Surveys and sector assessments

Better ways to reach the low- and middle-income segments

The challenge

Organizations involved in these sectors are unable to realize their full potential and, hence impact, due to the lack of credible market intelligence and understanding of ground realities. They lack access and the know-how required to use quality, relevant, and meaningful data for decision-making.

The opportunity

Governments and the private sector have been increasingly using insights from field research and rigorous evaluations to inform policy, program, and product design for sectors that have a direct impact on low- and middle-income (LMI) people.

MSC offers

- Strong domain knowledge coupled with expertise in rigorous research design and data analytics
- Experience in conducting large-scale surveys and assessments in Asia and Africa with standardized survey management processes
- In-depth analytics and data visualization services to provide data-driven strategic insights
- Deep understanding of LMI context and markets in different geographies

Core sectors
❧ Financial inclusion
❧ Micro and small enterprises
❧ Gender
❧ Education
❧ Health and nutrition
❧ Livelihoods
❧ Agriculture

Our team members have strong expertise in conducting advanced data analytics and over 20 years of customer-centric design experience.
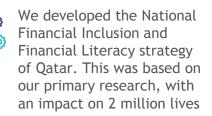
Clients and partners

BILL & MELINDA GATES foundation | IFC International Finance Corporation WORLD BANK GROUP | FSD Kenya Financial Sector Deepening | THE WORLD BANK IBRD • IDA | WORLD BANK GROUP | UNCDF | Michael & Susan Dell FOUNDATION | NITI Aayog (National Institution for Transforming India), Government of India

and many more…

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Our impact

- Based on our assessments of 32,000 agents across 13 countries, 20 providers revamped their customer offerings, 23 providers enhanced their liquidity management systems, and 11 providers reviewed their agent network strategy.

- We designed a USD-10-million pro-poor tourism project for the Government of Uttar Pradesh in India and The World Bank, based on our in-depth sectorial primary research.

- We developed the National Financial Inclusion and Financial Literacy strategy of Qatar. This was based on our primary research, with an impact on 2 million lives

- We have been providing data-driven insights to the PMJDY program – the biggest financial inclusion initiative of the world that has an impact on 320 million lives.

MSC
MicroSave Consulting