



ASKI GLOBAL LTD.
Alalay Sa Kaunlaran, Inc.

INCLUSIVE FINANCE FOR THE EXCLUDED

**The Case of
ASKI Global Limited**



6 DECEMBER 2014

ASKI Global Limited

Creating Opportunities, Serving OFW Communities



ASKI GLOBAL LTD.
Alalay Sa Maunlaran, Inc.

Vision

A global centre that promotes inclusive and sustainable development for all.

Mission

To help migrant workers, their families and the society at large become financially literate and independent through entrepreneurial coaching and training.

*“ASKI Global intends to change the **mindset** and **remittance behaviours** of migrant workers”*



Our Students

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- 99% females
- 95% household service workers
- 98% Filipinos
- Exclusive pilot run for Indonesians
- Others from Sri Lanka, Malaysia, Bangladesh, India, Singapore
- Plans and dreams:
 - Pay their loans
 - Buy, construct or renovate their houses
 - To buy educational and health insurance
 - To put up or invest in a business

Financial Inclusion Model

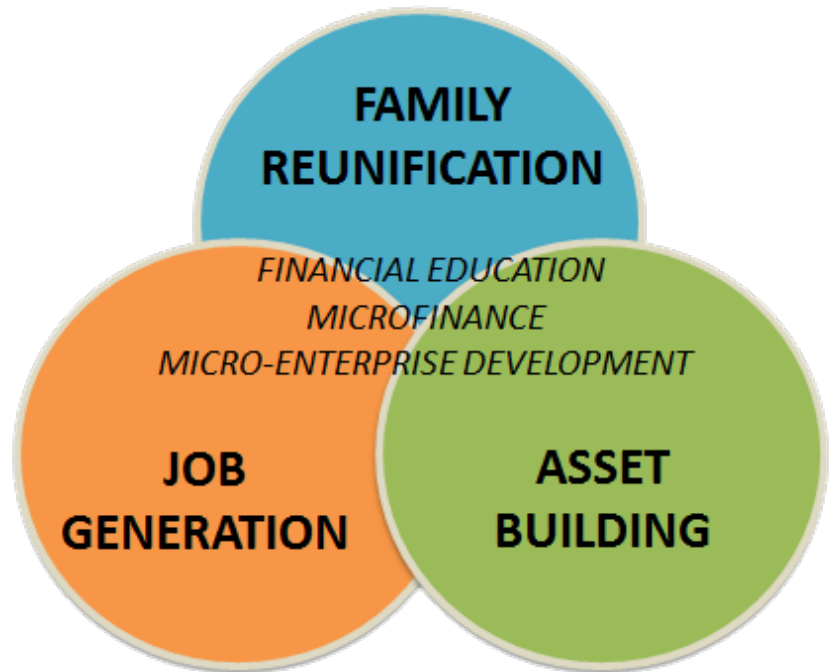
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- Education first before microfinancing or enterprise development
- Back-to-back financial education for migrant workers as well as their families
- Partnerships with other Philippine microfinance institutions and commercial banks

