



# FSD Kenya

## Financial Sector Deepening

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Innovations for Poverty Action  
IPA Global Financial Inclusion Initiative  
101 Whitney Ave  
New Haven, CT 06510,  
USA

Dear Sir

**Expression of interest submission by Dan Ariely, Channing Jang and Merve Akbas**

The Kenya Financial Sector Deepening (FSD) programme was established in early 2005 to support the development of financial markets in Kenya as a means to stimulate wealth creation and reduce poverty. Working in partnership with the financial services industry, the programme's goal is to expand access to financial services among lower income households and smaller enterprises.

FSD's primary focus is developing the capacity of the financial services industry, working directly with a diverse range of financial institutions, business service providers and support institutions.

This letter is to inform you that we are interested in collaborating in the proposed research project by Prof. Dan Ariely, Channing Jang and Merve Akbas, to test the effects of lottery prizes on savings behavior.

Sincerely,

Ravindra Ramrattan  
Research Economist