

# MSC (MicroSave Consulting)

The world's local expert in financial, economic, and social inclusion in the digital age





# We are MSC

The world's local expert in social, financial, and economic inclusion



MSC is a boutique consulting company that drives financial, economic, and social inclusion by partnering with participants in digital ecosystems.



We work with our clients and partners across the globe to achieve sustainable performance improvements and unlock enduring value.



With our support, you can seize the digital opportunity, address the mass market, and future-proof your operations.



International financial, social & economic inclusion consulting firm with **20+** years of experience



**180+** multilingual staff in **11** offices around the world



Projects in **~65** developing countries

**>550**  
clients

**>1,000**  
publications

Assisted development of digital G2P services used by **>875 million** people

Implemented **>875 DFS projects**

**275+** financial inclusion products and channels that **>55 million** people now use

**Trained >10,500** leading FI specialists globally

# Sectors we work in

## Providing impact-oriented business consulting services

MSC has a strong reputation for high-quality work with a wide range of institutions. Over the past 20 years, we managed over 3,500 projects in over 65 developing countries. Our experts come from a variety of fields and can help you gain the critical edge in a competitive market.



Banking, financial services,  
and insurance (BFSI)



Water, sanitation,  
and hygiene (WASH)



Government and  
regulators



Micro, small, and medium  
enterprise (MSME)



Social payments  
and refugees



Health and  
nutrition



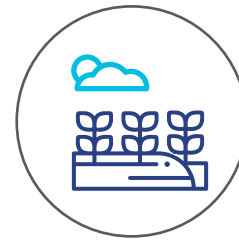
Gender



Education and  
skills



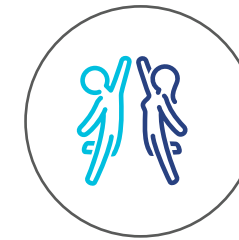
Digital and  
FinTech



Agriculture



Climate change



Youth

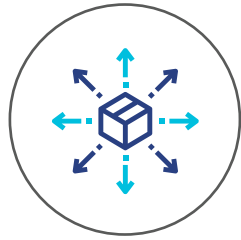
# Multi-faceted expertise

Advisory that helps you succeed in a rapidly evolving market

MSC helps you gain a deep understanding of your clients, their needs, aspirations, perceptions, and behavior. We leverage the opportunities of the digital age to help you create a better, more efficient, and profitable business that focuses on your customers and markets.



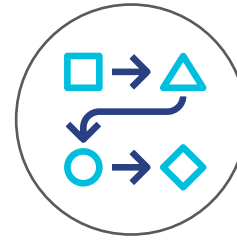
Policy and strategy



Products and channels



Research and analytics



Organizational transformation



Digital technology and channels



Design thinking and innovation



Marketing and communication



Training



Government and regulations and policy



Data Insights



Catalytic finance

# Our clients and partners

We work with a range of organizations to build enduring change

Our clients and partners include influencers and decision-makers among financial service providers. We also work with governments and other groups that contribute to financial inclusion.



# Our flagship projects (1)



## Agent Network Accelerator program (ANA) across 11 countries

MSC designed Agent Network Accelerator (ANA) studies to help leading providers overcome the cost and complexity of building sustainable cash-in/cash-out (CICO) networks. Under ANA, we analyzed 81 providers in 14 countries to cover 31,500+ agents. This dataset provides cutting-edge knowledge and data on agent network management.

## National Financial Inclusion Strategy with Qatar Central Bank

MSC supported Qatar Central Bank to develop a National Financial Inclusion and Financial Literacy Strategy. The strategy aims to enable easier, faster and secure payments, improve access to credit for individuals and SMEs, and achieve sound financial health. The initiative will have an impact on the lives of about 2.26 million people living in Qatar.



## Helix Institute of Digital Finance

Helix Institute of Digital Finance is MSC's training arm, and provides online training courses and tailored institutional training. The Helix also conduct workshops and seminars targeted to directors and top-level executives in leading organizations. We have trained over 7,700 people from 350 organizations that serve over 1 billion customers in >50 countries.



