Financial Education for Farmers
Lessons from Southeast Asia

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Lessons learned from

Three separate programs aiming to improve financial inclusion for small-scale farmers

Philippines, Cambodia, Vietnam (2010-14)
Challenges in providing financial education to farmers

**Mechanics**
- Limited experience in formal education
- Low numeracy
- Low literacy
- Limited life experiences
- Limited time
- Limited experience in formal education
- Caution about new things
- Low literacy

**Mindset**
- Few (if any) goals
- Limited dreams
- Poverty mindset
- Lower level of income
- Irregular cash flow
- Unpredictable income
- Resistance to change
- Limiting beliefs
- Irregular exposure to (more) risks
- Lower level of income
- Subsistence vs. Enterprise
- (Survive vs. Thrive)
- Resistance to change
- Unpredictable income
- Irregular exposure to (more) risks
- Limiting beliefs
- Poverty mindset
- Limited dreams
- Few (if any) goals

**Technical**
- Income relies on debt (to plant)
- Greater exposure to (more) risks
- Irregular cash flow
- Unpredictable income
- Resistance to change
- Limiting beliefs
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Challenges in providing financial education to farmers

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- Few (if any) goals
- Resistance to change
- Limiting beliefs
- Subsistence vs. Enterprise (Survive vs. Thrive)
- Savings in cash vs. savings in kind
- Income relies on debt (to plant)
- Greater exposure to (more) risks
- Irregular cash flow
- Unpredictable income
- Lower level of income
- Savings in cash vs. savings in kind
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- Resistance to change
- Irregular cash flow
- Lower level of income
- Irregular
- Unpredictable
- Savings in cash vs. in kind
- Cash vs. savings
- Higher level of income
- Limited formal ed.
- Poverty mindset
- Low literacy
- Irregular
- Unpredictable
- Caution
- Risks
- Irregular
- Limited life experiences
Overcoming challenges in providing financial education to farmers

**Mindset**
- Dream mapping
- Goal setting/aspirations
- Addressing limiting beliefs
- Learning through reflecting
- Values (e.g., stewardship)
- Connect ideas with concrete actions (how to apply what has been learned)

**Technical**
- Protect
- Generate Income
- Save
- Invest

**Mechanics**
- Structured learning exercises
- Interactive (not a lecture)
- Contextualized
- Short (15-20min)
- Appeal to heart/emotion
The PISI framework

- Protect
  - Insurance
  - Cash
  - Income diversification
- Invest
  - New (non-farm) activities
  - Income-generating assets
- Save
- Generate Income
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