

Problem statement/objective

APB has been striving to serve the rural LMI segment with innovative product offerings. It designed the *Bharosa* account to specifically attract small savings from rural women. However, the customer footfall at APB's agent outlets has not risen as expected. With women mostly indoors and busy with household chores, APB's current communication strategy was found unable to relay the product features effectively to this target segment.

MSC helped APB in designing communication that could nudge rural women, to open *Bharosa* accounts, and do small savings at its agent outlets.

MSC's solution

- We used field-based rapid prototyping to develop creative communication messages on small savings.
- The message design addressed issues related to content and channel. It was recorded in the form of audio clip(s).
- We helped APB to pilot the audio clip(s) in a rural area where APB planned expansion of its operations.

Key learnings and challenges

- We were able to identify specific nudges to help communicate the benefits of small deposits to rural women
- COVID-19 outbreak in 2020 delayed the implementation of the pilot.

Proposed targets / achieved targets

Indicators	Coverage	Result	Potential impact
Small value deposits by women	12 agents	<ul style="list-style-type: none">• Women in the treatment group made 49 small value deposits, while those in the control group made only 1.• Average account balance of treatment group was 54 times that of the control group.	<ul style="list-style-type: none">• Increase in deposits among the unbanked or underserved customer segments• Higher footfall at APB agents outlets
Increase in agent income	12 agents	<ul style="list-style-type: none">• C\Agents in the treatment group generated 4 times higher business volumes as compared to the control group.	

Scale-up plan

- We are engaging with APB's Distribution team to scale up the pilot quickly across its 20,000 'unbanked villages' agent outlets across the country.
- We will share the pilot lessons with other financial service providers such as IPPB (174,000 agents) and support them to develop similar communication messages for their difficult-to-reach client segments.



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