

# GENDER INCLUSIVE FINANCIAL LITERACY TRAINING (GIFT)

## THE ISSUE

World Vision's Gender Inclusive Financial Literacy Training (GIFT) aims to address several interrelated problems:

- **Smallholder farmers are not realising their potential:** Without financial literacy skills and access to finance, it is difficult for smallholder farmers to transition to more commercial agriculture and to benefit from increased incomes.
- **Limited access to quality financial literacy programs:** financial literacy programs are often an “add on” run by Microfinance Institutions or other Financial Service Providers, promoting their own products without a consistent approach to quality and no impact measurement.
- **Economic vulnerability to economic, social and environmental shocks:** Smallholder households face significant livelihood risks (e.g. climate, Covid-19), which can force them to use emergency savings to sell assets and/or choose to reduce their food consumption.
- **Gender Inequalities:** Women often have: less financial knowledge; lower access to formal financial services and capital; and less influence over decision-making linked to business and household budgets to the detriment of their families and children.

## THE APPROACH

GIFT is a non-biased, gender-inclusive financial literacy training package targeted at couples. Financial literacy is a combination of awareness, knowledge, skill, attitude, and behaviour necessary to plan ahead, make sound financial decisions and ultimately achieve financial well-being. However, household budgeting is not just about having the right knowledge and skills. It's also about decisions as to what is important to that family.

GIFT adopts a gender transformative approach, which actively examines and questions gender norms and power imbalances between men and women linked to financial decision making, offering equitable alternatives. In this way, GIFT promotes holistic women's economic empowerment (WEE) domains, including economic advancement, access, agency and equitable systems. This is critical to achieving child well-being outcomes, as the

global evidence highlights that, when women are stable financial contributors to a household, investments in children's health and education increase.<sup>1</sup>

Based on global best practices in financial literacy, behavioural economics and gender transformative programming, GIFT aims to increase a couple's access to, and adoption of, financial literacy skills, while also promoting more gender equitable relationships or a 'household approach' where women and men are partners in the household with both having agency in decisions linked to their finances. The activity, adapted for the target group and context, can be combined with World Vision livelihood models e.g. Inclusive Market Systems Development (iMSD) and Savings for Transformation (S4T) and gender models e.g. Mencare and Channels for Hope.

## CORE COMPONENTS AND OUTCOMES

**The Vision:** Women and men are sufficiently financially literate to participate effectively in economic activities and take appropriate financial decisions to improve household resilience and child well-being.



# FOUR KEY COMPONENTS TO THE TRAINING:

## 1. Respectful Relationships

This covers key gender equality concepts with modules enabling households to achieve certain outcomes such as understanding the benefits of sharing financial decision making and equitable distribution of paid and unpaid work.

## 2. Joint Vision for the Family

This vision would be designed jointly by the couple, with SMART2 targets in areas such as business expansion, savings, housing improvements and children’s education

## 3. Managing Money and Supporting Partner’s Work

This segment focuses on money management, using devices relating to cashflows, such as a seasonal calendar and the ‘hours in a day’ activity.

## 4. Planning for the Future

The last session applies the skills acquired to allow the couple to plan ahead, through both savings and credit, with detailed advice on the types of loans, the role affordable finance can play, key terms and how to source responsible lenders.

### THE STORY OF ESTER, NUTMEG FARMER FROM NORTH MOLUCCAS (GIFT has been piloted in Indonesia and also Laos. This activity was also funded by the Australian Government).

In Roko Village, North Halmahera District, GIFT training was delivered through an S4T group, facilitated by project staff and Saro Nifero Credit Union. A total of 24 participants joined the training, including Mrs. Ester Suba, a nutmeg farmer. During the training, she and her husband set a family vision that they want their nutmeg trading business to fund their child’s further education. To achieve that, they applied the lessons from GIFT to manage their income and they committed to save at least IDR 200,000 (USD14.00) per week after selling nutmeg. A few months after the training, Ester said: “Up to now, we have saved around IDR 1.8million. We are very happy. The most important thing is that we are willing to change together, to become better. We have received support and training on how to manage our money, and now it’s time to take action.”



## CORE COMPONENTS AND OUTCOMES



**Ending poverty:** We are supporting families to earn sustainable, reliable incomes and, specifically, ensuring the poor and vulnerable have access to savings and financial resources.



**Gender equality:** GIFT helps both men and women earn increased incomes and savings, encouraging equal financial relationships within households.



**Ending hunger:** By accessing financial services such as savings, farmers can improve their agricultural inputs and outputs to increase their income, to the benefit of their children.



**Promote economic growth:** Savings Groups can provide skills training, so that members can invest in their own income-generation activities and, as businesses grow, families have adequate income and the local economy becomes stronger.

For more information on GIFT, please contact Clay O’Brien, Financial Inclusion Advisor at [clay.o'brien@worldvision.com.au](mailto:clay.o'brien@worldvision.com.au)  
 More detailed information can be found at [www.wvi.org](http://www.wvi.org)

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