



2016 IADI ASIA-PACIFIC REGIONAL COMMITTEE
14TH ANNUAL MEETING AND INTERNATIONAL CONFERENCE

JUNE 15-17, 2016 | ILOILO CONVENTION CENTER, ILOILO CITY, PHILIPPINES

Theme: "Raising Public Awareness on Depositor Protection"



Public Awareness Programmes for Target Groups

Kapal Kumar Vohra, CEO

June 16, 2016





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Scheme of Presentation

- Other Speakers
- Diversity
- Target Groups (TGs)- Why, Types
- Tailored approach for TGs
- TGs: Sample & Contents of activities
- Demographic dynamics



FROM PUBLIC AWARENESS TO ACTION

Understanding Target Gr Behaviors and Influencers: **Philippines**

Three Key Points

❖ Segmentation

Key to Effective Public Communication Programs; Change in individual behaviours that lead to social problems; Promote behaviours that lead to improved individual and social well-being

❖ Using Segmentation

Meet needs better; Create the right message for the priority group:

Awareness – Interest – Desire – Action

❖ What's Next for Us

Challenge the Status Quo: Gather and Analyse Data; Develop Profiles of TGs; Revisit Existing Campaigns; Target the Priority Segments; Monitor



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Awareness campaign for Students: Indonesia

- ❖ Student demographic
- ❖ Financial inclusion and linkage of literacy rates
- ❖ Media Habit and social aspect (Facebook, Twitter, YouTube)
- ❖ Challenges & Opportunities
- ❖ Campus visit & Social Media campaign
- ❖ Festival, CSR & Various activities
- ❖ TV Advertisement
- ❖ Digital campaign; Competition; Inst. co-op



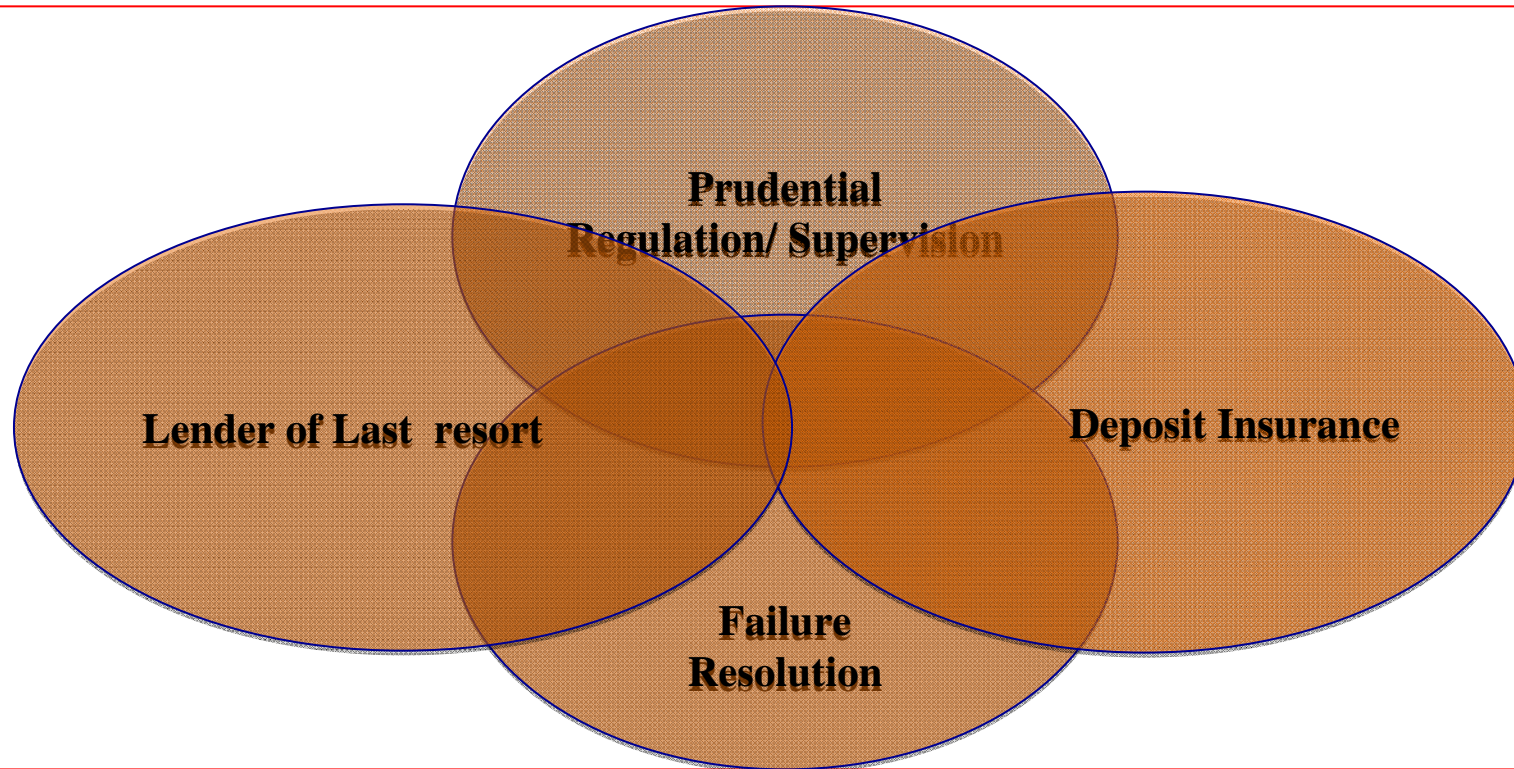
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Financial Stability & Deposit Insurance

