



FINANCIAL SERVICES FOR ALL IN A POVERTY FREE & GENDER EQUITABLE SOCIETY

A New Era of Innovation

The New Year heralds a sea of change in the microfinance industry and one of the major reasons for Kashf's success and growth over the past 22 years is undoubtedly its commitment to innovation. We keep evolving and believe in learning as well as adapting positively to change. In 2018, we will see more financial inclusion and a larger outreach in poverty stricken areas. Moreover, the company's policies are shifting gears towards new technologies including cashless branches, alternate delivery channels, tablet usage for operational benefits and more. By improving these processes, Kashf plans to facilitate clients further and expand access to financial services, especially to low-income women.

Further, in a continued commitment to undertaking social advocacy and increasing awareness on critical social issues, Kashf aims to amplify marginalized voices and change societal norms and behaviors. The recent tragedy of Zainab, the 7 year old minor who was raped and murdered, highlights the importance of creating dialogue and awareness over child sexual abuse in Pakistan. The Foundation has been working with schools to protect children's wellbeing and rid this evil from society.

Currently, the foundation has a total of 286 branches, out of which 25 opened in the month of January 2018 in 10 new districts of Punjab, Sindh and Khyber Pakhtunkhwa. Kashf has a current outreach of over 354,000 clients and has cumulatively disbursed PKR 72 billion.

Client-Centric Approach to Microfinance

Kashf has been an innovator and a pioneer in the microfinance market and firmly believes in the success of its women entrepreneurs. By always keeping the interests of its clients a top priority, the Foundation has introduced loans and services that are client-centric in approach, easily accessible in nature and importantly, meets their needs. 2018 will be no exception as Kashf continues to introduce products and services that will usher Pakistan into the era of increased digitization with the introduction of cashless banking, educational and financial programs that will reduce the gender gap and further expand the scope for female inclusion and entrepreneurship in the country. It is through new innovative practices that Kashf hopes to reach more clients especially women who are normally excluded from the financial market due to their low credit worthiness and bankability.

Moreover, Kashf's specifically designed pro-poor women centric products and services have enabled the growth of client's businesses as well as improved their standard of living. The Kashf Karobar Karza (KKK), the organization's primary lending product, continues to show a steady increase in its disbursement amounting to PKR 63 billion cumulatively till date.

The Kashf Easy loan that was initiated in 2016 became increasingly popular and has been offered to over 40,000 clients with a cumulative disbursement worth PKR 729 Million. This loan was introduced to meet the urgent needs of clients who require small loan amounts for any purpose. It is an easily accessible loan of PKR 15,000, intended to tap an underserved segment and also to create microfinance readiness among low income female clients. Another unique product includes the Kashf School Sarmaya that has provided financial access along with free of cost capacity building trainings to over 2,000 low-cost private schools and has currently covered over 600,000 students.

Kashf Foundation Newsletter



A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ORDINANCE, 1984



"As we've stepped into 2018, Kashf aims to introduce new products and services as well as implement new technological innovations to ensure greater financial inclusion. Kashf also profoundly believes in raising awareness and questioning current attitudes and perceptions on sensitive issues and has been relentlessly advocating open dialogue surrounding child sexual abuse through trainings with low cost private schools."

Ms. Roshaneh Zafar, Managing Director
Kashf Foundation

Institutional Dashboard



Active Clients
354,125



Total Employees
2,620



Areas of Operations
All Provinces through 286 branches

Entering into the Rural Market



"My knowledge of cattle rearing increased with Kashf's Mawehshi Karza that taught me how to properly take care of livestock and thus increase the production of my business."

**Rozeena Bibi, Abdul Hakeem,
Zilla Khanewal**

In order to meet the need and tap into the unmet demand of the rural financial market along with building a path towards increased market penetration, Kashf has added a new product to its current portfolio. Kashf has recently set up a branch in the village of Adda Khuhi Wala near Harrapa to pilot the Kashf livestock loan product (Kashf Mawehshi Karza), which is specially focusing on female livestock managers. Through this initiative, Kashf is building a strong value chain which involves credit, livestock insurance, animal husbandry trainings and market linkages. Kashf's holistic approach focuses both on improving the productivity of the animal, mitigating risks and improving returns to the female livestock producers.

Within a span of three months, PKR 10,590,000 loan has been disbursed to 176 Kashf clients and the organization plans to expand outreach by introducing further products like a cattle rearing and meat fattening product and an agricultural finance product in the coming months.

