

# MICROENTERPRISE ACCESS TO BANKING SERVICES (MABS) PROGRAM

## July 2010 Highlights

### MABS trains RBs on group lending enhancement

MABS conducted a three-day group lending enhancement workshop each in Nueva Ecija and Cebu on July 7-9 and July 21-23, respectively. The workshops were conducted to help banks determine and address the demands of their clients and enhance their group loan products.

Fourteen participants from six MABS participating banks attended the Nueva Ecija training, while eighteen from seven banks attended the one in Cebu. The participants went through a series of hands-on exercises, brainstormed on documented case studies, and discussed the challenges in their group lending operations. They also shared their respective banks' unique group lending experiences during the lecture.

In an actual field survey, the participants interviewed existing group clients using a market research survey tool to get the opinions, sentiments, and preferences of the clients regarding product enhancements. From the market research exercise, the participants were asked to draw out ideas on product changes. The participants also learned simple tools that banks can use for a more systematic approach to enhancing their group loan products, as well as tools for transitioning clients from group to individual liability.



### MABS reviews RB Cotabato's operations

Despite Cotabato City's enormous potential for microfinance, only one bank offers microfinance products in the area: the Rural Bank of Cotabato, Inc. (RBCI) established in 1961 to provide public school teachers with access to salary loans and deposit services. In order to gear up RBCI's financial services for the large micro and SME (small and medium enterprise) sectors in Cotabato City and its environs, MABS reviewed its microfinance operations on July 14-16 to evaluate its areas for improvement and training needs. Assisted by MABS, the bank drafted an action plan to guide the bank in moving towards further strengthening its banking and microfinance operations.

### MABS Approach to Microfinance introduced to Banco Las Piñas

RBAP-MABS conducted a senior management orientation (SMO) for Banco Las Piñas (Rural Bank of Zapote, Inc.) on July 15 to give the bank an overview of the MABS Program and the *MABS Approach to Microfinance*. With assets of over P500 million (about US\$10.9 million),

the bank has decided to explore the *MABS Approach* as a means to expand its market particularly for the microentrepreneurs of Las Piñas. Nine participants from the bank's management and staff attended the orientation held at the bank's main office in Las Piñas. Among them were the bank's president, Dr. Emilio Casimiro, members of the Board of Directors, and senior officers from different departments such as Loans and Accounting. Two representatives from the *Microfinance Innovation Center for Resources and Alternatives (MICRA) Philippines*, one of the three MABS Service Providers, also presented an overview on their training program and other initiatives.

### MABS orients rural banks on microinsurance



RBAP-MABS provided a comprehensive overview of microinsurance to its participating banks on July 20 as part of its

campaign for better insurance services for microfinance clients. Twelve (12) senior bank officers from ten (10) rural banks attended the Senior Management Orientation (SMO) in Manila, which introduced the potential benefits of formal microinsurance services for rural banks. RBAP-MABS discussed the regulatory framework for enhancing microinsurance services, citing recent requirements from the Bangko Sentral ng Pilipinas (BSP) and the Insurance Commission (IC). This orientation-meeting was extended to Visayas and Mindanao rural banks on July 22 in Cebu City. Twelve representatives from four rural banks attended.

### Punla sa Tao Foundation & RBAP-MABS conduct Microfinance Leadership Training



Eleven participants from five rural banks attended the Microfinance Management Development Workshop facilitated by RBAP MABS and Punla sa Tao Foundation, a MABS Service Provider. Held at the NATCCO Hostel in Quezon City, most of the attendees were mid-level

managers of their respective banks, while a few were top officers and board members. Through this workshop, the participants learned the basic concepts and supervisory tools in performance management and the management functions of planning, reviewing, evaluating, developing and motivating for peak performance.

Training modules from the RBAP-MABS Program and Citibank's Institute for Leadership Development and Accelerated Development (I-LEAD) were used. The activity was stimulated through various workshops, group exercises, video show on coaching, and sharing of practical lessons and experiences in managing people.