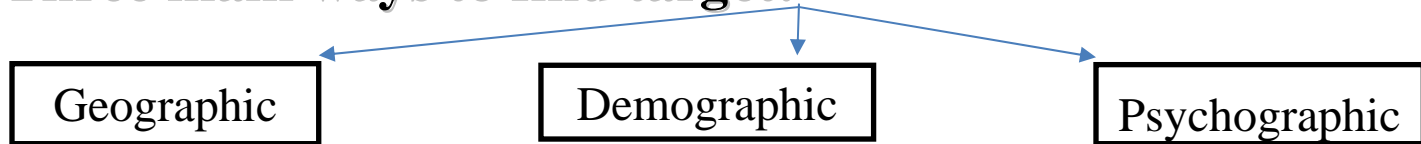




TGs due to Diversity



Three main ways to find target:



Target Group: Clustering of a homogeneous people at the ground level



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SEGMENTATION STRATEGY

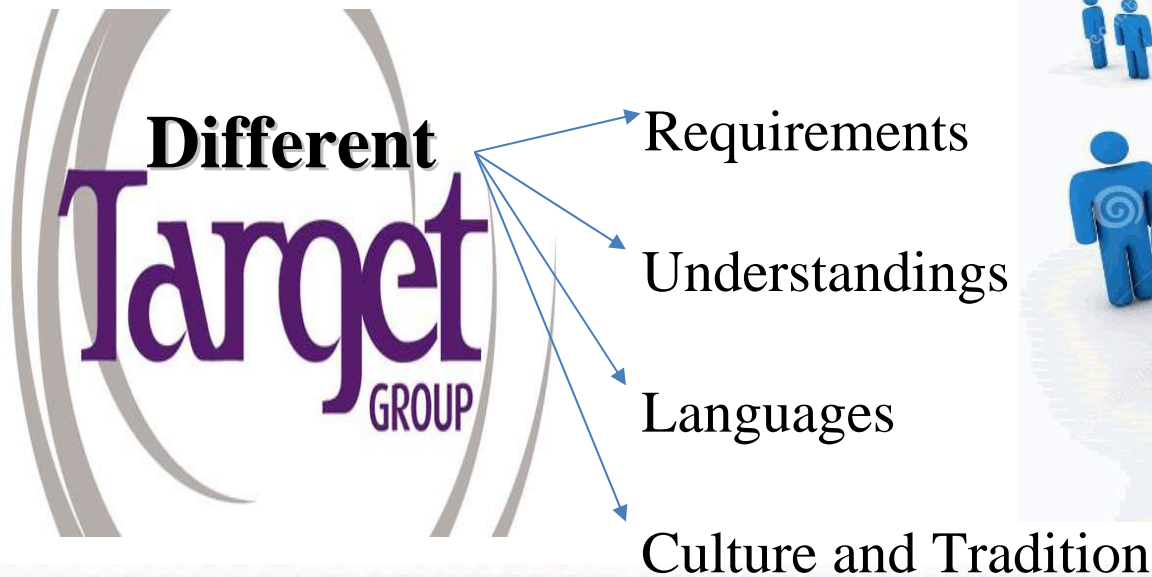
- Demographics variables
 - Location
 - Metros & divisional cities
 - Occupation
 - Business person
 - Salaried class (both govt. & private)
 - Age
 - Senior citizens
 - Minor
- psychographic variables
 - Lifestyle- People who believes in modern banking with higher set of service i. e. internet banking (incontact, mobile refill, travel currency card etc.)