OUR TRIPLE BOTTOM LINE



Programs Offered

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Financial Education



Basic Entrepreneurship



Business Coaching



PDC



Basic Dressmaking

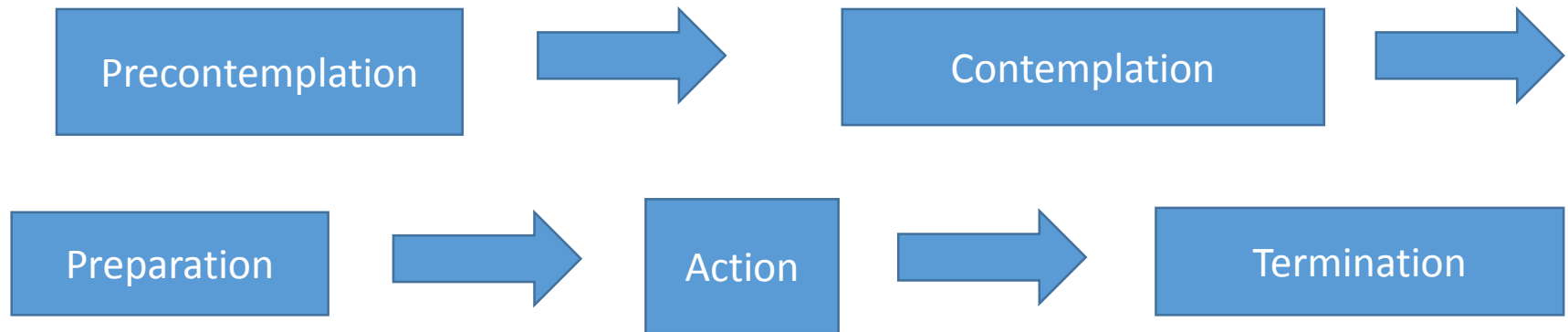


Theory of Behavioural Change



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Application of this theory in our Programs



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1. Matching change interventions to which stage OFWs are

- Self Mastery modules in Basic Entrepreneurship
- Use of coin bank, financial calendar & diaries in Financial Education

2. Helping OFWs progress through various stages

- Consciousness raising
- “Dramatic relief” (testimonies, videos etc.)
- Self-reevaluation (Value clarification, personality tests thru PDC) etc.)

3. Environmental Reassessment

- Assessment of how the presence or absence of a behaviour might impact one’s social environment (i.e. Family interventions)

Programme Methodology

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- Customized course based on migrant workers' profiles
- Co-developed with students from the National University of Singapore
- Use of highly interactive materials and “live case” approach
- Back-to-back training of migrant workers and their families



Students graduating at the National University of Singapore

Our Impact



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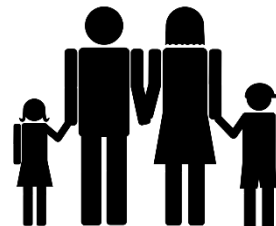
- Over 1,700 have completed and graduated from our programs



- 90% have become savers, saving 20% of their salaries
- 13% have invested in financial instruments



- Half of the graduates have established microenterprises using their savings



- 20 OFWs have returned home permanently
- Around 50% concretizing their years in Singapore

Our Impact

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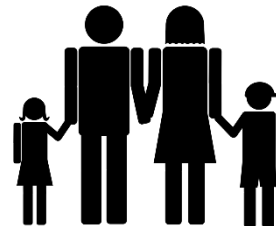
FINANCIAL EMPOWERMENT



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Our Impact

Creating Opportunities, Serving OFW Communities



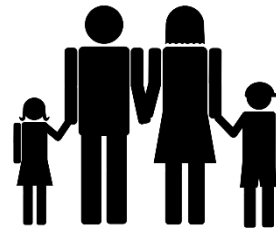
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FINANCIAL EMPOWERMENT



- Half of the graduates have established microenterprises using their savings

WEALTH CREATION



- 20 OFWs have returned home permanently
- Around 50% concretizing their years in Singapore



Our Impact



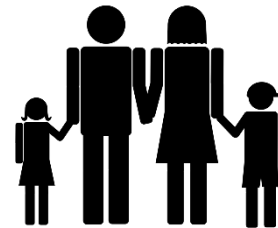
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**FINANCIAL
EMPOWERMENT**

**WEALTH
CREATION**

**JOB
GENERATION**



- 20 OFWs have returned home permanently
- Around 50% concretizing their years in Singapore

Our Impact



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**FINANCIAL
EMPOWERMENT**

**WEALTH
CREATION**

**JOB
GENERATION**

**FAMILY
REUNIFICATION**

Crossborder Microfinancing



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ASKI Global & ASKI Philippines targets the combined use of micro-financing & remittances through families in the Philippines and OFWs in Singapore by means of back-to-back financial education, entrepreneurship training & business coaching.