# Our flagship projects (2)



## Catalytic change for mass market clients across Bangladesh and Vietnam

The Innovate, Implement, Impact (i3) Program leverages technology for meaningful financial inclusion in Bangladesh and Vietnam. MSC fosters partnerships, develops sustainable and scalable business models, and innovates products, services and channels for digital and physical distribution to the mass market. The program works with bKash and other market leaders to serve >400,000 households. Supported by MetLife Foundation.



## Design and establishment of the Financial Inclusion Lab in India

We launched the 'Financial Inclusion Lab'—a one-of-its-kind incubation lab that addresses financial exclusion in India. The lab will provide intensive consulting, catalytic support, prototyping capital, and customized services to early-stage fintech start-ups that focus on the low- and middle-income segments. The USD 9.5 million initiative will identify, support and scale high potential start-ups. Led by J.P. Morgan, the intervention is supported by IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship (CIIE).

## Two decades of partnership and transformation with Equity Bank

MSC has been a provider of choice for technical assistance and advisory services to Equity Bank since 2001. We helped Equity transform from a building society to a bank and then to a full fledged digital bank. Our work has enhanced Equity's customer base from 109,000 to 12 million by 2017.





# Our flagship projects (3)



## Support for the development of M-PESA

MSC sat on the initial steering Committee overseeing the development of M-PESA. We provided market research to help with the design of the final offering. This helped define and refine the use case, as well as develop, test and deploy the initial marketing and training materials for M-PESA, now the leading mobile money platform in the world, used regularly by 20 million customers in Kenya.



## Strategy and public policy design

MSC's government and social impact team has two decades of experience in strategy and public policy design. We work with governments across Asia and Africa to evaluate, design, and optimize public policy choices. We help governments implement large-scale programs. We lend ground-level support to provide an initial momentum and establish the governance structure for the respective programs. Our work has had an impact on over 850 million people in India alone.



## Pathways to Enhancing Financial Inclusion (PEFI)

Under the USD 3.2 million PEFI project, MSC has been enhancing financial inclusion across eight states in India. We are working on - agent networks, digital and financial education, self help groups, and gender. The project involves stationing financial inclusion coordinators in each district. The coordinators have been working alongside the existing government and banking machinery to support, develop, and customize models of financial inclusion.

# Our flagship projects (4)



## JEEViKA Special Purpose Vehicle for Agricultural Transformation (JSVPAT)

MSC has been spearheading the JSVPAT project in the state of Bihar in India. JSVPAT helps the farms and livestock team of JEEViKA, an initiative of the Government of Bihar to alleviate poverty and increase the efficiencies of selected agriculture commodities and livestock value chains. To achieve this, the program seeks to strengthen farmer producer organizations, bring in sustainable market access to JEEViKA farmers, and promote the use of digital technology. Through this intervention, MSC aspires to design innovative, practical, and scalable solutions to address the persistent problems faced by smallholder farmers in the country.

## Support to the Nigerian state of Kaduna with a digital readiness assessment and a road map for digitization

The government of the state of Kaduna in Nigeria envisages the creation of a common interoperable digital payments ecosystem by the end of 2020. The Bill & Melinda Gates Foundation commissioned MSC to conduct a feasibility study of an interoperable state-wide digital payment infrastructure in the Kaduna State. The project will help the state create a resilient, inclusive, and innovative digital payments ecosystem that bolsters social development, helps build a robust economy, and encourages an enabling ecosystem to support the private sector.

