

**Republic of Honduras  
Vice Ministry of Social Integration (SSIS)**

**Project on Life Improvement  
and Livelihood Enhancement for  
Conditional Cash Transfer Beneficiaries  
through Financial Inclusion  
(ACTIVO Project)  
in the Republic of Honduras**

**PROJECT COMPLETION REPORT**

**April 2020**

**Japan International Cooperation Agency (JICA)**

**Kaihatsu Management Consulting, Inc.**

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JR
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## Pictures related to the Project



**Microbusinesses developed by the Project participants**  
**(Left: Bread production in Las Vegas, Right: Small shop in Tegucigalpa)**



**Training conducted in the target municipalities**  
**(Left: Training on preparing food for sale in Tegucigalpa**  
**Right: Financial education by the official of the National Commission of Bank and Insurance**  
**in Villa de San Francisco)**



**Project Model Expansion**  
**(Left: Household accounting training developed by social agent in Aramecina of the Department of Valle,**  
**Center: Meeting organized with Integration and Regionalization Unit**  
**Right: Event to promote the bank account for women in Santa Rita of the Department of Santa Barbara)**



**International Course and the Preparatory Seminar on Financial Inclusion**  
**(Left: Visit to the Central Bank of Paraguay, Right: Preparatory Seminar)**



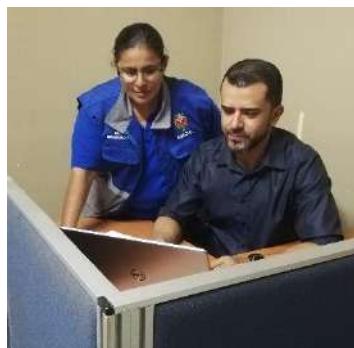
Activities with different actors (Left: Workshop in the financial institution,  
Center: Study on pilot household, Right: Seminar for social agents)



Presentation of the Project Model to the  
officials of the SSIS



Discussions with staff of vulnerable sector  
opportunity department (DOSV)



Project operational office  
in the building of the municipality of  
Tegucigalpa



Project launch event  
(July 2015)



Municipality of Villa de San Francisco



Occidente Bank (branch office in Las Vegas)

### Map related to the Project

#### (5 Target Municipalities of the Project)



<http://www.ezilon.com/maps/north-america/honduras-maps.html>

### Exchange rate

**USD 1=24.3057 Lempiras=110.58 Yen**  
**(February 20, 2020, OANDA)**

### List of Abbreviations

<b>Abbreviations</b>	<b>Full titles in English</b>
ACTIVO	Savings, Financial Account, Work and Income for Optimized Life (Project slogan) <i>(Ahorro, Cuenta Financiera, Trabajo e Ingreso para la Vida Optimizada)</i>
AHIBA	Honduran Association of Banks
Banrural	Rural Development Bank (Private bank)
BCH	Central Bank of Honduras
IDB	Inter-American Development Bank
CCT	Conditional Cash Transfer
CEPROBAN	Interbank processing center
CNBS	National Commission of Bank and Insurance
CONSUCOOP	National Supervisory Council of Cooperatives
CREDISOL	Honduras Local Development Fund (Microfinance institution)
DOSV	Vulnerable sector opportunity department
DPDH	Promotion and human development department
ECA	Randomized controlled trial
ENIF	National Strategy for Financial Inclusion
FACACH	Credit Union Federation of Honduras
FINSOL	Solidarity Finance (Microfinance institution)
IDH	Institute for Honduran Development (Microfinance institution)
JCC	Joint coordination committee
JICA	Japan International Cooperation Agency
Lps.	Lempiras (Honduran currency)
OMM	Municipal Office for women development
OPD	Private Development Organization
OPDF	Private Financial Development Organizations
PPP	Purchasing power parity exchange rates
UNDP	United Nations Development Programme
US	United States
REDMICROH	Honduran microfinance network
SEDIS	Ministry of Social Development and Inclusion
SSIS	Vice Ministry of Social Integration

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## Executive Summary

Honduras is one of the countries with the most severe poverty level in Latin America and the Caribbean region. The percentage of people living on less than 1.9 US dollars (2011 PPP, purchasing power parity exchange rates) per day in Honduras in 2017 was 17.2%, the second highest in the region after Haiti (World Bank). In this situation, as many people know, Honduran people's caravans were formed for immigration to North America in 2018 and 2020.

