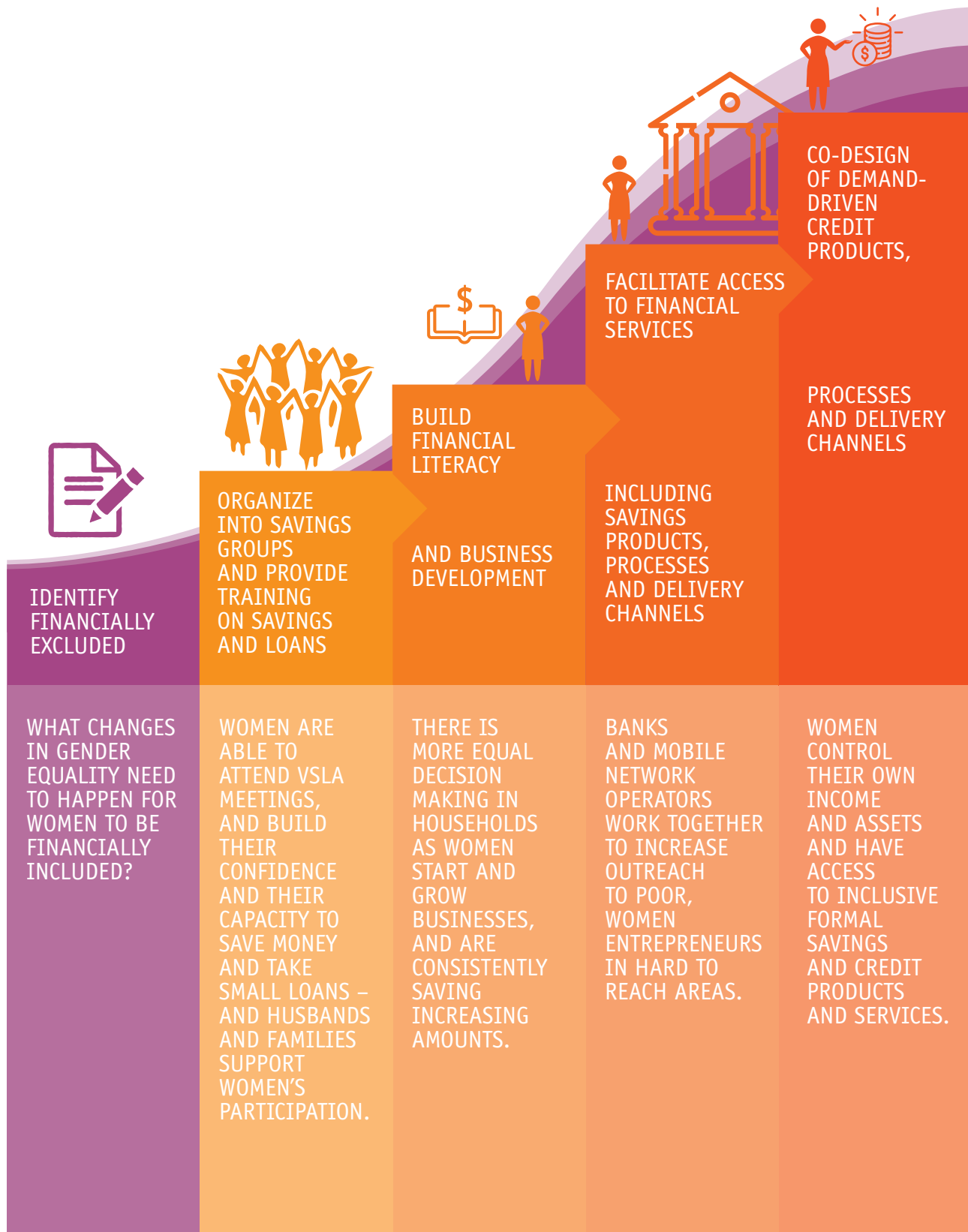


# Gender-sensitive steps to financial inclusion



## Case studies

### Raziya

Raziya joined a VSLA group and took a loan to invest in her petty trading business. She says the training she received helped her to select, develop and manage her business.



### Charlotte

Charlotte joined a savings group and started a banana business. Soon, she had enough money to start a bicycle-taxi business, a profession typically reserved for men and boys. Now, Charlotte is training seven other women to take up the business.



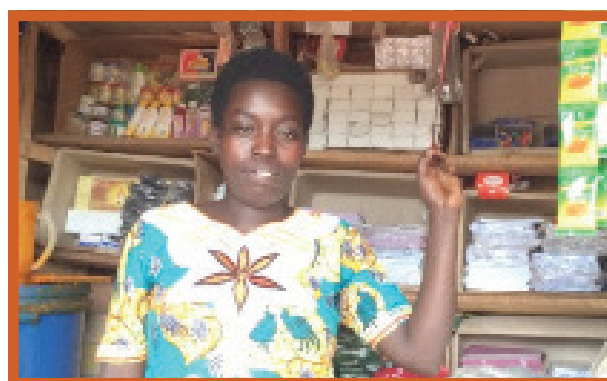
### Florence

Florence has her own bank account, and took a loan from the bank to invest in her businesses raising and selling pigs, and wine production and sale. Florence and her husband make financial decisions together, and with their profits they plan to finish building their house, buy more pigs, and add sorghum beer to their beverage production.



### Jacqueline

Jacqueline uses a bank account to make sure the profit from her extensive list of businesses is safe. She is a highly regarded businesswoman in the community, employing a staff of five men, and works with local organizations to sensitise women and girls on their rights and how to start saving.



**POWER Africa** is a project of **CARE Canada**. More information can be found on our website: <http://care.ca/power-africa>