Kashf would like to acknowledge the support of the Australian Government in this project.

Documenting Client Success Stories



"Kashf Foundation has given me the strength and hope that I needed to provide for my family, they have made me realize that I too can make a difference for my family's welfare."

Kausar Bibi

From the First step to a Successful Journey – Kausar's Booming Stitching Enterprise

After the retirement of her husband from a Government job, Kausar Bibi from Kehal Field, Abbottabad was daunted by the thoughts of running her house without a steady income. It was extremely difficult for her and her husband to make ends meet and provide for their family of six from a meager pension. With the support and encouragement of her family, Kausar Bibi was motivated to start her own stitching business and create a constant income for the household.

In 2013, Kausar Bibi wanted to expand her small stitching set up and came across Kashf Foundation's financial services through their door to door business promotion plan. She initially took a loan of RS. 80,000 which she used to buy more stitching machines and thread. Based on her own success, Kausar Bibi encouraged other women like her to work and establish similar enterprises. She played a vital role in promoting women entrepreneurship in her society and mentored several women who began work on their own ventures. Today, Kausar Bibi's business has not only provided a steady income for her family but is also acting as a means of support for other women that she has employed to work with her.

Kaneez Fatima's Lucrative Cattle Farm

Kaneez Fatima belongs to the conservative area of Akhtarabad, Bahawalpur and was struggling to provide for her 3 children and sick husband. Making ends meet was a challenging task and often her children would go to bed hungry. Considering her husband's health and his inability to work, Kaneez Fatima was motivated to provide for her children, in spite of the social stigma attached with her decision.

She saw an opportunity to start a small cattle farm to provide dairy products to the locals and in turn, earn an income for her household. With the support of Kashf Foundation through the Prime Minister's interest free loan scheme, Kaneez Fatima set up a small cattle farm in 2008. Since then, she has been a regular client of Kashf and has graduated to the regular financial services programme by expanding her business to 11 animals and 2 workers. The success of her business has allowed her to move from a rented house to a house she now owns herself. She is a source of inspiration and a role model for the whole community. She supports women like her and has helped them set up their own businesses as well. Her goal is to further expand and include animals for sacrificial purposes as well.



"Seeing my own success, I am motivated to liberate the women in my locality and make them realize that financial independence is equally important for men and women"

Kaneez Fatima

Channeling into a Cashless Future

Around the world, technology is playing a critical role at financial institutions and its use is vital to advance financial inclusion. In most countries, cashless banking is becoming a common practice but in Pakistan, it is a relatively new concept in which all transactions are carried out digitally instead of handling paper money at the branches. Traditional payment methods largely dominate the economy and as a result, over 20 million households are still unable to access financial services.

In order to adapt and innovate according to the rapidly changing technological advances, Kashf has built robust alternate delivery channels to increase convenience for clients, improve operational efficiency and expand outreach. The latest innovation to these alternate delivery channels is in the form of cashless branches.

In Kashf's 235 branches out of 286, clients no longer have to visit branches to make their payment. They can conveniently go to a nearby tuck shop and use channels such as Jazzcash, UBL Omni, Easy Paisa and Nadra-e-Cash.

These delivery channels have tremendous scope for the future, reduce load on conventional branches and in return, increase institutional efficiency. The adoption of such technologies and models has already yielded favorable results at Kashf, as the value of cashless banking transactions observed a phenomenal increase of 36% in 2017. In rural areas where most banks are not likely to have branches and individuals have difficulty in accessing credit, Kashf clients have found ease and convenience through these procedures.

The organization now aims to go cashless across its entire network.

"Services such as Jazz Cash have made it possible for an ordinary person like me to make a transaction without even going to the bank, this is useful for those of us who don't live in cities," Josfeen, Francis Town.

Data Collection Innovation through Tablets



Another improvement and implementation of new technology at Kashf is through the use of tablets that allow for faster and more accurate data collection of clients. For instance, field staff are able to capture and transmit real-time data back to the branch and this reduces the time for loan approval for the client. Digitizing portfolio management and record keeping systems has enabled the Foundation to work towards better time management and increase work efficiency. Accurate record of data also helps in better reporting to regulators and funders.

Kashf has been conducting tablet-training sessions for our field staff and pilot tested a tablet application in 3 branches which was successfully completed in March 2017. Since then, tablet usage and implementation has taken place in 201 branches across its entire network.

By introducing new technology to its employees, Kashf aims to modernize the level of services and meet the demands of time-sensitive work.