Why Target Groups ?

❖ Public should develop confidence in the banking system and the deposit insurer to put their deposits rather than putting in unregulated entities





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Tailored approach for different TGs

- ❑ “One size fits all”, will not be an appropriate strategy for public awareness. Hence, need to educate the benefit of regulated entities for savings vis-à-vis informal saving structures in TGs
- ❑ Need to target different Groups by appropriate Channels (audio, visual, internet, print) which interests them

Examples:

Armed Forces and Police personnel:

RADIO & TV - Generally posted in remote/ border/ difficult terrain and unaware of financial complexities

Farmers:

VILLAGE FAIR - Staying away from cities and in small clusters; (may be) unbanked areas; Prone to avail non-financial channels of savings viz. House, Gold, Land



Tailored approach for different TGs

Poor people:

Savings may get lost under Ponzi schemes of unscrupulous people; hence, need to protect them

Students:

Future of a Nation; No prior experience; Willing to learn and expand horizon - Hence, like to be told through stories and comics, easy to remember

Sr. Citizens:

Have wealth of experience; Health concerns; less mobility -Hence, interactive Programmes or a message from elder/ seasoned authority of their age group and same social background

Other TGs:

- ❖ Micro and Small entrepreneurs
- ❖ Small Help Groups
- ❖ Women: Working or Non-working



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Tailored approach for different TGs





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TGs: Sample of activities

No	Activity	Target (Minimum)
1	Field level financial literacy awareness event	One per quarter
2	Coordinated approach with financial literacy centres	3-5 camps per quarter 10 sample surveys per quarter
3	Financial literacy week	Once a year
4	Financial literacy for students in the age group 15-18	Two schools in a month
5	Financial literacy in unbanked/ economically backward areas	Once a month



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TGs: Contents of activities

❖ Financial literacy for students in the age group 15-18

Workbook on Financial education for class VI to X

(contains- Definition of financial terms, Stories and Games)

- Being implemented through Central Board of Secondary Education (CBSE)
- Talks are on with Provincial Governments for the same

❖ Programme for School Teachers

‘National Centre for Financial Education’ in partnership with CBSE is conducting Fin Education Training Prog for teachers of class 8 to 10 across India

Certified as “Money Smart Teacher” on completion will facilitate conducting financial education classes in schools and encourage students to obtain basic financial skills



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Synchronisation at the ground level among different stakeholders

- ❖ Various Regulators
- ❖ District and Local Administration
- ❖ Block/ sub-division Level Officers
- ❖ NGOs
- ❖ Banking Correspondents
- ❖ Farmers' clubs
- ❖ Panchayats
- ❖ Village level functionaries





