

FINANCIAL

# INCLUSION AFRICA

SEPTEMBER 2021

EFFECTIVE LEADERSHIP AND  
ECONOMIC DEVELOPMENT

WISE NETWORK SUPPORTS VOCATIONAL  
SKILLS TRAINING FOR  
CORPORATE WOMEN

INSURANCE BROKER AND MOBILE  
PAYMENT PLATFORM UNVEIL  
UNIQUE MICROINSURANCE PRODUCT  
IN TANZANIA

DAIF FINANCIAL INCLUSION FOR  
SUSTAINABLE DEVELOPMENT



**MARIAM CASSIM**

# EDITORIAL

It is my singular honor to welcome our readers to the September, 2021 edition of our authentically continental magazine, Inclusion Africa.

This issue promises an absorbing read, as we continue to profile some key industry players, whose contribution towards enhancing the financial inclusion narrative across the continent, is remarkably evident.

Indeed, the topic of financial inclusion is at the heart of our quest as a continent to, solidify the gains we have made in respect of reaching the unbanked population. An array of innovative and bespoke solutions that address the unique needs of our people, stands out as the inevitable alternative, if significant strides are to be made. Enjoy the read, be inspired and let's engage further with the view to continuous improvement and enhancement of the ecosystem.

Thank you.

Dr. Genevieve Pearl  
Duncan Obuobi  
Lead Editor



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# Adejoke Lasisi

Adejoke LASISI is an African fabric designer and environmentalist. She is the founder of Planet 3R and Jokelinks Weaving School.

She holds a bachelors degree in Economics from Obafemi Awolowo University Ile-Ife. She also holds a certificate in Entrepreneurial Management from EDC Lagos, Nigeria. Adejoke is also saving the planet using her weaving skills by converting textile and plastic wastes into innovative products.

Adejoke enjoys volunteering in entrepreneurship activities both here in Nigeria and abroad.

She is a 2016 Alumna of the EDC Lagos/ Cherie Blair Foundation Road to Women's Business Growth in Nigeria and a pioneer Cohort member of the YALI Regional Leadership Center West Africa Accra, Ghana 2015.

She is an AYEEN 2014 Business Grant Winner, a recipient of the YALI SPIRIT AWARD at the YALI Regional Leadership Center West Africa Accra, Ghana in the Young African Leaders Initiative YALI 2015 and was the runner-up for Franco-Nigeria Chamber of Commerce grant competition in 2016. She was nominated as the best indigenous textile designer at the ACE Awards 2017 and 2018. She also emerged as one of Akin Alabi Business grant winners in 2017.

She is also the 7eleven foundation grant winner in 2017. She received a grant for a light manufacturing through SMEDAN in 2018.

She was nominated for the National MSME awards 2018 in Nigeria held at Aso-rock Abuja.

She is a recipient of GEM grant (World Bank partnered with Federal government of Nigeria) and BlackKnightng in 2019. She also received a grant award from the Vice president of Nigeria through NYEES platform held in May 2019 at Abuja. Adejoke emerged as one of the Top5 Nigeria Creative Business Cup 2019 Pitching Contest.

Also, she was certified in 2019 by the First Technical University as a technical University trainer.



She has showcased her products at various events and exhibitions both home and abroad.

Her work and journey has been featured on ALJAZEERA, BBC, CHANNELS TV, TRIBUNE NEWSPAPER, PUNCH NEWSPAPER, NTA and some other popular blogs.

Her organization also emerged as one of the Top50 Big Bang Business Competition organized by the Institute for Entrepreneurship and Innovation UC Davis, USA.

Adejoke emerged as the National MSME of the year 2020 for using her weaving skill to save the planet by converting Plastic and Textile wastes into Eco-friendly products.

She was also awarded by the President of Nigeria as one of the five young INNOVATORS at the Aso Villa Nigeria in 2020.

She recently won the Africa green grant award 2020 organized by Eleven Eleven Twelve Foundation.

# Moses Kanduri

Moses Kanduri is the founder and Chief Executive Officer of ALEXpay. ALEXpay is a revolutionary mobile payment and billing solution that integrates with the multiple mobile telcos and the banking networks in Ghana and 11 other African countries with a focus on integrating further African countries. The ultimate goal is: One Africa, One Payment. In February 2019, ALEXpay won the best money transfer application award at the 2019 Global Business Outlook Awards.

Moses Kanduri was the winner of the 2020 '40 under 40' Award in mobile technology. He is an achievement-driven professional with competencies in resource mobilization, public administration, project management, business analysis, and communication. The result of his ingenuity and persistence is the creation of ALEXpay Africa. He served as an Accounts and Protocol Officer at Ghana's Permanent Mission to the United Nations in New York and also as a Project Lead for the World Bank Sponsored program 'Youth Entrepreneurship: From Policy to Action'.

Subsequently, he was the head of Resource Mobilization for the Ghana AIDS Commission under the office of the president of Ghana where he worked with global multinational corporations, medical and pharmaceuticals, UNAIDS, World Bank, UNICEF, and development NGOs to raise funding for the implementation of the National HIV/AIDS strategic plan for Ghana.

In 2008, Mr. Kanduri's initiative "Turning Prisoners to Farmers" was selected as one of the 100 sustainable agriculture projects by the World Bank, Bill & Melinda Gate Foundation, African Development Bank, and



IMF. Speaking about this project on the VOA radio, Mr. Kanduri challenged Africa to continue to research alternative mechanisms for sustainable agricultural developments.

In May of 2018, Mr. Kanduri was a key speaker at the prestigious Oxford African Business Conference in London. He is a fellow of the prestigious Malave Leadership Academy, a member of the International Honors Society, 'Phi Theta Kappa', a recipient of the Brooklyn Kyril Scholarship for outstanding student-leadership and he has published many articles on social and political development.

Moses Kanduri holds an associate degree in Global and Environmental Studies from Kingsborough Community College in New York.

## SUZANNE ADEOYE

Suzanne Adeoye is a Development Programme Specialist with expertise in the implementation of strategies, processes, and systems that support the management of programmes especially those geared towards financial inclusion. As a Women's Financial Inclusion Expert, She is passionate about women empowerment and strongly advocates for the application of gender lens in developing financial services that meet the needs of women and help them unlock their full potential. Through her work, she contributes to providing solutions that respond to challenges humanity faces especially the low-income population. Suzanne enjoys hiking with her family and loves to travel. She is passionate about Female Financial Inclusion.



## GERALD MUNYARADZI NYAKWAWA



Gerald Munyaradzi Nyakwawa is a Certified Digital Finance Practitioner -CDFP and a consultant who partners with regional bodies, policymakers, and central bankers to find sustainable solutions for the Bottom of the Pyramid (BoP) and to grow national and regional participation of Micro-Small and Medium Enterprises (MSMEs) in the digital payments space. Gerald is an advocate for instant inclusive retail payments within countries as well as across borders. After spending nearly a decade working in a Smartech organization (Fintech, Insuretech, Agritech, Healthtech), Gerald appreciates what truly drives conversions in the BoP and DFS space. He understands what needs to be done for cross-border trade among MSMEs to take off.

He has owned coverage in print and broadcast outlets in Zimbabwe and abroad. His articles have been featured in the Digital Banker Africa, Global CIDEF, Business Weekly, The Standard, News Day, and The Manica Post. He is a panelist and presenter on Financial Inclusion matters.

Gerald holds a certificate in law and regulation of inclusive finance from the University of Luxemburg and he is the Chief Association Executive at the Digital Finance Practitioners' Association of Zimbabwe

# Anne Gitau

Anne Kahindi Gitau is a legal and governance professional in the banking industry, with a keen interest in making an intentional investment in family and community, and she believes that it is imperative to maintain an effective work-life balance.

