Press Release

Nationwide Microbank partners with Women’s World Banking

Port Moresby 9 May 2012

Nationwide Microbank (NMB) has announced that it is collaborating with Women’s World Banking (WWB) to undertake a research study that will assist NMB in designing banking products specifically targeted at women. This study is being funded under a Grant from New Zealand Aid and the research of the engagement will commence next week.

The purpose of the study is to assess women’s ability to access financial services and control the use of money in PNG, and help WWB and NMB to understand the issues that must be addressed, in order to increase access, and the impact of financial services to low income women in PNG. The findings will be used to inform the management of NMB on what products and policies, as well as marketing strategies are most effective in reaching and impacting women.

Manager Women’s Banking for NMB, Ms Gima Kepi outlined the objectives of the study are to understand how gender identities and intra-household dynamics including power relations, roles and responsibilities and decision-making processes between men and women, influence the types of businesses women engage in; women’s constraints to having their own business including their capacity to invest both their time and money in their businesses and on family needs; the allocation of earnings and resources within the household and if appropriate within the extended family structure; how decisions about finances and financial services are made within the household.

The study will also address how gender based violence affects the capacity of women to control their financial lives and build economic security.

Ms Kepi advised the Post Courier that the results of the research will assist in developing specific banking products to meet the needs of women. “The research will take place in Port Moresby, Central Province and West New Britain Province. In WNB, the research will include women who are taking part in our MiCash Mobile Money pilot”, said Ms Kepi.

Since taking on the role of Manager Women’s Banking at NMB Ms Kepi together with her team have been conducting workshops with a number of women’s groups including Port Moresby Chamber of Commerce Women’s Advisory Centre, Hiri Women in Agriculture, and Pacific Adventist University. To contact Ms Kepi you can call her on 3213811 or chat to her on facebook.com/Nationwide Microbank PNG