Target Groups: Asia



Asia-Demographic Analysis

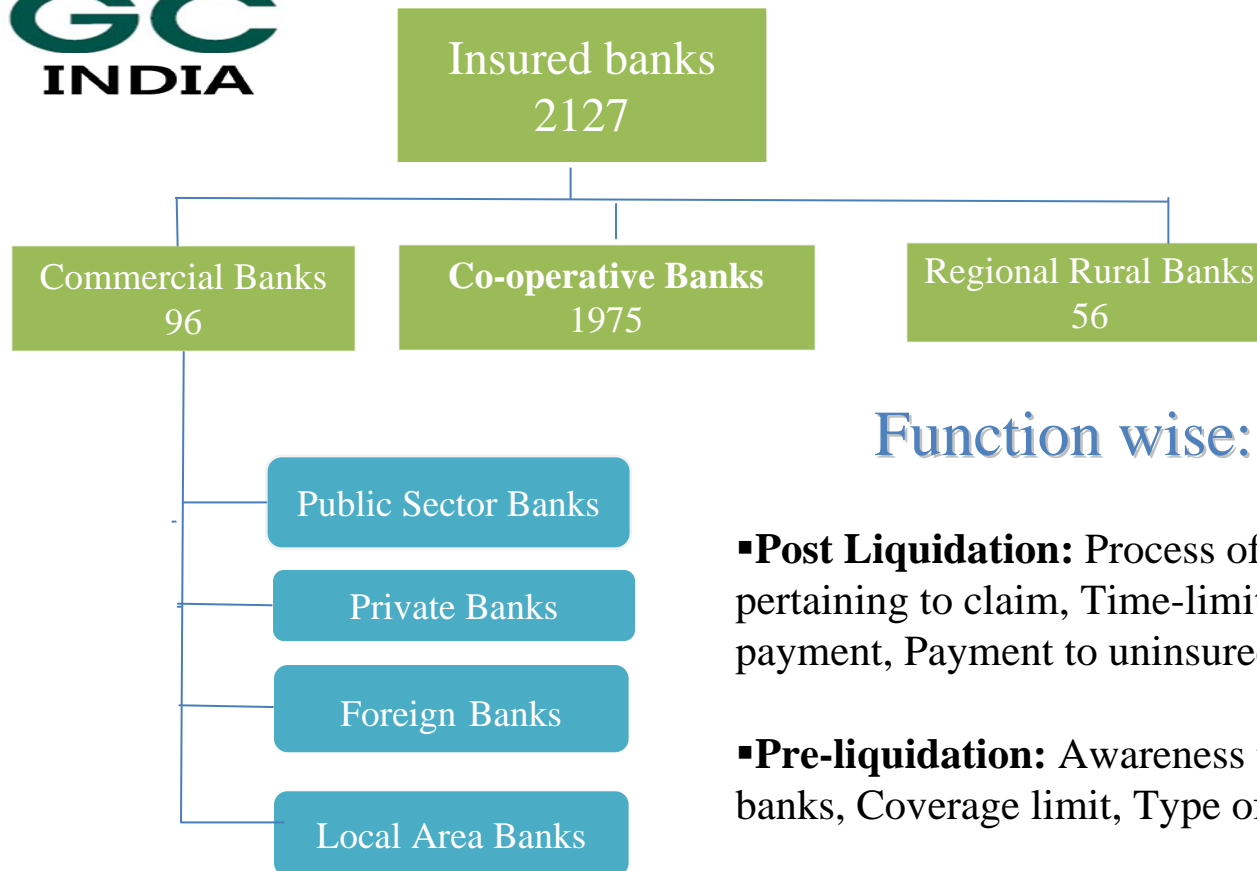
Parameters	Total	East & North-E	South-East	South & S-West	North & Central	Pacific
Population	4.4 bn	1.6 bn	0.6 bn	1.9 bn	0.2 bn	0.04 bn
Population Growth rate	0.9%	0.4	1.1	1.3	0.5	1.5
Age distribution of population						
0-14 (%)	23.9	16.8	26.5	29.4	20.7	23.5
15-64	68.2	72.2	67.5	65.1	68.8	64.6
65+	7.9	11.0	5.9	5.5	10.5	11.9
Urban Population (%)	48	60	47.6	35.8	62.1	70.8
GNI per capita (US\$)	6,331	10,961	4,045	1,903	10,210	60,273

Source:





Target Groups: India



Function wise:

- **Post Liquidation:** Process of lodging claim, Information pertaining to claim, Time-limit for payment, Means of payment, Payment to uninsured depositors
- **Pre-liquidation:** Awareness through names of member banks, Coverage limit, Type of deposit covered



Way Forward:



OPEN FORUM: Your Experiences / Views...!!

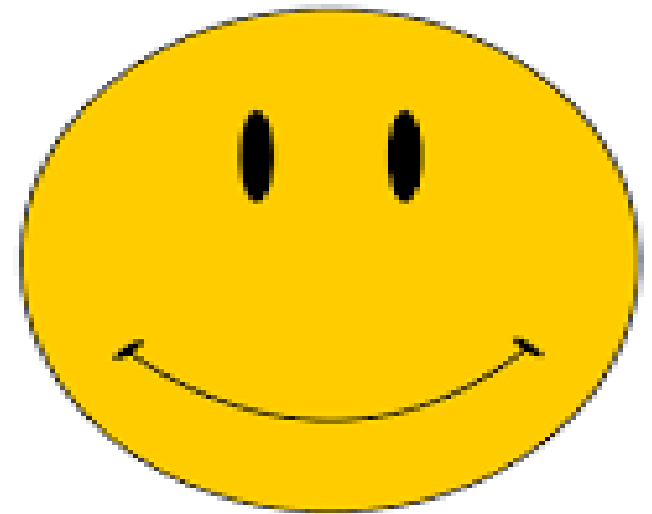


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