She has a degree in law from the University of Nairobi and an MBA from the Centre for Financial and Management Studies, University of London. She is also a member of the Law Society of Kenya and the Institute of Certified Public Secretaries of Kenya.

She currently works as the Company Secretary at the Bank of Africa Kenya Limited where she provides legal and governance support to the Board of Directors. She is also responsible for the management of the legal risks in the Bank, and thus oversees the legal function in the Bank.

As the first lawyer employed by the Bank of Africa Kenya in 2007, she successfully established the Legal Department and developed the processes and procedures that help the Bank manage its legal risks, as well as she successfully managed the Bank's panel of external law firms.

In 2012, Anne Kahindi Gitau also set up an in-house Company Secretarial function that supports both the Board and the Management on governance and legal matters. She was involved in the process of recruiting female directors to a once male-dominated Board.

Using the words of Wangari Maathai (God rest her soul in eternal peace), some of her little things include having championed more friendly employment terms for new mothers in the organization, with the result that the Bank generously agreed to set up nursing rooms for new mothers (long before this became a legal requirement in Kenya). They also enjoy a flexible working schedule on return to



the office, which allows them to successfully ease back to work.

Away from work, she has a heart for vulnerable children, and thus, she partners with a few organizations that work to promote the safety and well-being of children.

# Adeline Quarshie,

Adeline Quarshie is the Managing Director for Credence Micro Credit. It is a highly competitive company in the Micro Credit industry that harnesses innovation and technology to bring delight to its customers. Adeline is a business leader focused on entrepreneurial creativity to bring financial solution to many businesses and the ordinary person. She is a strong believer of sound leadership and a transformational leader with attitude that can turn the fortunes of both organizational employees and the organization itself. She believes that businesses have had enough 'bosses' and it's time for ordinary people with leadership qualities to take over and lead small scale businesses to the next phase of their fortunes.

With a strong value for human dignity, honour and respect, Adeline leads teams to tell their story and advanced their brand in a highly competitive sector - the financial sector; to bring unprecedented visibility to the organization and impact others as well as develop relationships with both executive level, internal and external customers and regulators while building support for key initiatives and exploits.

She holds a degree in marketing from Ghana Institute of Management and Public Administration and HND from Accra Technical University. She holds an MBA from UGBS in Ghana and other international certification from MIT, YALE, Temple University and Howard all from the USA.

Adeline has a long serving career in banking which spans beyond the borders and shores of Ghana, thus South Africa. She is a passionate advocate who believes in innovation and technology to advance develop-



ment around the world by ensuring greater participation from young people.

This is evidenced by the age demographics of her employees.

In an ever-dynamic world, the best people who are both very much in touch with the world and also creative enough are the young ones, hence, her greatest joy is working with them.

She is the Co-founder and President for Women In-ICT, Finance, Industrialization & Technology Foundation; WIFI & TECH FOUNDATION, a non-governmental organization that is seeking to harness knowledge and technology to mentor, empower, support and sponsor women in the area of entrepreneurship and professional advancement.

Her greatest philosophy in life is 'FAITH'. She asserts that one has to believe in whatever one is doing regardless of how small and inattentive people are to it. My favourite quote is "no tree, however great, ever starts growing as a tree, all trees start to grow as a seed." (Adeline Quarshie).

Despise not your little beginnings!



# Oluwatobi Busoro

Oluwatobi Boshoro is an innovative and transformational leader with broad-based expertise in business transformation and strategy, digital payments/strategy, marketing, brand management, and business development with over 20 years of experience of proven ability to analyze key business drivers, deliver key business insights and develop strategies to achieve bottom line growth, business expansion and market share growth in highly competitive markets and high turnaround environments.

Before becoming Infinitetiks's CEO, she completely transformed Renmoney, the alternative lender from being a traditional lender to a digital lender as its CEO. Under her leadership, Renmoney made a profit for the first time after 5 years of losses. She also headed Stanbic IBTC's Electronic Banking and Digital Strategy units at various times, where she was part of the team responsible for the delivery of the digital transformation of the bank. Between 2008 and 2014, Oluwatobi held senior positions at Interswitch Group, where she created the Verve Card brand and business from ground zero whilst managing other roles including the Group Head of Issuer Management.

While she was the head of Digital Strategy for Stanbic IBTC Bank, she desired to serve as a voice for professional women in Nigeria, combat gender discrimination in the workplace, and empower women from less fortunate backgrounds to reach for their dreams. This led to the creation of the Bosh Foundation, an umbrella Non-profit organisation with brands like Emmanuel's Table that focused on the empowerment of women and young ladies from the slums of Lagos and across Nigeria through education, seed funding, and tuition payment



Oluwatobi's first degree is in Economics from Ogun State University. She also has a Masters' degree in Strategic Marketing from Cranfield School of Management, Cranfield University, UK. She is a member of the Chartered Institute of Marketing (CIM) and the Market Research Society (MRS), both in the UK

She is an alumna of the prestigious Harvard Business School where she attended the General Management Programme (GMP) in the Executive Education Programme in 2013; as well as the 2016 Executive Management Programme where she studied Women on Boards. Currently, she is a student of the Wharton CEIBS-Wharton-IESE Business School Global CEO Programme.

# Moses Onitilo



Moses Onitilo has about 28 years of work experience that sums him up as an IT veteran with a background in ITSM, ITIL, Digital Transformation, AI, Blockchain, Encryption, Security, Process transformation, IT Strategy, Governance, Enterprise Management, and Emerging technologies. He is a technology entrepreneur that creates emerging technologies to solve problems facing the grassroots of Sub-Saharan Africa.

He has over 25 years of IT work experience while having 20 years of experience providing ITSM guidance for Fortune 500 clients that include Dansk Bank, Sheridan Healthcare, Sanofi, Citrix, Realogy, Chevron, Broadcom Corporation, Bank of America, and Kaiser Permanente. In addition, he is a certified ITIL Service Manager, as well as ITIL Foundation v2 and Foundation v3 Certified.

He has consistent experience providing best practices around process re-engineering, Gap Analysis, ITIL/ITSM readiness assessments and roadmaps, and tool selection, optimization, and implementation.

Moses Onitilo is currently the Founder and CTO of Jamborow LTD – (Africa's first intelligent B2B AI and Blockchain Financial Inclusion FinTech platform) and Deep Learning Science LTD – (A Digital Transformation and Software Development outsourcing firm). Also, he is the former founder and managing partner of Principle Technologies, LLC, a 20-year-old Digital Transformation and ITSM consulting company in the USA, with Fortune 500 and European clients.

# Rumbidzai Venge

Rumbidzai Venge holds a Bachelor of Laws degree from the University of Glamorgan, South Wales, United Kingdom. She is currently an attorney at Corious & Co. Attorneys, Harare, Zimbabwe.

Her areas of professional interests include but are not limited to litigation in criminal law, civil and family matters, Labor law, Intellectual property, and corporate governance. She is an integral part of the litigation department at the firm and enjoys breathing life into the tenants of the Law and applying legislation in any circumstance.

She participates largely in efforts to avail legal information and resources to the public as she is heavily involved in nationwide radio programs and featuring on television forums like ZBC and ZTN to ensure access to legal information is widespread and demystifying legal rights to vulnerable demographics in Zimbabwe.

Rumbidzai is currently a presenter at a Metropolitan radio station, Capital FM, and she hosts the breakfast show, 'Start Up Capital'.

She was previously an independent consultant for Alpha Media Holdings anchoring AMH Conversations and presenting a program 'Legal matters' on their digital radio station 'Heart & Soul radio'.