Under such circumstances, the Honduras government has implemented a conditional cash transfer (CCT) program for poverty reduction. In this program which is managed by the Vice Ministry of Social Integration (SSIS), the subsidy is given to extremely poor households, conditional on the attendance of children in basic education classes and others. SSIS emphasizes the importance of capacity development of such households so that they can graduate from extreme poverty.

The Project on Life Improvement and Livelihood Enhancement for Conditional Cash Transfer Beneficiaries through Financial Inclusion (nicknamed "ACTIVO" Project) has been implemented since February 2015 (ends in April 2020) by SSIS, with the technical assistance of the Japan International Cooperation Agency (JICA). The Project aims to reduce the poverty of CCT-participating households through the application of the "ACTIVO" Model which can be described as below.

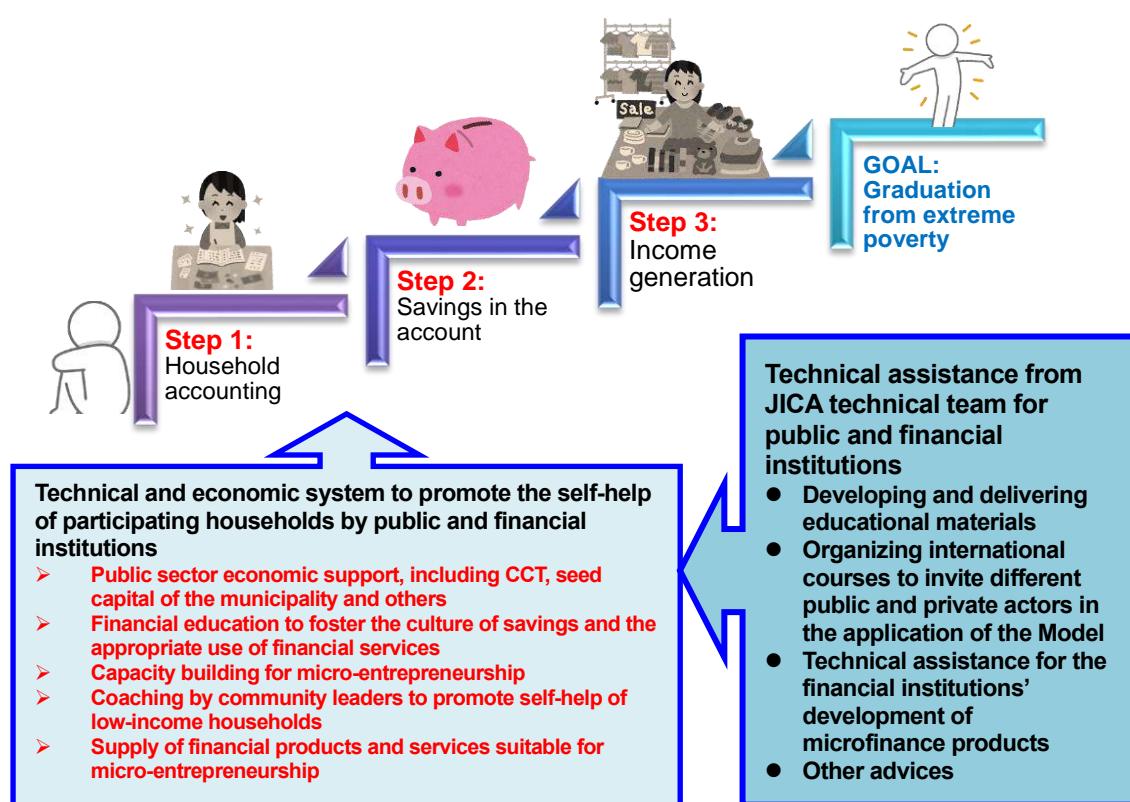


Figure (A) The ACTIVO Model

The ACTIVO Model promotes three steps: (a) introduction of household accounting, (b) savings in the financial account, and (c) improvement of income (entrepreneurship) toward graduation from extreme poverty, because of the following reasons.

