

RFI

Bimonthly Bulletin



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA



MAY-JUNE

2021

Crezcamos has served 300 loans in the agricultural, commercial, and manufacturing sectors.

Crezcamos bets on development in the Catatumbo Region

The financing company Crezcamos opened its Sardinata office on April 11th, seeking to expand the offer of formal financial services in the Catatumbo Region. This new office, financially supported by the United States Agency for International Development (**USAID**), guarantees a focused intervention in the territory.

Crezcamos has overcome major challenges in brand positioning and new customer acquisition in this office. Apart from offering its regular portfolio, Crezcamos assumed the task of building trust and strong ties between the company and the community. For this reason, one of the main approaches used by the commercial agents, also called "**Progress Sowers**," involves opening channels for dialogue with the Sardinata population. Thus, in less than three months since its opening, Crezcamos has served **280 clients** with **300 credit operations** in the agricultural, commercial, tourism, and manufacturing sectors.

Crezcamos Sardinata's office continues to take on new opportunities, including expanding the agricultural clients' database through the release of a new financial product, such as "Línea Finagro." Laura Calderon, Crezcamos' Marketing Director, highlighted that "bringing progress to microbusiness owners and entrepreneurs in Sardinata helps to improve their own and their families' well-being".

Financial opportunities for the Venezuelan community

On **June 24th**, the United States Agency for International Development (**USAID**) carried out the virtual event **“Financial opportunities for the Venezuelan community,”** through the Rural Finance Initiative (**RFI**) and its partner financial institutions. This event had two panel discussions and a services fair, presenting opportunities for financial and non-financial services and products available to the migrant population in Colombia.

“We know that for Venezuelans, in order to build their life projects, access to the financial system is key. That is why we have partnered with different entities such as banks, financing companies, and cooperatives, who have made available innovative financial mechanisms such as electronic wallets and mobile applications to open **new opportunities for migrants** that will allow them to be part of the financial system,” highlighted Martha Aponte, USAID Colombia Deputy Director.

Entities such as Banco de Bogotá, Microempresas de Colombia, Banco Mundo Mujer, TPaga, Banca, Crezcamos, Congente, and MOVii and Civil Society Organization such as Ágape, Convivencia and World Vision were part of this event. Seven thousand people from the migrant and returnee community connected to the virtual event to learn about the services offered by these institutions.



Evento Virtual

OPORTUNIDADES FINANCIERAS
para la comunidad venezolana



JUEVES
24 DE JUNIO
Desde las 8:00 a.m.

Link de Registro
www.oportunidadesfinancierasmigrantesvnlz.com



Evento Virtual

OPORTUNIDADES FINANCIERAS
para la comunidad venezolana



JUEVES
24 DE JUNIO
Desde las 8:00 a.m.

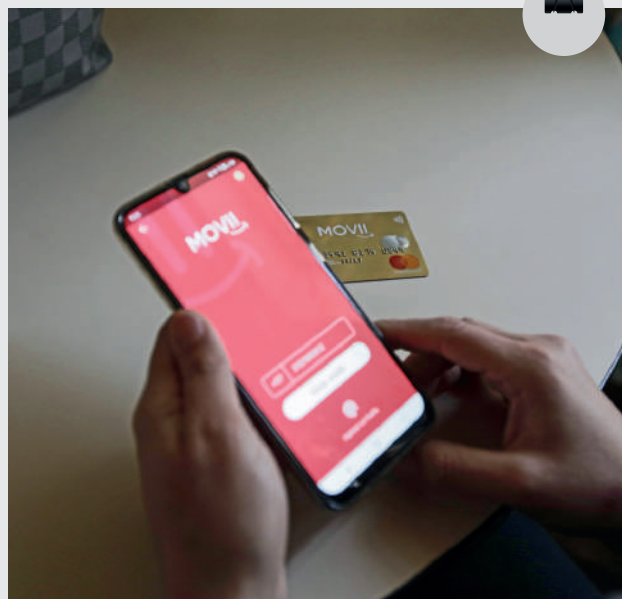
*Conoce las entidades que ofrecen servicios y educación financiera a población migrante en Colombia.

More than 4,000 people from the migrant and returnee community were connected to the virtual event.

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Financial Services that improve migrants' lives



Paula García highlighted that the GAL methodology enables the migrant population's integration.

Paula Holadis García Martínez, 31, left Venezuela to seek opportunities to improve life for herself, her husband, and her son. Though leaving Venezuela meant leaving her mother and the memories she had built since she was a child, she did it with the firm conviction that everything would be worth it.

Paula is currently living in Bogotá and decided to continue with her training in dressmaking, to which she committed herself fully and successfully secured work in the sewing group known as **“El Parche Costurero”** with the support of the Procrear Foundation. In this group, along with her teacher and colleagues, Paula sews gloves, pencil cases, and face masks. Additionally, she is part of a Local Savings Group, a methodology implemented by the Rural Finance Initiative, a **USAID** program, in which Paula has learned saving habits through management of her account in the **MOVii app**.

From her experience with the app, Paula highlights, “With financial services people are able to acquire a credit score and move forward. MOVii’s platform is easy to use, and it not only allows me to save, but also, I am able to do transfers and phone recharges.” She also emphasizes that through the Local Savings Group methodology, she has gradually strengthened her financial life in Colombia.

Paula concludes with enthusiasm that the practice of savings groups, implementation of activities for earning money, and saving in MOVii accounts not only allows people to learn how to generate additional resources and manage them, but also these actions turn into a space of integration for the migrant community.