The platform discusses issues related to business, financial inclusion, the elevation of women and children's rights, sensitization on domestic violence, gender-based violence, and family law issues.

The reach of radio enables more people to gain awareness of their rights, equips them with information, and ultimately empowers the vulnerable. This has had a significant impact as the listenership applies the principles shared practical-



ly and an increase in testimonials and a real shift has been seen in the manner in which women have embraced their constitutional rights.

She is a philanthropist and former member of the Rotary Club of Harare West, holding the office of Past president 2018-19, notably the youngest woman in the 54 years of the existence of the club. This in itself opens up spaces for young women and pushed the needle forward.

She sits on the Board of the Zimbabwe Women's Law Association (ZWLA) and also serves as the Treasurer of Dreams and aspirations in Zimbabwe: to gain influence through the media and continue the conversation on the rights of the vulnerable, have an impact on policy, and hope to have a seat at the table in respect of organizations and ministries created to cater for women's rights.

Rumbidzai has had the pleasure of combining her passions in practicing the law, media, and charity work. In her spare time, she also enjoys reading, writing poetry, spending time with her beloved dogs, practicing yoga, long-distance running, traveling, motorbiking, and learning about diverse cultures.

## MOJIRAYO FOLARIN-LAWAL

Mojirayo is a member of the Financial Alliance for Women, New York; and a seasoned banker with about 10 years of banking experience in customer service, relationship management, product management, credit analysis and proposition management. She holds a bachelor of arts in History and Strategic Studies and an MBA from the University of Lagos.

Mojirayo is presently the pioneer Manager of the Women's desk of the Ecobank Nigeria, a pan African bank with operations across the continent; that recently launched “Ellevate”, a gender-based proposition aimed at empowering female entrepreneurs and aids gender parity. She is passionate about women empowerment and female financial inclusion. She is also involved in the mentorship and counselling of young girls on career and wellness issues.

She is engaged in various community service programs aimed at developing human capital especially amongst the underprivileged and less empowered women.



## JOLA-MICHAEL, SAMSON .T



Samson is an experienced and certified Microfinance practitioner for over a decade. He has managed two Microfinance banks at different times where he set up and pioneered Agency Banking units.

He is passionate about financial inclusion and currently manages an Agent Network as the Principal Consultant of S.T AJAYI Konsult (STAK).

He presently works as a program facilitator at a management consulting firm where he trains Microfinance practitioners.

He is Information Technology inclined and has written several articles with regards to the digitization and financial inclusion in Nigeria.

He is versatile in Microfinance Operations and has held several positions in various Microfinance Banks.

## FESTUS HATYOKA JR.

Festus Hatyoka Jr. is a seasoned re-insurance insurance expert. His main focus and passion is risk transfers and management particularly in general insurance products.

As a 10-year veteran in the insurance industry, Festus is committed to ongoing professional /industry developments, recently, the Government of the Republic of Zambia passed into law a new insurance Act (the insurance Act 2021) which has repealed and replaced the insurance act of 1997, the Act has a progressive clause that will allow a company to register as a micro-insurance provider. This is progressive as it will reduce the cases of destitution when disaster strikes for the low-income segments of the society and will ensure that they have more insurance options.

Festus feels that with the advent of the micro insurers in the market space most sectors of the society will be able to face various insurance risks i.e. loss/damage to property with confidence knowing very well that they are covered.

He also anticipates the roll-out of these companies/products in Zambia and beyond because the future belongs to those who prepare for it .



## JESSICA T. NAGA.

Jessica is passionate about FinTech and digitalisation. She founded Digital Associates Ltd (part of the Digital Partners Network Group), a licensed pan African law firm, which specialises in these areas . She co-founded the SECDEX group, a regulated market infrastructure ecosystem located in the Seychelles, which includes exchange, a clearing-house, a securities depository, and a digital custodian, with the intent to bring funding and liquidity to African businesses, including SMEs and entrepreneurs. She also co-founded a digital bank in the Seychelles named Digital Bank Limited, which will go live in the first quarter of 2022. She was selected as a WIA54 2020 Laureate in the digital and technology category for Southern Africa.



# Martin Kwame

Martin is an Economist and Financial Analyst with decades of experience in economic research, governance, public policy, financial inclusion, international development, and project management. He is a former staff of the Ministry of Finance where he worked extensively on the GIFMIS Oracle Budget Module (Hyperion), payment of salary arrears, government budgets, and programmes.

Presently, he is the Lead Director at ARKEL LIMITED, with Operations in Africa and the Caribbean, where he works on financial technologies (fintech) and financial inclusion advisory services, public financial management (PFM), project management and business development.

He introduced the Ghana Fintech Outlook project to educate and disseminate information on the benefits of a digitally inclusive economy, amongst other fintech-driven projects he is spearheading.

As a passionate professional on the potentialities of fintech propelling financial inclusion and serving the last mile, essentially in Africa and the Caribbean, Martin has contributed immensely at various local and international fora. He is optimistic that the giant strides being made in Africa during this period, where digitization and technology have become the drivers of economic empowerment and development, he believes strongly that the journey to serving the last mile and the unbanked is just beginning, where players in the industry need to collaborate on every sphere to achieve the desired outcomes.

He holds a master's degree in Economics from the College of Humanities and Social Sciences, Kwame Nkrumah University of Science and Technology (KNUST), a bachelor's degree in Economics from Central University and a certificate in Public Sector Finance Management (PSFM) from the University of Ghana Business School.



## TOLULOPE BABAJIDE

Tolulope Babajide is a driven development professional with extensive experience in building partnerships for social impact rooted in core business practices as well as championing innovative practices (financial inclusion) for women in rural communities. Tolulope is the innovations and partnerships advisor for the Nigeria for Women Project- a World Bank supported project.



## TANELE NDLANGAMANDLA



Tanele Ndlangamandla is a macro-prudential analyst, working in the Financial Stability Unit at the Central Bank of Eswatini. She has been working closely with the Centre for Financial Inclusion on financial inclusion initiatives for the past 4 years. This has ignited in her a keen interest in driving practical solutions to address financial exclusion, especially amongst marginalized groups of the population of the Kingdom of Eswatini, which include women and those living with disabilities. She hopes to finally create an enabling environment for these groups to easily access and use financial products and services. This would hopefully propel them to financial independence and ultimately break the vicious cycle of poverty in her country.



## ISIOMA IWUAGWU

Isioma Iwuagwu is a consummate Banker with over 10 years of hands-on experience in the Nigerian Commercial, Investment, and Merchant Banking landscape. She is an adept planner who is efficient in managing the entire spectrum of marketing communications and service-oriented activities that ensure stakeholder satisfaction.

She now serves as the Head of Marketing and Corporate Communications, Cititrust Financial Services Plc. She is an associate of the National Institute of Marketing, Nigeria (NIMN) and the Advertising Practitioners Council of Nigeria (APCON). Isioma holds a Master of Science degree in Marketing Communications from the Rome Business School and a Bachelor of Arts in French from the University of Lagos. She is passionate about Female Financial Inclusion.



## NKEM OKOCHA



Nkem Okocha is an award-winning social entrepreneur. She is passionate about the change that is possible from investing in poor women in under-served communities. Her vision is guided by the saying that "No woman chooses to be poor, but we can choose to help poor women by investing in them". Nkem is the founder of Mamamoni, a peer to peer lending and donation platform, which empowers low-income rural-and-urban women from the slum with free vocational and financial skills, and small loans. Mamamoni's web platform [www.mamamoni.org](http://www.mamamoni.org) allows socially-conscious individuals to lend money to low-income women for their small businesses. Since its inception, over 7000 women have been impacted. Nkem is a 2015 Tony Elumelu Foundation Alumna, 2016 outstanding LEAP Africa Social Innovator, Young African Leadership Initiative (YALI) alumna, GSBI® accelerator Alumna, a 2017 Mandela Washington Fellow, and a 2020 Innovative Justice fellow. She is passionate about Financial Inclusion, Technology, and Entrepreneurship.



