

## Connecting India to Disconnect Poverty



## We Provide Right Information at the Right Time



The long-term vision of PCI is to demonstrate a scalable model of development initiatives by promoting corporate citizenry that impacts lives of the communities by promoting progressive:

### **Core Business Activities**

By developing responses in the workplace, the marketplace and along the supply chain.

### **Social Investment**

By mobilizing core competencies and resources to support and strengthen local communities.

### **Policy Dialogue and Advocacy**

By taking individual and collective action to support systemic change at local, national and international levels.



### Connecting India to Disconnect Poverty

"The main objective of the program is to use M-commerce application to serve micro finance clients in an effective way where they would have access to right information at the right time..."

## CONNECTING INDIA TO DISCONNECT POVERTY

PCI, in agreement with its focus on well-being of the society and its commitment towards micro enterprise development, launched "Connecting India to Disconnect Poverty" (CIDP) project under its corporate partnership umbrella.

The project focuses on identifying information gaps related to various financial and non-financial matters between microfinance institutions (MFIs)

and their clients.

PCI is working towards ultimately developing a mobile application to bridge this information gap and eventually helping to promote use of mobile technology among the clients.

Project is being implemented in a phased manner starting with a research study followed by the pilot and then scale up phases. Currently the pilot phase is in progress with 100 clients each of 2 MFIs partners across two locations.

This pilot will determine the usability of developed M-commerce application among selected MFI partners to provide financial as well as non-financial information to their clients on regular basis and thus understand the impact of the proposed application on the lives of the clients and working of the MFI. PCI hopes that this phase of the project will outline a potentially viable business model for a cell phone-based communications platform targeting MFI borrowers and their families.