Impact Measurement

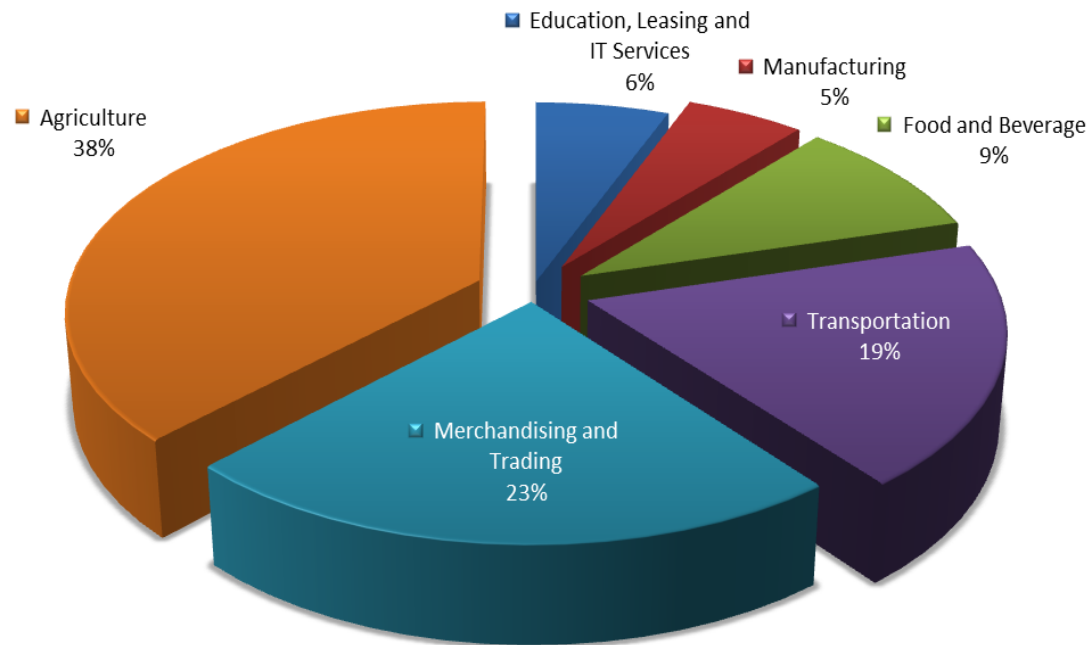
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- PHP 16.6M loan portfolio with 99% repayment rate

Portfolio Breakdown According to Category



Research Studies

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I. The Effect of Remittance Related Finance Education on Financial Inclusion: A Singapore-Indonesia Corridor Case Study

Attending Financial Education classes has a positive effect on the Indonesians in terms of savings.

Financial Literacy for the families is higher after attending the back-to-back training, at 82%.



Research Studies

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ASKI GLOBAL LTD.
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1. The Effect of Remittance Related Finance Education on Financial Inclusion: A Singapore-Indonesia Corridor Case Study
2. Financial Education vs. Access to Finance in Transnational Households (Ongoing)
3. The Effect of Entrepreneurship Training and Access to Microfinance: Evidence from Transnational Households in the Philippines (Ongoing)



What do we consider successful - Our Existing Partnerships

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BANKS & MFIs

GOVERNMENT

ACADEME



Citi Foundation



Embassy of the Philippines
in Singapore



Our plan: Regional Outreach

**Replication of Crossborder
Microfinancing Model**



Labour Migration



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- Labour migration is a trend that creates immense challenges as well as opportunities for countries in the Asia-Pacific
- Demographic trends and uneven development patterns in Asia suggest that labor migration will continue to grow



Regional Expansion Plan

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Regional Expansion in Asia and Europe

- Replication of ASKI Global's crossborder microfinancing model



Why Expand?



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INCREASING LABOUR MOBILITY



- 232 million international migrants in 2013, up from 175 million in 2000

REMITTANCES ON THE RISE



- Remittances to developing countries in 2013 are estimated at \$404 billion, up 3.5% compared with 2012

WOMEN EMPOWERMENT



- Women accounted for 48% of international migrants



INCLUSIVE DEVELOPMENT & MIGRATION FORUM

Migrant Empowerment through
Financial and Entrepreneurial Capabilities

SATURDAY 7 FEBRUARY 2015
KENT RIDGE GUILD HALL
NATIONAL UNIVERSITY OF SINGAPORE

www.idmforum.com.sg

ORGANIZER



LEAD PARTNER

Citi Foundation



LOCAL HOST



- A **1-day forum** with engaging sessions on:
 - Remittances
 - Financial Education
 - Microfinance
 - Social Entrepreneurship
- An **optional study tour** to visit NGOs in Singapore offering financial literacy programmes

REGISTER NOW at our booth
situated outside the auditorium

**Early bird discount till
14 December 2014**



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