# WISE NETWORK SUPPORTS VOCATIONAL SKILLS TRAINING FOR CORPORATE WOMEN

It was an enlightening, enriching, empowering and enjoyable experience for attendees at the maiden edition of the “Corporate Women’s Skill Training” programme, organised by T-Edge Hub, in collaboration with the Wise Network, and under the auspices of Tarragon Edge Limited.

The one-day skills training workshop - which took place on Kwame Nkrumah Memorial Day - brought together a cross-section of women from diverse backgrounds, desirous of acquiring a repertoire of vocational skills in areas such as, bead-making; make-up and nail artistry; massage/aromatherapy, baking, not to mention but a few.

Explaining the rationale behind this timeous intervention, Dr. Mrs. Genevieve Pearl Duncan-Obuobi, President of Wise Network, indicated that, “Most corporate women are at the cross-roads of their career and are looking to diversify into other areas of passion and/or interest, but are in a dilemma as to which turn to take, because of an apparent entrepreneurial skill deficit.”

“Undoubtedly, entrepreneurial success is hinged on one being adept in various skill areas such as business management; teamwork and leadership; customer service; finance, among a host of others”, Dr. Duncan-Obuobi stressed, “and the Corporate Women’s Skill Training Programme, offers an avenue for such women, as well as others from diverse backgrounds, to acquire these in-demand, skills that will enhance their versatility and empower them to pursue their entrepreneurial passions, at least”.

“This aligns with the vision of T-Edge Hub and the Wise Network”, she highlighted.

The workshop was kickstarted with an insightful deliberation on “Thyroid Dysfunction” by Mrs. Nana Adwoa Konadu Dsane, President of the Thyroid Ghana Foundation.

Subsequently, a select group of industry-acclaimed facilitators, led the workshop attendees through a series of structured, theoretical and practical session in bead-making, make-up application and massage/aromatherapy.

Mrs. Elizabeth Asenso-Okyere, facilitated the session on massage/aromatherapy, while Madam Aseye Hiagbe (brand Sey / wardrobe consultancy 101) and Ms. Angie (pretty\_faces.and. brushes) handled the bead-making and make-up artistry segments, respectively.

The resoundingly successful programme was sponsored by Genevievepearl Consult; EveAnn’s Event Management; Financial Inclusion Africa and CylaBite Catering.

T-Edge Hub provides an SME ecosystem for partnering and nurturing start-ups and growing businesses, operating within the designated space. Skills training and development; student career coaching/mentorship/internship and leadership/management trainings constitute some of the service offerings of the Hub.

Officially launched on 21<sup>st</sup> May, 2020, the WISE Network Ghana Chapter is a community of women from diverse disciplines with a leadership mindset, geared toward developing themselves and sharing knowledge to impact others. WISE is committed to empowering more women to live fulfilled lives and impacting society with their knowledge.



## ESTHER ADEOLA - BALOGUN

Esther Adeola- Balogun is the MD/CEO Nnew Women's Microfinance Bank which is a women owned microfinance bank with the vision to empower women and youths in her community by ensuring access to financial services.

She has over 13years of experience in Microfinance Banking, improving the lives of women and , covering customer relationship management, digital transformation for microfinance, rural and agricultural finance, business development, operation management, credit and risk management which has in turn added value to the business of various microfinance banks where she has served.

She is currently the chief driver of digital transformation and digital finance in Nnew Women's Microfinance Bank which is geared to promote digital finance to the excluded population of women and youth in and around Lagos, Nigeria. Esther is also the treasurer of the National Association of Microfinance Banks.



## BELLA NYAMUTOKA KATOORO

Bella is a lawyer with 15 years of experience in rural development. Currently, she is the Africa Regional Director for the International Institute of Rural Reconstruction, IIRR, an International NGO supporting innovative rural empowerment programs across Africa and Asia.

She is passionate about gender-inclusive programs impacting over 500,000 rural people especially women for access to financial services and other productive assets including land and capital.

Bella is an author and has recently published a book titled 'Innovation Redefined' that speaks on her experiences in the rural development space. She is the Director of the Gender at the Digital Frontiers Association and she is about to be a Certified Digital Finance Practitioner at Digital Frontiers Institute Tufts University, USA



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THEME:

**SUSTAINABILITY AND  
ECOSYSTEM BUILDING**



ORGANISING PARTNERS:

# Faridah Hamsat



Faridah is a Social entrepreneur. She is a Business /Management consultant and Facilitator within Business Process Design & Improvement, Structure, Financial Intelligence, Emotional Intelligence, and Leadership, with two decades of experience in the Financial Industry working with SMEs with a passion for Financial Inclusion.

She is currently the Lead Consultant at TNV Consults Limited. She is also the co-founder of the Association of Northern Women Entrepreneurs, a non-profit empowering Women by reducing poverty and gender inequalities through entrepreneurial training, mentoring, access to finance, and the market.

Faridah holds a bachelor's and master's degree in Economics and is also a certified entrepreneurial manager by the Enterprise Development Centre – Pan Atlantic University.

Faridah is a certified Management Consultant (CMC), a certified BDSP Associate (SMEDAN), a member of the chartered institute of Bankers (CIBN), She is an AWEC Fellow, Acumen West Africa 2021 Fellow, Vital Voices Grow Fellow, and also a Fellow of the Institute of Management Consultants.

Faridah believes that investing in Women and Youth is critical for the economic development of Nigeria, Africa and the world at large. There is a need to invest in Women and Youth through their education, wealth, social status and job opportunities to fight poverty and injustice. She asserts that when women are economically empowered, they reinvest back into their families and the communities, providing a multiplier effect that spurs economic growth and creates more peaceful societies.

more peaceful.

# Audrey Mwala

Mrs. Audrey Mwala, is a Fellow Chartered Management Accountant (CIMA) UK, a Certified Public Private Partnership Specialist (IP3) USA, a Certified Project Finance Specialist (IP3) USA, and a certified PPP expert by APMG International (USA) She holds a Bachelor's degree in Accounting (BCOM) and a Master of Business Administration.

She is personal finance expert and an entrepreneur as founder of two companies Sycamore Consult Limited Training and Consulting Company (2017) a 100% women owned company and Sycamore Credit Limited a Micro Finance Company (2018) which is 71% women owned company. She is the majority shareholder of both companies. She is also the founder of the Market Place an officially registered social trading platform which is 80% women owned company. Through the Sycamore Credit the micro finance company she lends to entrepreneurs through a group lending to low income women trading in the markets which would not have had access to finance.

From 2017, she has been able to build capacity of the companies that she founded through coaching and mentoring and utilizing other sector specialists.

She is an eloquent speaker and a very engaging expert both for small and larger groups. She is an expert trainer in many organization development fields including providing financial education to corporates and individuals through her management and corporate finance trainings as well as



personal finance management program and wealth creation program. In the personal finance space she trains participants about strategic thinking, leading a visionary life, developing a saving culture, investment instruments, debt management strategies and how to turn debt into wealth, wealth creation strategies, estate planning and planning for retirement. Some of the clients she has trained on Personal Finance include NedBank, My bucks, NBS Bank, Ethanol, Umodzi, CDH, FMB, FDH, Egenco, Airtel, MRA, Standard Bank, National Bank, Eco Bank just to mention but a few. She has also provided Debt management strategies training in Ghana at a Wealth Masters conference.

