

Global Microcredit Summit
2006



Understanding Market Segments of Adolescent Girls

Halifax, Canada
November 13, 2006

Market Segment of Adolescent Girls Being Served

- Represent anywhere up to 20% of an MFI's current client base
- Using current credit services
- Most often referred to credit services through relatives and most are married
- Begin to access credit some time between 14 and 15 years of age in some countries directly and indirectly



What We Don't Know About the Segment of Married Young Women



What other financial and non financial services could be useful to this market segment?

If and how this market segment improved their livelihoods?

What is the impact on their well-being including health and education and has anyone done a disaggregated study of this kind?

A Need to Reach Down Market to Other Segments

- Unmarried adolescent girls who are involved in subsistence activities to support their families and their own needs including education
- Unmarried adolescent girls who are economically active and whose social networks are not immediate family-based
- Unmarried adolescent girls heading households/caregivers
- Unmarried adolescent girls in rural areas



Listening to Adolescent Girls

- Requires building on excellence in demand-driven market research
- Requires a multi-disciplinary approach
- Requires drawing on our expertise but ensuring girls are the experts
- Requires an openness to surprises



What Adolescent Girls are Saying

- Economically active adolescent girls in Dezda district in Malawi indicate that they earn money in any way possible and sometimes gamble it.
- Young adolescent unmarried girls in school in Sulawesi, Indonesia share that they often take on a part-time economic activities to help pay for their studies
- Adolescent and unmarried girls in rural Bangladesh share that they need to diversify their skill set to have better earning potential
- Adolescent girls in La Paz, Bolivia indicate that more than money they need moral support to succeed



Techniques Applicable to Market Research with Adolescent Girls

Adolescent Girl Group	Most Effective Techniques
11-13 year old girls	Use of third person, narration, drawings, ranking activities that enables girls to move items, probing for examples
14-16 year old girls	Use of third person and games, real life community experiences, letting them facilitate each other, probing for clarification
17-19 year old girls	Use of third person, games, letting them facilitate each other, real life experiences

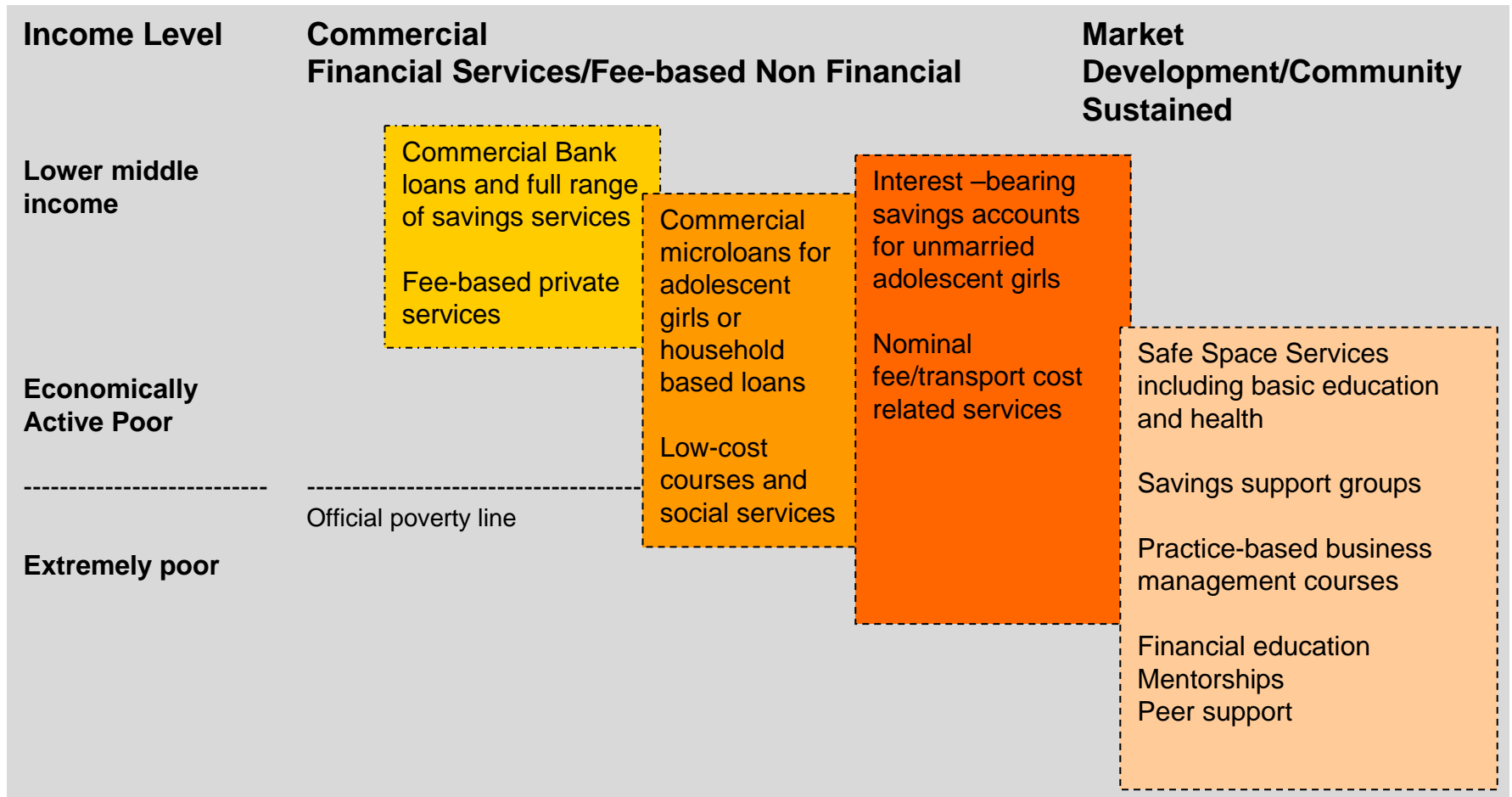


Assets Adolescent Girls Indicate they Need to Develop

- **Social assets – moral support, networks**
- **Human assets – technical skills, basic numeracy and literacy**
- **Financial Assets – access to safe savings, financial education**



A Poverty Toolkit for Adolescent Girls^[1]

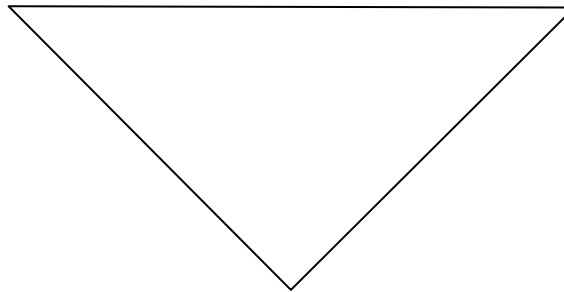


^[1] Adaptation of Marguerite Robinson's Poverty Toolkit

Entry Point Services for Adolescent Girls

Safe Space Services

Basic Health
Subsidized Income
Literacy
Numeracy
Personal goal setting
Relevant Technical Skills
Life Skills Coaching
Employment Information



Financial Services

Access to Savings
Access to Credit

Bridging Services

Apprenticeships (coordinated by SSS)
Information on Technical Skills Training (by SSS & MFI)
Financial Readiness/Education (by MFI & SSS)
Business Development Services (by MFI)
Business Practicum with Coaching (SSS or MFI)
Peer savings circles (SSS hosted/MFI supported)



Our Challenge

- Appropriate assessments of both barriers to entry and existing knowledge, skills and attitudes of potential clients
- Requires that MFI's and donors invest in market development, for example through cross-subsidies
- Requires a multi-disciplinary approach - research, youth work and microfinance

