CHOMOKA

Digitizing Village Savings and Loan Associations

Who is Chomoka?

Chomoka is a dedicated team which represents a collaborative effort between CARE Tanzania, CARE Access Africa and the CARE Innovation Team to launch a digital platform to support savings groups.

- **CARE Tanzania** –has supported the establishment of over 28,000 savings groups. The total membership of these groups is almost 700,000 men and women (71% of which are women). CARE works with scaling partners to increase the reach of the work and empower other organizations to establish more savings groups.

- **CARE Access Africa** – is a catalytic team within CARE that drives the scaling of VSLA groups across the continent by testing market leading ideas and scaling what works.

- **CARE Innovation Team** – supports innovative programming throughout the CARE network that can reach a proof of concept and then scaled for greater impact.

Despite the success of savings groups, pain points exist in the ecosystem which need to be addressed.

GROUPS

Record keeping and meeting management are the two greatest challenges for groups.

BANKS

Cost of acquiring groups as customers is high and there is no way of knowing which are interested or ready.

SG PROMOTERS

Collecting data on groups is costly, time consuming and tracking ends when program funds finish.

Chomoka is a smartphone application and digital platform for savings groups, financial service providers and scaling partners.

1. Accurate record-keeping

By using a smartphone app, group records will be accurate, transparent and safely backed-up.

2. Instant access to financial services

A marketplace on the app allows groups to view and instantly apply for savings accounts or credit products from partner banks.

3. Real-time analytics

An extensive database of demographic and financial information will be used for Chomoka and partners to efficiently manage groups and identify key trends.
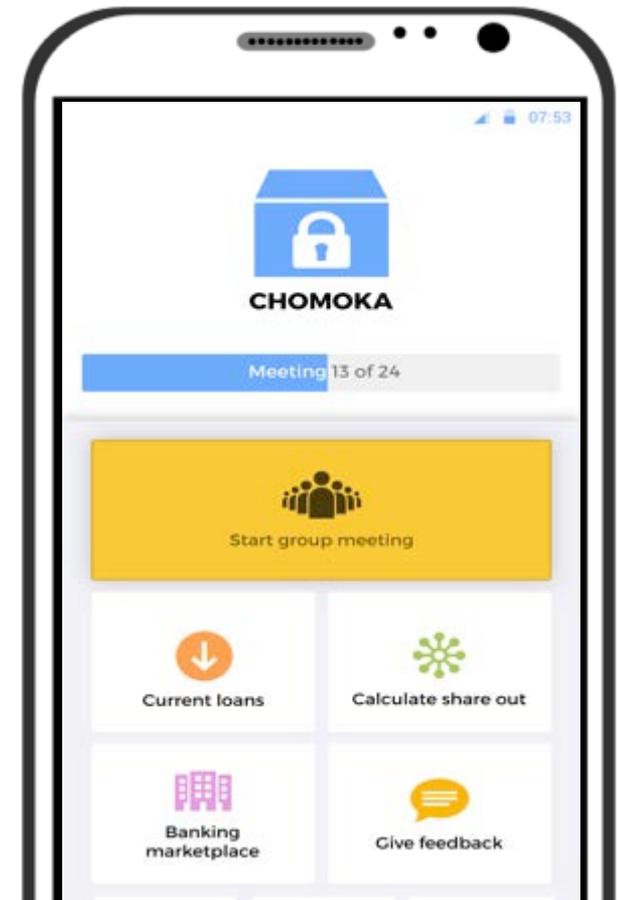
The Chomoka team employed Human Centred Design principles in the development of the application.

1. Built Paper Mock-Ups

CARE Tanzania employees who participate in a savings group created paper mock-ups of screens to demonstrate the required functionality.
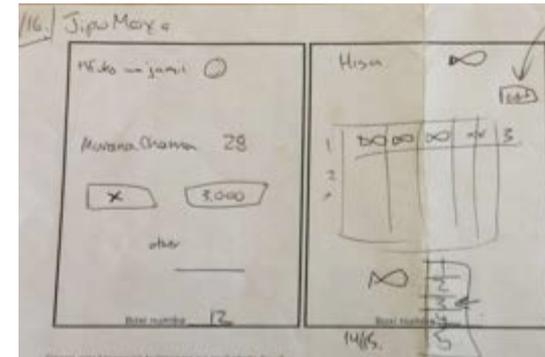
2. Community Trainers & Groups Reviewed

The paper mock-ups were shown to 50 leading community trainers and almost 150 group members for feedback.

3. Feedback on Builds

As the application was being built, versions were taken to groups for feedback. Members representing over 40 groups reviewed builds.

Chomoka application will launch in Q3 of this year

1. Iterative Building Process

The application has been built in sections to gather feedback from groups to ensure the final product meets the needs of groups.

2. Building the Business Model

In parallel with app development, the team has been building the process for distributing and servicing the application.

3. 100 Groups Pre-Registered

Chomoka has received pre-registrations from 100 groups in the Dar es Salaam area who are ready to use the product when we launch.

Partnerships are key to driving Chomoka forward to achieve scale.

1.   Scaling Partners

The Chomoka team is looking for partners to work with us to scale the application, first in Tanzania and then across the continent.

2. Financial Service Providers

The Chomoka banking marketplace is an opportunity to feature financial products tailored to the needs of savings groups.

3. Future Funders

Once the application is in the hands of savings groups, the Chomoka team will be looking for a new round of funding to support the transition of Chomoka from a CARE program to an independent enterprise.

Targeting 1 Million Users & 500,000 women accessing financial services for the first time by 2022.