She has over 10 years of

practical hands on experience in entrepreneurship, project management, training (capacity building). She long term training programs that are executed on a monthly basis. She has managed the a large program the Public Private Partnership program as well as the Privatisation and Utility Reform program.

She is very experienced in setting up networking groups and events and also very experienced in creating awareness and application process. Being a Malawian she deeply understand the economic environment of Malawi. She has over 15 years of experience in investments and personal finance training. She poses a degree in Business Administration (MBA) and a degree in Finance. She has also successfully launched two going concern startups from scratch i.e. Sycamore Credit Limited and Sycamore Consult Limited.

Since 2010 she has been training people of personal finance management through various platforms such as radio, TV, sms text messages, Social media platforms, a combination of virtual platforms and physical workshops.

She is very experienced with conference organization and client recruitments through the monthly trainings that she provides under Sycamore Consult Limited.

After working for 24 years since 1996 at the Public Private Partnership Commission holding various positions of Accountant, Administration, Portfolio manager, Project Coordinator, Director of Project Finance & Risk Analysis.

## NWOSU DAVID

David is the Group Head of Business Growth & Operations at Accelerex Network Limited, a Central Bank of Nigeria Licensed Super-Agent at the fore of driving financial inclusion using a blend of technology innovation and a robust agency network to provide financial services to deepen financial inclusion amongst the un-served and underserved communities across Nigeria. With over a decade of experience which cuts across Product Management, Customer Service & Experience Management, Digital Payments, Retail Marketplace Operations, Sales, and Marketing, David has consistently been around the corridors of the financial inclusion drive in Nigeria leading innovation and delivery with previous stint at Cellulant, Capricorn Digital Limited and Unified Payments Limited.

David is a payment industry consultant, stakeholder and facilitator at the Nigeria Interbank Settlement System (NIBSS) training school across diverse payment subject. David is passionate about products, consumers and the financial inclusion journey in Nigeria and Africa at large.



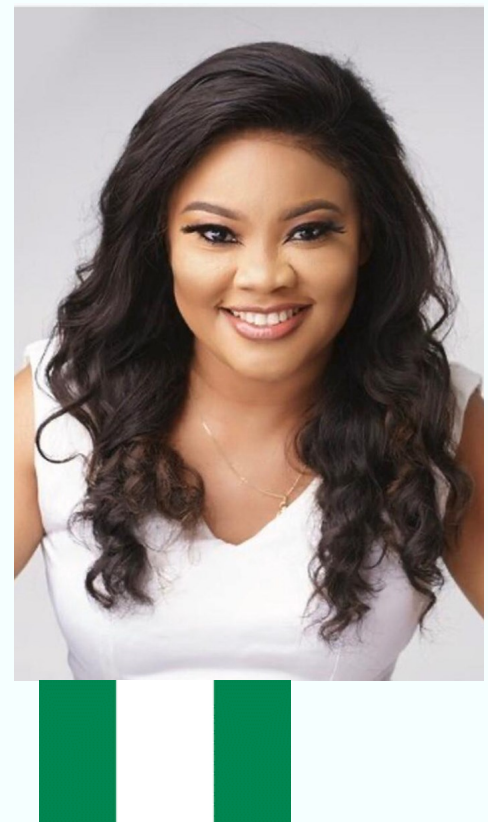
## FAITH ADESEMOWO

Faith Adesemowo is the co-founder and CEO of Social Lender, a Digital Financial Services solution based on social reputation on mobile, online and social communities. Before Social Lender, Faith has had years of experience in individual and corporate portfolios at BGL Securities and then proceeded to join Investment Banking at BGL Capital where her focus was structuring and executing project finance and debt capital market deals.

Faith is an alumna of Warwick Business School. She is an emerging markets leader with focus on innovation, driving strategic business growth and scaling solutions driven by technology.

Faith is also an avid speaker and has gone on to win multiple awards for Social Lender. She is passionate about Technology for good as well as delivering social impact.

Whilst promoting diversity and encouraging more women in leadership, Faith mentors individuals and advises several organisations. Faith has also founded two thriving startups specializing in delivering clean, eco-friendly and sustainable beauty products for women of colour.



# Marriam Cassim



Marriam Cassim is the Chief Officer of Vodacom Financial and Digital Services and a member of the Vodacom Group's Executive Committee. Vodacom Financial and Digital Services is a relatively recent diver-

sification initiative undertaken by the cell phone giant, designed to offer its massive customer base value-added services in addition to its core businesses. Vodacom recently announced that profits from its Financial Services busi-

ness, under Marriam's leadership, jumped by 37.1% to nearly R2 billion. Marriam believes that her flair for innovation and new business development allows her to generate creative

# Marriam Cassim

business solutions which benefit business as well as society. This year, Vodacom Financial Services is gearing up to launch a super app that will make digital financial inclusion a reality for more people than ever before. “At Vodacom Financial Services, we believe that we have a responsibility to connect everyone and make a positive difference in the lives of all South Africans. This is why we are focused on developing solutions that foster financial inclusion and economic growth while creating meaningful opportunities for all South Africans.”

Marriam Cassim is a chartered accountant with an MBA degree from UCT. In the early part of her 18- years career since leaving the university, Marriam’s work experience included auditing, project and risk evaluation, corporate financial management and a variety of roles in the management of mergers and acquisitions. Nine years ago, Marriam’s career took a new and critically important direction when she was tasked with creating and building new businesses after the corporate mergers and acquisition processes had been completed at Thebe Investment Corporation. Essentially, this involved unlocking synergies from the various transactions the company had completed. Because this was a new role in the company, Marriam was able to develop her innovative side while working with various teams to create new businesses which greatly added to the profitability

of the parent company.

Later, Marriam was exposed to the financial services industry, in particular insurance, at Telesure. In this role, her skills and aptitude became apparent as she successfully worked in the fields of developing innovative business models, expanding into other African countries, advising on mergers and acquisitions, and creating synergies within the existing company activities. This steady career development laid the foundation for Marriam’s current role in Vodacom, where she has successfully formulated and implemented a clear financial services strategy with three core focus areas, payments, lending, and insurance. She is also the managing director of both the long-term and short-term insurance businesses and has been responsible for crafting a broad range of financial services offerings. With a turnover of more than R10-billion, Vodacom Financial and Digital Services has, in a short space of time, become a meaningful player in the industry in South Africa. C2 General Before her current appointment, Marriam was Executive Head: Commercial, at the Telesure Group and prior to that, she held four increasingly responsible positions at Thebe Investment Corporation: first Senior Corporate Finance Advisor, then Executive Manager in the chairman’s office, then Group Executive:

Synergy and finally CEO: Thebe Connect. After serving articles at KPMG Inc., Marriam worked at Eskom Holdings and Sanlam Capital Markets. She was the Independent Non-Executive Director of JSE listed Super Group. Her academic qualifications were CA (SA), MBA (cum laude) U.C.T, Studied Behavioural Finance, Economics and Marketing at Yale University in the USA. Marriam is married with two children and lives in Johannesburg.



# Arinze G. Agabaenwere

Arinze G. Agabaenwere is a seasoned professional in the IT and Financial Services sector with varied applied and managerial experience in Information Technology, Consulting, Micro-finance, Mobile financial services, and Payment systems spanning over 10 years.

As an innovation enthusiast, in the course of his career, he has been involved in IT Management, Strategies and Deployment, IT Business Process Management, Product Management, and Project Management.

