

Money Makes the World Go Around

A User's Guide to Microfinance

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- **The Partners:**
- Deutsche Welle International Co-Productions,
Bonn
- Radio Mama FM, Kampala

A User's Guide to Microfinance

- **Reachout:**
- Broadcast by Deutsche Welle Radio worldwide in English and German
- Broadcast by Radio Mama within a radius of 400 Kilometers of Kampala in Uganda and English

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International Context:

- Money Makes the World Go Around – A User's Guide to Microfinance was part of a DW-series on microfinance in Indonesia, Cambodia, Nepal and Uganda.

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The co-production with radio Mama FM resulted in 3 radio documentaries of 10-12 minutes each:

- A Fair Share – Women and Microfinance
- Microfinance for Peace – Saccos and VSLA's in Northern Uganda, and
- Money Makes the World Go Around – A User's Guide to Microfinance – which is why we are here!

First step: Identifying the listener

- Mama FM is based in Kampala and covers a radius of 400 kilometres
- Listeners are mainly women between the age of 15-45 and the general public (men inclusive)
- Listeners live in urban and rural communities
- Programmes: a variety of issues such as health, human rights, economic empowerment, legal advice etc.
- Languages: English, Luganda, Lusoga and Luo

Defining the Questions

- Why microfinance (learning to save, investing, not consuming)
- Risks, benefits and opportunities for the user
- Trust – How do I know that my money is safe?
- Structure: Who is doing what and who is responsible?

Getting Basic information:

- Media reports on microfinance
- Information from Bank of Uganda, AMFIU, institutions, sacco, microfinance-organisations
- Information from gtz and ded on their partnership program on microfinance in Uganda
- Internet

Getting Specific information:

- Field visits
- Gathering witness-reports on practical work in saccoes and village savings- and loan associations
- Documenting lessons learned and best practices through interviews and statements from stakeholders
- Interviews with sacco-members and members of the village savings- and loan associations

A User's Guide - A checklist

- WHO
- WHY
- WHERE
- WHEN
- HOW - &
- BEWARES!

Credibility of the programme

- Interviews with stakeholders
- Name the risk
- Name the customer (investing, not consuming)
- Best and worst experiences
- Make clear it's business, not charity

Producing the documentary:

- 50 percent statements from stakeholders (name them!)
- 50 percent script – the 50-50 principle heightens credibility
- Entertaining elements such as humour, music,
- Cooking down 10 hours of material to a 10 minute programme!

Broadcasting

- Deutsche Welle broadcast the programs worldwide as features in English and German
- Radio Mama FM broadcast the programs locally in Luganda and English in
- „Let Us Talk“ and
- „Women’s Talk“

Comments from listeners:

- Empowerment of women
- Some men accused saccoos of destroying their families (women too strong and independent)
- Sustainable development for the rural areas
- Capacity building (learning about accounting, financial planning, savings, personal responsibility)

Demands from listeners:

- Better consumer's protection through legal measures (law on saccos)
- Strengthen consumer education
- Well-respected local advisors

Thank you for Your Attention !

- For further information on the Deutsche Welle Co-Productions please visit our homepage:
- www.dw-world.de
- For further information on Radio Mama FM please visit our homepage:
- <http://www.interconnection.org/umwa/>