Raising the Business Acumen of Future Women Entrepreneurs



"Back in 2014, I got a loan from Kashf Foundation to start my own livestock and embroidery business. It was tough starting on my own but Kashf taught me well on how to handle the nature of the business itself. Now I have started an embroidery business with other skilled women in Baqirpur, and my family helps me with livestock."

Hasina Mai, Bhawalpur

Kashf is committed to developing the capacities and capabilities of women entrepreneurs and it profoundly believes in increasing their socio-economic well-being. The organization's holistic approach is aimed at empowering women through both financial and non-financial services and equipping them with skill sets that will help sustain and grow their businesses further.

One such service is Kashf's Business Incubation Lab training program that has categorically been designed to create a unique space for women entrepreneurs in Pakistan, essentially enhancing their capacity to earn an income and become productive members of their households and communities. The Business Incubation Lab training enables women entrepreneurs to make smarter financial decisions relating to investments, savings, budgeting and financial management with respect to their businesses. Moreover, the program also focuses on improving their negotiation and communication skills so that they are in a better position to engage with vendors, create market linkages, help them expand their businesses and enhance productivity.

The BIL program has successfully graduated 26,710 trainees to date.

Promoting Girls' Education through Kashf School Sarmaya



"I had separated from my husband and I did not want to be a burden on my family. I had completed my education a few years before and with that in mind, I decided to start my own school through Kashf's Education Finance Program,"

Saima Sheikh, Ali Cadet School, Township

Kashf School Sarmaya Program (KSS) is the only service in Pakistan that provides financial as well as capacity building trainings for teachers and school owners to low-cost private schools. Along with the financial help that ranges between PKR 60,000 to PKR 300,000, Kashf helps in training teachers on new and improved teaching techniques that enhances the learning environment, retention of students and develops more effective lesson plans. A major part of this program is to promote girls' education by having ongoing dialogue with school owners to increase girls' enrollment.

As a result, the program has reached out to over 2,158 low-cost private schools in the country, trained over 3,971 school owners/management personnel on better school management, trained over 10,813 teachers on better teaching practices and positively impacted over 600,000 students through this intervention. This combined with the fact that 71% of this service has effectively been utilized by women owned schools, thus, resulted in increased female enrollment and participation in these schools.

Watch Aakhri Station on ARY Digital



Airing on 13th February at 9PM on ARY Digital, Aakhri Station is a seven episode mini-series that develops strong female characters who coincidentally ride the same train compartment. As their journey progresses, they realize that all of them are on a path to empowerment as a means to change their circumstances. Starring Sanam Saeed, Nimra Bucha, Malika Zafar and more, each episode is unique and provides hope to those women who lack agency or support. Don't forget to tune in!

Creating Awareness on Child Sexual Abuse: #JusticeForZainab



Parents don't want to disclose that their child is sexually abused and this is their personal matter so no one can interfere but after the trainings conducted by Kashf, hopefully child sexual abuse will be less associated with shame and will be discussed more openly,"

Margaret Amir, Principal from Kasur, New Life School

Amid a national furor over the rape and murder of a seven year old girl, Kashf has long been a strong advocate of creating and spreading awareness about child sexual abuse especially in Kasur. Majority in Pakistan consider it a taboo topic and many reports of child sexual abuse have failed to get highlighted in media reports. Kashf has led the way in spreading awareness on the topic by leveraging media campaigns and conducting in person sessions with school owners and teachers.

Kashf Foundation's popular drama serial, Udaari, had child sexual abuse as its main theme in the storyline and as a result, impacted a change in perception regarding open communication on child abuse among its viewers. The drama was well received and won major awards such as 'Best Drama Serial' at the HUM TV Awards.

Moreover, on a direct level, Kashf has rigorously been conducting Child Sexual Abuse (CSA) trainings in Lahore and Kasur. These interactive sessions with teachers and school owners talk about the concept of strangers, physical and emotional abuse, negligence on the part of parents and teachers and provide an implementation plan for a safe school environment and to develop an understanding relationship between the student and teacher. By educating the masses on this issue and by suggesting precautions on how to tackle this social evil, we need to aim to build a future in which the victimization of children is a thing of the past. In the last six months, 102 schools have participated with 455 teachers and school owners in attendance.

Get Involved With Our Program - You can contribute and support a woman entrepreneur and her family

Gold Member
PKR 50,000/year

Silver Member
PKR 35,000/year

Bronze Member
PKR 25,000/year

Evergreen Member
PKR 5,000/month

For Contribution:

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