He is passionate about Digital Financial Services, Payment Ecosystem, Digital, Social and Financial Inclusion, Fintech, Agency Banking, Mobile Financial Services, Product Management, Security, Digital Marketing, Digital Transformation, and Growth Hacking.

He is the Brand Ambassador of Nigeria for Digital Frontiers, a merger of Digital Frontiers Institute and Gateway Academy - the digital learning platform for financial inclusion incubated by the Consultative Group to Assist the Poor (CGAP) tasked with preparing fintech leaders and enthusiasts in Nigeria for the challenges and opportunities in the disruptive Digital Finance Services industry, bridging the skill gap in the space through continued learning, mentoring, and providing a global network for professionals in DFS.

Arinze is an alumnus of the University of Nigeria, Nsukka, and several local and international training programs on Digital Finance, Information Technology, and Management, etc. He is currently the Head of Technology and Innovation at Fortis Mobile Money Limited.



# DALI: FINANCIAL INCLUSION FOR SUSTAINABLE DEVELOPMENT



Hinged on Financial Inclusion for Sustainable development, DALI was founded by Dr. Henry Clarke Kisembo, PhD at a Verandah of a small leaking restaurant on a rainy day in Kwale district rural southern Kenya that has grown over 16 years to serve nations in Africa and other Continents as a social enterprise in 2004 offering Consulting and Project Management Services working through a fair, transparent and collaborative way with clients and partners. DALI's Vision is to be a leading Socioeconomic Transformative Consulting and Project Management Firm offering cutting edge and specialized quality services globally in the Public Sector, Private Sector, and Civil Society and the Mission is to realize and transcend client's expectations as a development oriented consultancy firm through efficient, effective and productive service delivery while creating sustainable impact and livelihoods generation.

Four principal values guide how we work:

- a. Collaboration with our clients to share objectives and achieve operational results;
- b. Bringing complementary competencies to add value to our client's capabilities;
- c. Combining innovation and pragmatism to identify operational solutions;
- d. Cultural awareness to adapt our approach to our client's context.

We Share our partners' visions and missions through;

*A Strong Base:*

This represents the fact that our operations are built on a strong foundation of operational experience and stability.

*Upward and Forward Motion:*

We are committed to our clients to achieve financial success and operational efficiency by improving life through the provision of simple, appropriate and affordable solutions and channels.

*Partnerships with Stakeholders:*

Our approach to growth is built on nurturing partnerships with stakeholders, including local actors in the project regions that are instrumental in enabling us to achieve our vision.

*We have enhanced our Vision and Strategy:*

Our strategic pillars remain a constant focus in aligning our business goals across all markets. These three imperatives ultimately support our vision and inclusiveness agenda by putting our clients at the center of everything we do. The successful delivery of our strategic pillars is largely due to impactful strategic partnerships, which accelerate us towards our goal.

DALI is keen on training and coaching counterparts, whilst providing learning through Reporting, Coaching, Mentoring, and Knowledge Management, and Results Measurement.

Our Socioeconomic Practice is focused and directed towards sustainable livelihoods believing in investing in the future today thus our philosophy and slogan Solution Based Interventions. [www.dalinternational.org](http://www.dalinternational.org) which has over the years seen DALI work directly supporting over 2 million people and hundreds of communities towards sustainable development including over 20,000 Micro and Small Enterprises development investing internally generated revenues and

founder savings to fund initiatives that have transformed lives across nations.



Our work and practice towards creating and building safety nets for vulnerable communities through economic empowerment, Humanitarian Response and Development, organizational and institutional development, financial management, financial literacy, micro insurance, livelihoods generation, human rights, advocacy and communication, human resource management, physical resources management, resilience, human rights, employment, dignified life, health, renewable energy, education, water and sanitation, Agriculture and food security plus mental well-being stretches way back in the early 2000s while working with vulnerable and underserved communities including but not limited to, refugees, Women, Youth, Persons With Disability, Elderly, Care Givers and hosting communities on the African continent.



### *Training Engagement with SACCOs and Microfinance Institutions in Digital Finance*

DALI has undertaken multiple projects including Financial Inclusion for refugees and hosting communities through Financial Literacy, Business Development, Micro Insurance; worked with communities through a Value chains development approach particularly the agricultural value chains enhancing financial health through streamlining multiple agro value chains including farmers, value addition, processing, input dealers, financial access, post-harvest han-

ding services, digitization of payments and collections, traders, merchants; we have supported the growth and development of Micro Small and Medium Enterprises through Capacity Building and Training, Systems development, linkages to finance and market development plus supporting financial service providers reach the unbanked and bottom of the pyramid through training of Banks, Savings and Credit Cooperative Organizations (SACCOs), Village Saving and Lending Associations (VSLAs), enhancing technological adoption and uptake by financial institutions and their clients through building a digital economy for example mobile banking services, digital financial services and agency banking ecosystem building while collaborating with Fintechs.

We believe in evidence based programming thus enhancing our research and development, however through the investment and finance pillar DALI is supporting SMEs, Government and Civil Society access financing and investment opportunities through linkages to our investors.



*Financial Inclusion Training of Trainers for Financial Institutions Managers and Staff*

# Alexander Oche Ejoha

Alexander Oche Ejoha is a highly disciplined, organized, and committed professional with several years of experience spanning both the private and public sectors. He is a trained banker with an intense interest in financial development and financial inclusion. He began his career at the Wema Bank Plc after he completed the Wema Bank Intensive Training (WIT) programme in March 2011. Ejoha joined public service in July 2011 and rose steadily in his career to become a Senior Intelligence Analysis Officer.

Mr. Ejoha's core areas of expertise are agri-business and value chain, commodity, international and rural development, financial modeling, project and programme management, monitoring and evaluation, procurement and logistics, intelligence and security risk analysis, financial and money laundering investigation, and research and training.

Because of his passion for financial inclusion particularly in rural areas, he is currently working on two academic research papers on financial inclusion - Financial Services Shared Agents as Drivers of Rural Financial Inclusion in the North Central Nigeria and Determinants of Financial Inclusion among Rural Youths in Agriculture in North Central Nigeria.

He holds a bachelor's degree in Agricultural Economics and Rural Sociology (**First Class Honours**) from Ahmadu Bello University, and a master's degree in Development Economics from the University of Abuja, Nigeria. Ejoha also obtained an advanced level certificate in Global Business in Practice from Georgetown University, USA. He attended the Financial Development and Financial Inclusion course of the Institute of Capacity Building, International Monetary Fund (IMF). Ejoha is presently a Ph.D. student in the Department of Agricultural Economics at the University of Abuja. He is a member of the 2021 West Africa Fellows program of the Acumen Academy.





Ghana's fintech space has experienced significant growth over the last decade in response to emerging trends and digital transformation in the global financial and banking sectors.

The country's fintech space has advanced from a primarily trading platform into a sophisticated financial tool providing the needed access to global markets.

Fintech companies have become the gateway to uninhibited access to financial technology services and investments, and digital technology is driving this momentum.

The Ghana Fintech Outlook project was introduced in 2020 and is aimed at providing a holistic overview of the fintech space in Ghana. The outlook also serves as educational tool for how to transform the country's financial paradigm through digitization.

To enable this, Arkel Consult and Management Services Limited is leading a consortium of partners to map out the entire fintech space in the country. The findings will be contained in a report, ***GHANA FINTECH OUTLOOK, 2021***, to be launched on 19th November 2021 at a stakeholder conference in Accra. The launch will be followed by an award ceremony the next day (20 November) to duly recognize various Fintech players and supporting organizations.

The Report will become the roadmap for key players and stakeholders in the industry as they plan to develop and implement policies to accelerate Ghana's fintech sector.

