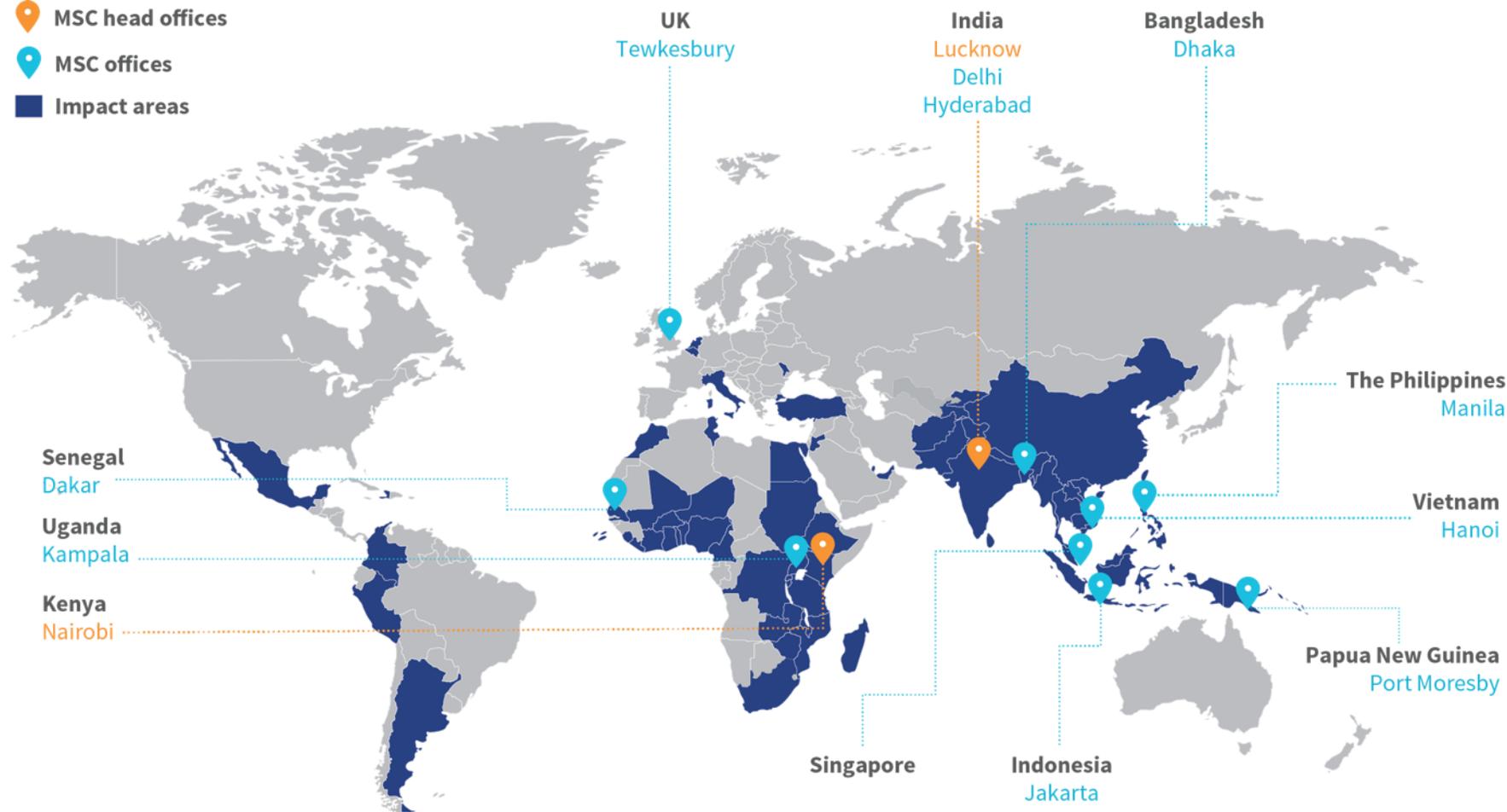
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Asia head office

28/35, Ground Floor, Princeton Business Park,
16 Ashok Marg, Lucknow, Uttar Pradesh, India 226001
Tel: +91-522-228-8783 | Fax: +91-522-406-3773 | Email: manoj@microsave.net

Africa head office

Shelter Afrique House, Mamlaka Road,
P.O. Box 76436, Yaya 00508, Nairobi, Kenya
Tel: +254-202-724-801 | Fax: +254-202-720-133 | Email: anup@microsave.net

