

William's story

Originally from Kwahu in the Ashanti Region, **William Effah**, went to Accra in 2004 to try his luck. At first, he lived with his sister and helped out at her small grocery store but he was quick to realise that, with little money, he could start his own business. So he began to save... Soon, this young entrepreneur understood the street hawking business he was doing would not fetch the capital he needed to fulfil his ambition.



After switching to door-to-door imitation jewellery selling, William was able to put aside some savings and opened his own small store. But once again he was short of capital... At the same time, a friend told him about ID-Ghana, who had just opened its branch in Glefe (in January 2007). After joining a group he was one of the branch's first beneficiaries: in February, he was granted an initial loan of GH¢ 100 and then GH¢ 250 and GH¢ 400. His shop flourished along the line and simultaneously, he put aside GH¢ 145 savings.

Thanks to ID-Ghana's trainings programme, William could also upgrade himself in his business approach (especially in customer relation) as well as enhance his understanding of some social issues (he registered with the National Health Insurance Scheme through ID-Ghana and understood the importance of it).

Today, William is looking towards the future. He is hoping that he will soon earn enough to finance the expansion of his business himself. Then, he dreams of building a house in his home town... And, for this 30-year-old entrepreneur, the idea of having his future wife take over the Glefe shop and creating a second business in another part of Accra seems like a realistic and motivating ambition.

7 branches accross Greater Accra



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ASSFIN



Urban microfinance in Ghana

Lending to the Poor to enable them to develop a micro business, it is making them aware of their own capabilities to develop an income-generating activity, allowing them to be successful and eventually opening the door to their economic, social and human development.



An old presence in Accra

A Ghanaian institution...

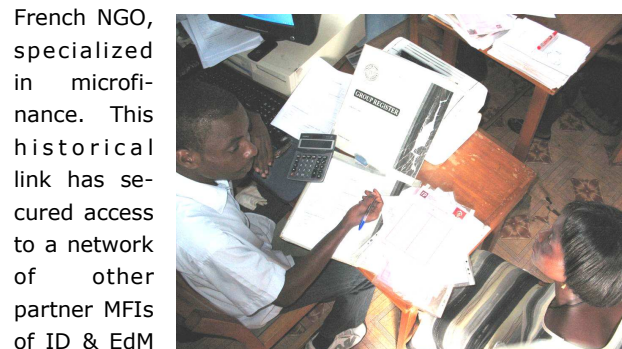
ID-Ghana was officially incorporated in June 1998 as a private company limited by guarantee under the Companies Code 1963 Act 179, and registered as an NGO with the Department of Social Welfare.

...For the urban poor of Ghana

The organization is based in Accra and is aiming at catering financial and non-financial services to urban deprived areas. The emphasis is laid in ID-Ghana's approach to target the poorest neighborhoods of cities so as to build a more **inclusive economy**. Embracing large segments of poor micro entrepreneurs, often perceived as being not credit-worthy by most financial institutions, is perceived by the institution as a relevant -but not sufficient- answer to the global problem of poverty. 98% of ID-Ghana's partners, as we call our clients, are women.

Strong links abroad

Initially backed financially and operationally by the French development NGO Initiative Développement (ID), ID-Ghana changed its partnership in 2005 to tie-up with Entrepreneurs du Monde (EdM), another French NGO,



specialized in microfinance. This historical link has secured access to a network of other partner MFIs of ID & EdM in the Caribbean's, Asia and of course Africa, who all share a set of common techniques and values.

One goal, three dynamics

ID-Ghana's approach to microfinance is developed along three axes that constitute the very substance of its philosophy: **credit, savings & trainings**.

Credit to fuel the activity

The first one is meant to give means to an individual to generate her/his own income through the development of a business.

Savings to secure

The second aims at providing the beneficiary with security in the form of an available amount of money for rainy days (health problem, death, etc.)



Trainings to reinforce

As for the last one, it aims at maximizing the effects of first two tools and at providing complementary support to problems affecting beneficiaries' life in the social, health & hygiene domains.

These activities are carried on field through Branch Managers and Credit Officers for credit and savings and by a team of trainers & one social worker for

A dedicated taskforce

ID-Ghana is staffed with 41 enthusiastic people with very varied backgrounds ranging from accounting to human resources and to social work.

13 people are based in the head office of Asylum Down while the remaining 28 are spending the vast majority of their time on field.



A secure environment

Each branch of ID-Ghana is computerized and is handling its operations itself. A team of 4 MIS specialists is constantly touring the branches to ensure consistency and security of data as well as to ensure maintenance of the system. They regularly undertake trainings of field teams on data-feeding good practices.

Socially oriented but quality driven

ID-Ghana is having its accounts audited every year with reputed cabinets present in Ghana. Certification of accounts is done in accordance with CGAP Disclosure Guidelines, seen as a reference worldwide.

ID-Ghana is one of the 10 Ghanaian MFI registered on MIX-Market and has been awarded 4 diamonds for its transparency in communication.

In addition to this, ID-Ghana is auditing internally on a yearly basis its social performance using the tool developed by the group of researchers 'CERISE'.

Prospects

With an estimated 4 millions inhabitants in its agglomeration and 200 daily arrival of migrants from rural areas, the urban area of Accra is one of the fastest growing cities of Africa.

Being one of the few truly targeting poor micro entrepreneurs, ID-Ghana is convinced of the relevance of its approach and its presence and actively seeks new partnerships to reinforce and develop its presence in Ghana.

Key figures

Number of active borrowers	3,808
Number of Active savers	9,401
Gross Outstanding Portfolio	GH¢ 401,436
Average loan size	GH¢ 234
Total savings deposits	GH¢ 259,719
Average savings deposit	GH¢ 28
Credit officer's caseload	200