For further information and partnership/sponsorship enquiries, please contact [alice@abjel.com](mailto:alice@abjel.com) or [fintech@arkellimited.com](mailto:fintech@arkellimited.com)

## Trade Hub Awards 494 Million Naira to Tomato Jos to Bolster Nigerian Farmers' Productivity and Resilience

The USAID-funded West Africa Trade & Investment Hub (Trade Hub) has awarded a 494 million naira (\$1.2 million) co-investment grant to Tomato Jos Farming and Processing Limited

(Tomato Jos) to boost the productivity, incomes, and resilience of maize and soybean smallholder farmers in northern Nigeria's Kaduna State.

Kaduna State is home to approximately 1.3 million farming families, many of whom farm both maize and soybean, two of Nigeria's staple crops. However, domestic production of these grains is failing to meet the high market demand because of several limitations faced by farmers, including outdated farming techniques, limited awareness of the market's quality demand, and a lack of funds to improve their farming practices. To address these challenges, Tomato Jos will leverage its grant and approximately 3.3 billion naira (\$8 million) of private funds to launch a 3-year maize and soybean outgrower project in northern Nigeria. The project will benefit 4,000 smallholder farmers who will work as outgrowers (also known as contract farmers) with Tomato Jos. Sixty percent of the outgrowers will be women and at least 40 percent youth.

The 4,000 smallholders will be trained on modern farming techniques to ensure their crops' quality and increase their productivity. As many smallholders currently lack the capital to fully run their farm, loans will also be offered. These loans, combined with a guaranteed offtake of the crops through Tomato Jos, will provide a much-needed financial backstop to the smallholders, particularly for those

affected by the COVID-19 pandemic. Through these efforts, smallholders' will be able to produce 3,600 metric tons of maize by the third year of the project, and 400 metric tons of soybean.

"Leveraging private investments to finance smallholder farmers is key to driving inclusive economic growth in Northern Nigeria," says Mira Mehta, founder of Tomato Jos. "We are proud to partner with the Trade Hub on this innovative project."

The co-investment will also be used to assist Tomato Jos in improving its operations and productivity.

The company will expand its storage capacity for grains, source improved inputs for greater yields, and increase its model farm and outgrower programs to cover more locations for maize and soybean farming. Tomato Jos will also develop its mobile and cloud technology platforms for data capturing, farm monitoring, and improved communication.

The Trade Hub's partnership with Tomato Jos builds on its other recently launched partnerships in Nigeria, such as ones with PYXERA Global and Thrive Agric, also focused on increased maize and soybean production.

"Nigeria has seen its outputs of maize and soybean decline in recent years and efforts to counter this have been impacted by the COVID-19 pandemic" says Karl Littlejohn, Acting Chief of Party for the Trade Hub.

"Thus, it is vital to assist companies such as Tomato Jos to help farmers increase production of these two staple crops and support food security."

**About West Africa Trade & Investment Hub:** The West Africa Trade & Investment Hub (Trade Hub) is a USAID-funded initiative that catalyzes economic growth through co-investing with the private sector to generate new investment, create new jobs, and increase the value of regional and international exports in West Africa.

**About USAID:** The United States Agency for International Development (USAID) is the lead U.S. Government agency that works to end extreme global poverty and enable resilient, democratic societies to realize their potential.

**About Feed the Future:** The Feed the Future initiative is the U.S. Government's global hunger and food security initiative. It works to give families and communities in some of the world's poorest countries the freedom and opportunity to lift themselves out of food insecurity and malnutrition.

**About Tomato Jos:** Tomato Jos is a private equity-backed, fast-growing social enterprise located in Kaduna, Nigeria, that believes in the power of local production for local consumption. Its mission is to create a middle class in rural Nigeria by empowering smallholder subsistence farmers to transform into expert growers of tomato, maize, and soybean.



Tomato Jos crop weeding photo: Smallholder farmers within 'Tomato Jos' maize outgrower program in Kaduna State weed their plots



## **INSURANCE BROKER AND MOBILE PAYMENT PLATFORM UNVEIL UNIQUE MICROINSURANCE PRODUCT IN TANZANIA**

TanManagement Insurance Brokers Limited, a matured Insurance Brokerage company, SELCOM, a high profile mobile payment platform have partnered with PUMA Energy and Sanlam Insurance Company of Tanzania to offer a death and permanent disability benefit to clients who fuel more than TZS 10,000 (\$4) or 4 liters of fuel.

The product which is dubbed “**Bima-Kitonga**” (roughly translating to ‘Easy Insurance’) is targeting all clients who fuel with any Puma filling Station across the Country using Selcom/ Master-pass payment platform without additional cost to the client.

Puma Energy Tanzania is the leading fuel station provider with over 75 petrol stations all over Tanzania. The scheme is targeting more than 5,000 individual clients a day.

### **PRODUCT OBJECTIVES:**

The Government of Tanzania through The Ministry of Finance had directed Tanzania Insurance Regulatory Authority (TIRA) to ensure by the year 2030 at least 50% of the population should at least have one insurance policy and increase the penetration to 3% (currently penetration rate is 0.7% and only 15% of the population have at least one policy). The total insured population is 5,000,000 out of 30,000,000 eligible to insurance facilities. This is highlighted in Ministry of Finance – Financial Master Plan 2020/2021 – 2029/2030.

### **PRODUCT FEATURES:**

Bima-Kitonga product aims to cover all individuals who fill fuel at Puma Petrol Stations. The Cover is purely an Accidental Death and Permanent Total Disability with a Life Insurance Rider. Benefits offered by the policy are

TZS 2,000,000 (\$850) in case of accidental death. Accidental death includes but not limited to motor accident, being attacked or protecting whilst being attacked, any sudden, violent and fortuitous death. Cover will be extended to include permanent disability which will include loss of sight of both-eyes or limbs.

TZS 1,000,000 (\$425) in case of natural death whether by illness or natural death excluding suicide. It is not intention of the policy to cover criminal activities of the insured person. Cover will be for full one week as it is expected after every week a client will be fueling the motor vehicle. This will ensure client have the cover throughout the year.

There will be no cost to the insured, cost will be picked up by SELCOM/ Master-Pass.

Client will receive message of the confirmation of cover immediately after purchasing/ paing for fuel.

Insurance cover terminates after the expiry of seven days from fueling but any new purchase offers a new cover. There is no limit in the number of covers ones can have but all other insurance principles will prevail like there should not be moral hazard at the time of initiating the cover.

This product will be the first of its kind of category as policy is triggered once you have bought a petrol irrespective of individual personal status. There is no insurance cover in Tanzania market which is offered after buying a service or a product.

## A LOYALTY PROGRAM BASED

This is a typical Loyalty Program based where premium is not collected from customers at all, instead SELCOM/ Master-Pass cover the cost of insurance on behalf of the customers. Loyalty programs are marketing tools that are structured to reward customers based on their purchasing behavior. The buying behavior value is adequate to offer insurance cost subsidy.

Another main objective of the offer is to make customer aware of the insurance benefits available with the view of top up of benefits or buying optional covers to others family members or friends.

## CLAIMS PROCEDURES ARE SIMPLIFIED

Since all transactions are paperless claims processing also ought to be simplified. Once there is a fatal accident the relatives just have to report the matter through hotline phone number. Claims papers can be sent through emails or Whatsapp messages.