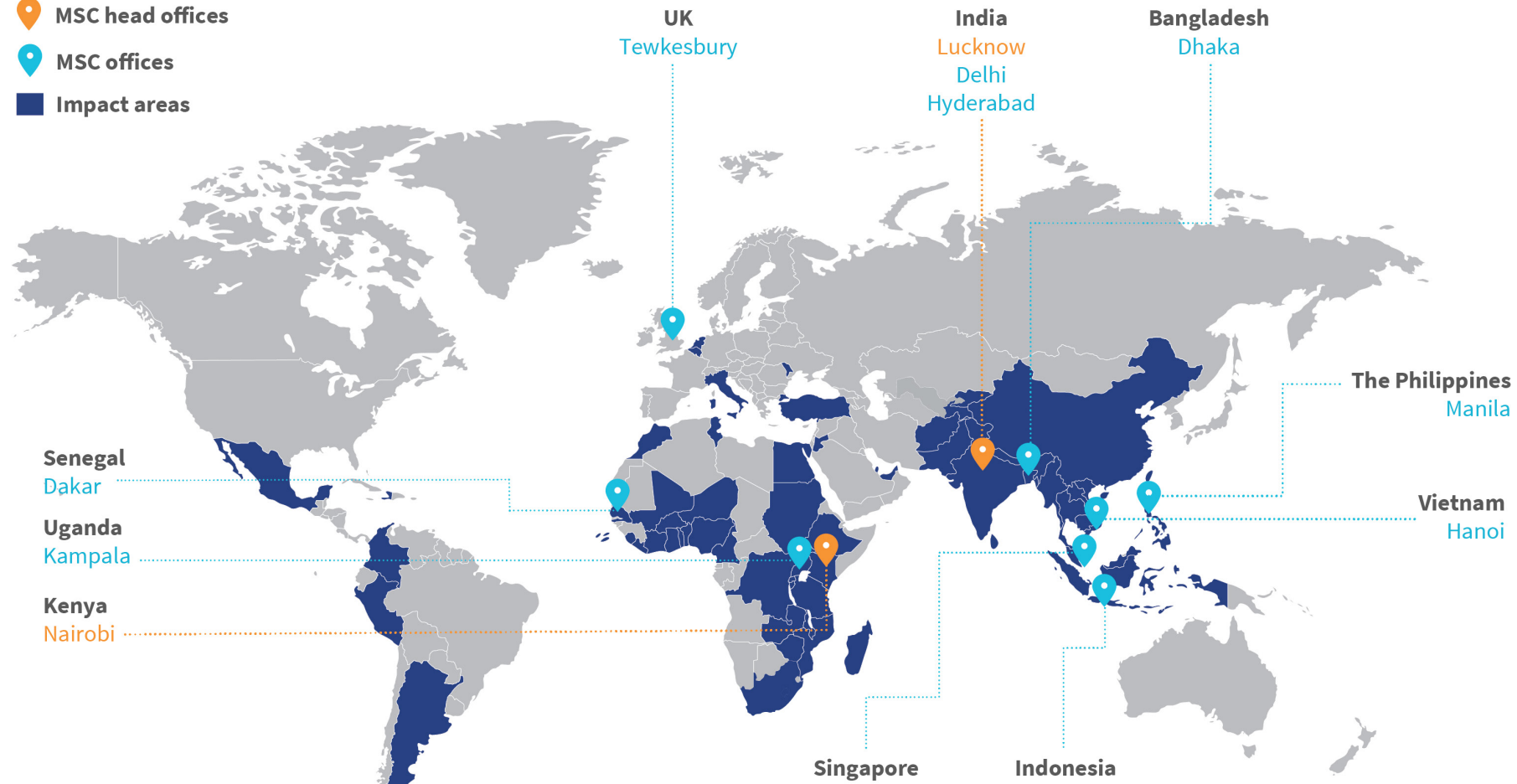


## Encouraging experimentation in public financial management (PFM) through principles and digital tools

As part of the project, MSC was engaged as an advisor to central and state governments in India. Our objective at the time of writing was to advocate the adoption of public finance principles, such as a single source of truth, just-in-time funding, and atomizing monopoly in decisions to pay and discretion to pay. The project primarily involved studying, designing and pilot-testing potential digital tools, such as smart contracts, micro-services, and decision support systems that can address challenges in PFM related to accountability, payment delays, and performance management across select government programs. We will disseminate lessons from the project in national and international forums to accelerate the adoption of scalable digital tools and advocate necessary reforms in PFM.



-  **MSC head offices**
-  **MSC offices**
-  **Impact areas**



[MSC corporate brochure](#)

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