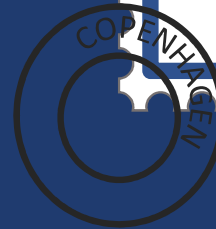


Project Kesho (Tomorrow)

Ersun Kutlu
Regional Director
Eurogiro



Project Kesho

Goal



The goal of the project is to enhance the financial inclusion and economic empowerment of Ugandan remittance families through innovative, cheaper, inclusive and replicable remittance solutions in the EU to Uganda corridors

Effective Date of the Agreement is August 18th, 2022

Project Completion Date is March 31st, 2024

Objectives



Project Kesho

1

Reduce remittance cost from EU to Uganda by implementing a unique co-branded digital remittance service

2

Accelerate digitization of international remittances in Uganda through enhanced digital solutions at the sending side and financial literacy to receive digitally at the receiving end.

3

Implement an effective send and receive side community and market outreach in Sweden and Netherlands to Uganda corridor

4

Establish a wide cash payout distribution network and additional instant delivery to all PostBank Uganda accounts

5

Develop a replicable solution in another African country

Budget and Components



Project Kesho

Total Budget	EUR 541,000
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IFAD	EUR 369,000
Eurogiro	EUR 172,000

of which EUR 202,000 is allocated to our partners.

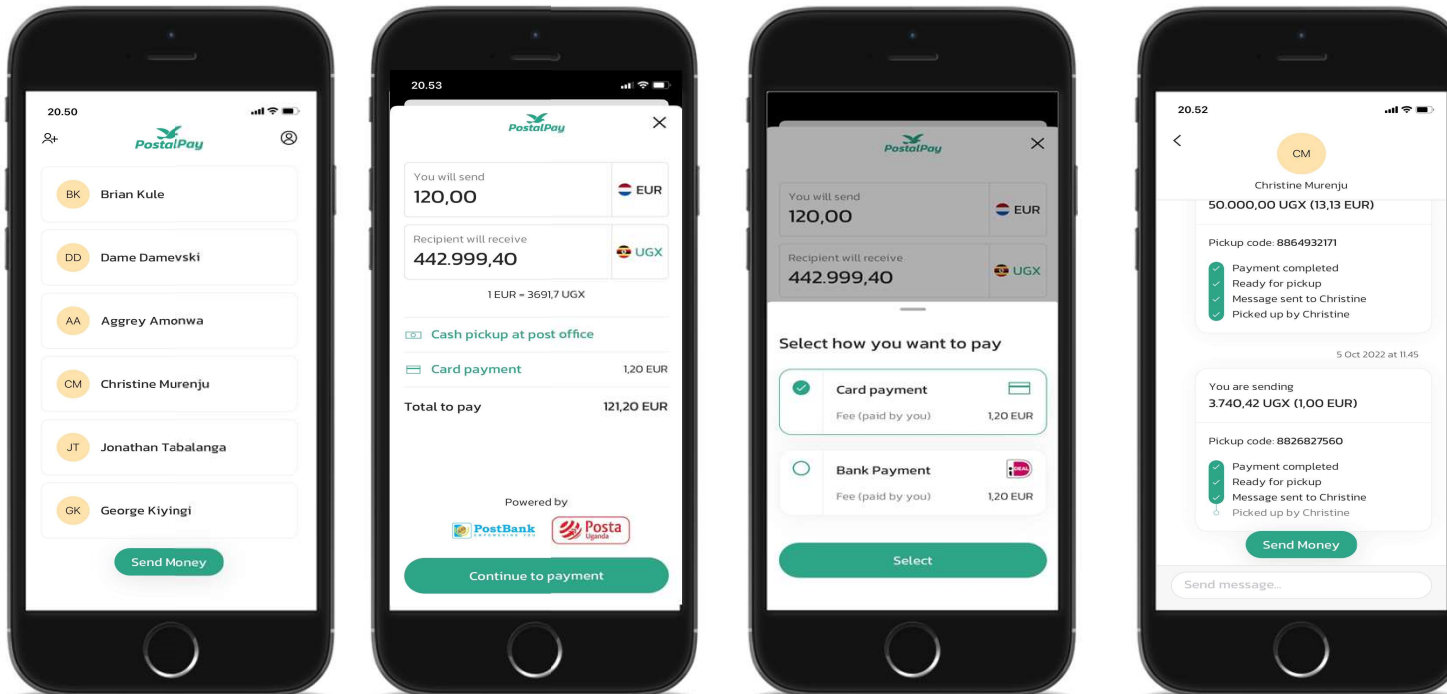
Project Components

1. Market Analysis and Outreach Planning
2. Technological Innovation for Digitalized Remittances
3. Implementation of Market and Community Outreach Plan
4. Project Management and Monitoring



Project Kesho

From all Euro-zone countries (19) and Sweden



real-time credit to all PostBank Uganda accounts



real-time cash payouts at all PostBank and Posta Uganda offices