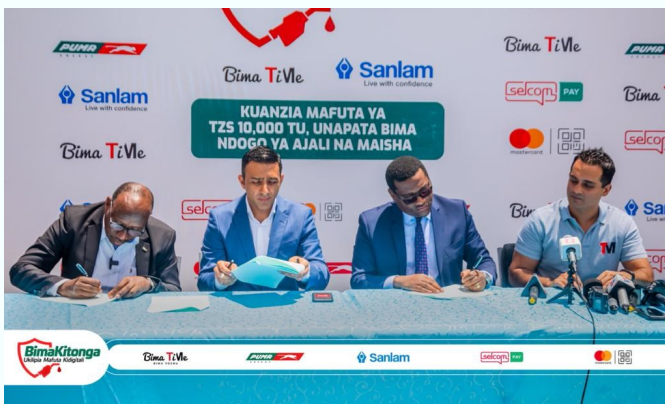
Once documents are completed and satisfied by insurers payments are done through mobile money platform. Sanlam Tanzania are known to be the first insurers in the market to champion mobile money claims settlement.

TanManagement Insurance Brokers, the innovator of the products expects to increase insurance awareness in the market. Insurance literacy in Tanzania is very low comparing to neighboring counties like Kenya and Uganda.

Insuring public will have access to FREE insurance which will motivate and increasing insurance awareness. They will also benefit by fueling to a fuel station which has zero tolerance when it comes to quality of the fuel. We have had cases in Tanzania where there is adulterate to fuel products by other fuel stations.

On the other hand Puma will maintain their clientele base through this loyalty program and increasing its web and popularity

SELCOM and TanManagement will offer cover for members in excess of 150,000 members a month



## EFFECTIVE LEADERSHIP AND ECONOMIC DEVELOPMENT

“Leadership is a process of social influence which maximizes the efforts of others towards the achievement of a goal.”  
Kevin Kruse ( Chief Executive Officer (CEO) of LEADx and author of ‘Great Leaders Have No Rules’

The prevalent view of leadership perceives the concept as being associated with political figures who inspire others as a result of their extraordinary vision and commitment to high principles. They are people who can command loyalty, commitment, trust, dedication, and respect from their followers (Linstead, Fulop, and Lilley, 2004). But there is also the corporate kind of leadership, where an individual or group of individuals head a corporation or an organization and directs them to achieve their set goals and targets. They are responsible for the effective and efficient managing of the company’s resources, working with teams, and inspiring others to do their best. Both instances of leadership as espoused above are vital for the economic development of a country.

### **Economic Development**

Economic development can be referred to, as those quantitative and qualitative changes in an existing economy. It involves the development of human capital, health, and safety policies; an increase in the literacy rate; improvement in key infrastructure, and other areas that contribute to the significant enhancement of the general welfare of the citizenry. Economic development is also seen, as an advancement in the living conditions and self-esteem needs of a people as well as a free and just society. Some authors suggest that the most accurate method of measuring economic development is the Human Development Index - which takes into account, the literacy rate, which in turn has an outright impact on productivity and could lead to economic growth (Todaro, 2016).

While the above assertions hold, the inarguable fact remains – that, the achievement of such milestones is hinged, largely, on effective leadership. Most countries in Africa are endowed with abundant human capital, whose skills and expertise have been deployed in various sectors of the economy. Nevertheless, a trend of relatively low and somewhat, erratic productivity levels, occasioned by deficient leadership, has plagued our development ambitions and stalled our economic growth, considerably.

There are so many plans and targets set by organizations that barely come to fruition - again, an obvious consequence of a leadership gap.

The adoption and devoted pursuit of pragmatic and practical measures to bridge this “gap”, is the surest recipe for pivoting and changing the narrative. Here are a few suggestions to help leaders create winning teams and accelerate the pace of growth and development in their space:

**Engage your members:** "A good leader leads the people from above them. A great leader leads the people from within them." *–M.D. Arnold*

The challenges of your team members will be lost on you until you make a calculated effort to engage them. Lead from within them, work with them, and let them suggest how you can make their work easier. Being a leader does not mean that you assume a stationary position at the top with the expectation that everyone will have to come to you. Go to them from time to time, interact with them, and get personalized feedback. It gives them the sense that you care about them and the work they do, which, further, motivates them to give off their best. Recognize their successes and applaud them, accordingly. The effect of this will be the creation of healthy competition among your team members, as everyone yearns to be recognized for their work.

**Create an independent working environment:** Whilst the collaboration of team-members in brainstorming activities, performance of tasks and complementing of one another’s work, is highly recommended for effective teamwork, it is also expedient that, you give your team members the space to work on their own, focusing on a task at a time, unless it is extremely necessary to multitask. This makes them more creative and innovative because they have no distractions. Hence, they can concentrate on their work. The fewer distractions, the better they will be able to focus and produce the expected results.

**Create room for accountability:** Research shows that 91% of people wish their workplaces will hold workers more accountable-mainly to forestall the unnecessary tension and conflict that is created as a result of other team members, lagging in their work and the achievement of their expected deliverables. If people know that they will account for their work at the end of a stipulated/pre-determined period, they will put in more effort to get the work done. Effective monitoring must be a ‘go-to resource’ for every leader. Thus, by creating effective monitoring and supervision structures, you will obtain an in-depth knowledge of milestones your team members have achieved with regards to their tasks and assignments, at any particular time. (This may be impossible in large corporations but you can delegate team leaders to do so).

**Invest in technology:** Having access to the required work tools is one of the potent drivers of employee productivity and development, according to Deloitte. You cannot expect growth-driving results when your people are forced to work with outdated technology. Give them access to up-to-date versions of the tools/resources they need in their field. If possible, let them suggest to you

those they will need. As well, it is crucial to train them on how to effectively deploy those technologies to forestall a situation where the technology procured is under-utilized or made redundant.

### **The Triggers**

Increased productivity and growth trigger the economic development of the countries, corporations, and business entities operate in. Increased productivity generates more revenue, which means that workers will be paid more, resulting in increased living standards. It may also mean that organizations will employ more people into their workforce, thereby, significantly reducing the poverty rate in the country. Corporate social responsibility initiatives undertaken by successful corporations have become one of the major sources of development for rural dwellers. These organizations build schools (to help reduce illiteracy - one of the key indicators of development), clinics, provide potable water, and even, offer scholarship opportunities to students. High productivity also means that businesses will re-invest, becoming more formidable and attracting foreign investment, thus boosting economic growth in the long run.

Leadership is by example; as commonly said, so the onus rests on leaders to inspire their followers to be more efficient and productive in developing themselves and their societies.

**"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things." --*Ronald Reagan***

**Dr. Mrs. Genevieve Duncan Obuobi**



# EVENT



CONGRATULATIONS DR & MRS OLUFUNSHO ABIMBOLA

## WISE NETWORK SUPPORTS VOCATIONAL SKILLS TRAINING FOR CORPORATE WOMEN



Feature in the next editions of Inclusion Africa

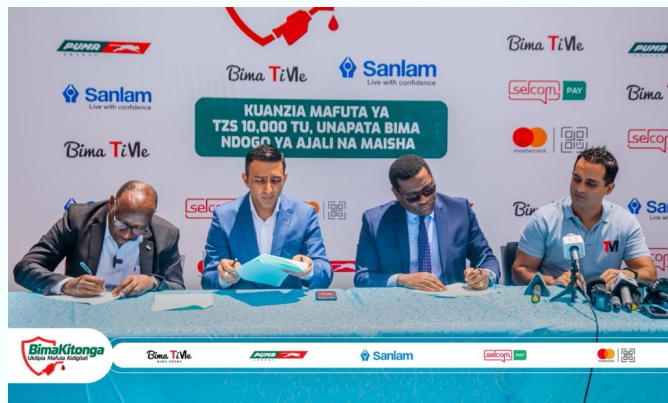
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# Feature in the next editions of Inclusion Africa



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# We have a spot for you.



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**SUSTAINABILITY AND  
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