

PRIME

Platform for Remittances, Investments and
Migrants' Entrepreneurship

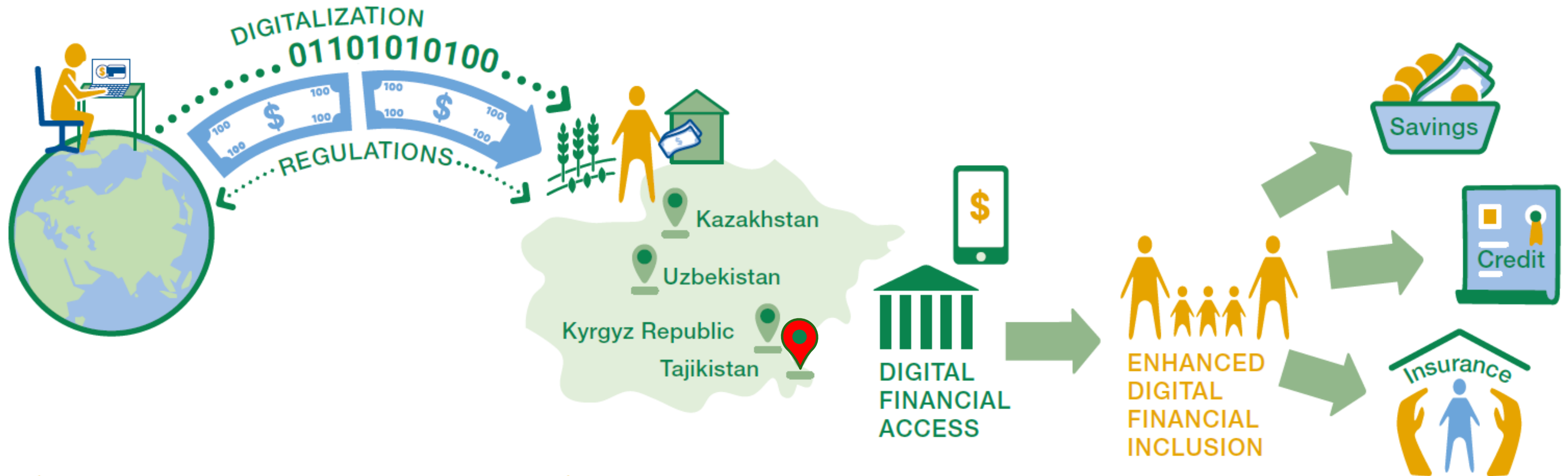
CENTRAL ASIA



Investing in rural people



GOALS



➔ **INCREASED ACCESS AND USE OF DIGITAL REMITTANCES** in Central Asia

➔ **ENHANCED ECONOMIC INTEGRATION** of remittance families and returnees in Central Asia

MAIN COMPONENTS

1

Market intelligence



- **Address the data gap**
Strategic market data allow for further market depth and width, and targeted capacity building to key stakeholders for remittance data creation and use.

2

Operations



- **Expand access to digital remittances and financial education**
Expand access to digital remittances through innovative business models and technologies, in close collaboration with public and private sector, particularly in rural communities.



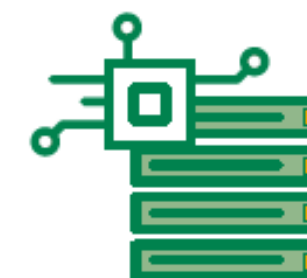
- **Foster financial inclusion and linked to remittances**
Co-finance and promote innovative, replicable and scalable financial inclusion initiatives promoting the link between remittances and complementary financial services



- **Economic integration of remittance families and returnees in rural areas**
Develop interventions to include remittance-receiving families and returnees into agricultural finance and rural development programmes, with focus on women and youth in rural areas.

3

Policy Engagement



- **Collaborative dialogue, partnerships and policy engagement for an enabling environment**
Promote dialogue and cooperation on remittances markets between regulatory bodies, industry actors and diaspora communities across the region, to improve the national regulatory frameworks, address challenges and build opportunities for synergies and interventions.



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GUIDING PRINCIPLES



- **Innovation**

Innovation is at the core of PRIME Central Asia. The programme identifies, applies and promotes a range of both innovative products and business models.



- **Country-level impact**

PRIME Central Asia is carrying out country specific interventions with the full involvement of key partners, to leverage local resources and institutionalize core achievements for project sustainability.

- **Partnerships for success**

PRIME Central Asia benefits from partnerships with **public, private, and civil-society** actors, to enhance its impact and raise further awareness on the importance of leveraging remittances in Central Asia.



- **Scaling-up approach**

PRIME Central Asia focuses on leveraging its achievements and impact across the region and in the four target countries to promote policy changes, mobilize additional resources and enhance partnerships to bring the results to scale.



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