- With savings, extremely poor households can sustain their life even if there are some emergency issues. Therefore, generating a culture of saving by introducing and reinforcing household accounting is important.
- Savings can be invested in economic and productive activities to get out of extreme poverty.

The ACTIVO Model has been developed on the basis of the Graduation Model that is applied in different countries to promote exit from extreme poverty. In other words, it can be defined as a Honduran version of the Graduation Model.

Different officials of social protection programs, municipalities, and financial institutions have applied the ACTIVO Model as a team. Municipal officials and SSIS's social agents have served as instructors in trainings on household accounting and income improvement planning, and financial entities have collaborated for implementing financial education and opening financial accounts for the poor. Thus, the ACTIVO Model can be carried out without a large amount of additional budget.

Currently, the ACTIVO Model is applied not only in the Project's five specified municipalities but also in other cities (approximately 9,000 households in 88 cities).

The processes taken toward poverty reduction in Honduras through the ACTIVO Model are illustrated as follows:

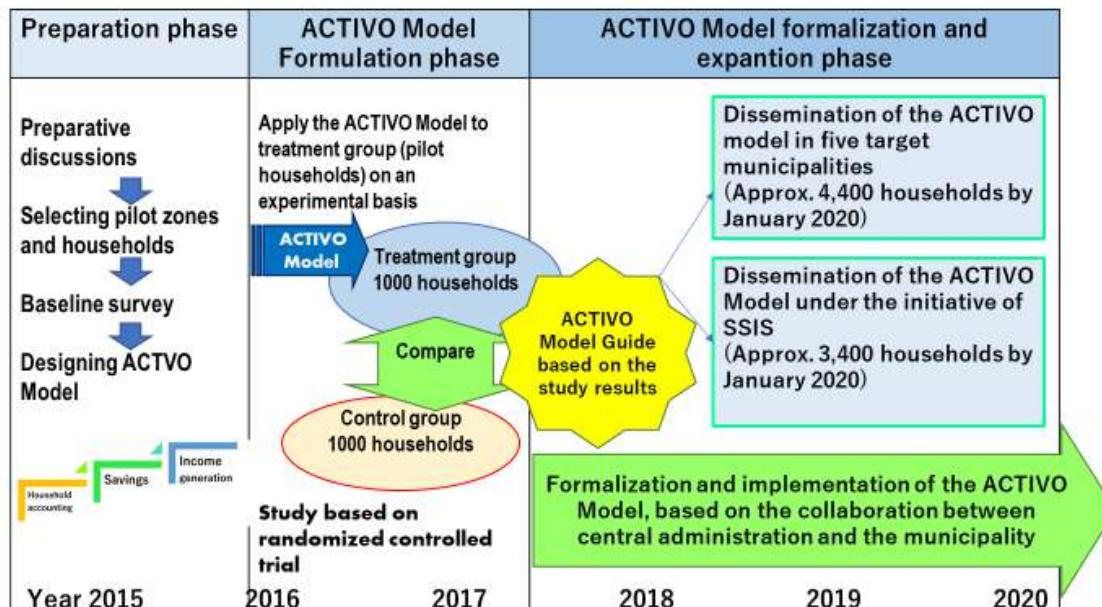


Figure (B) Project Processes

The ACTIVO Model was applied experimentally at first in about 1,000 pilot households, and then, such pilot experiences were applied in expanding the Model. SSIS initiated the ACTIVO Model's expansion as well from 2019, through its social agents.

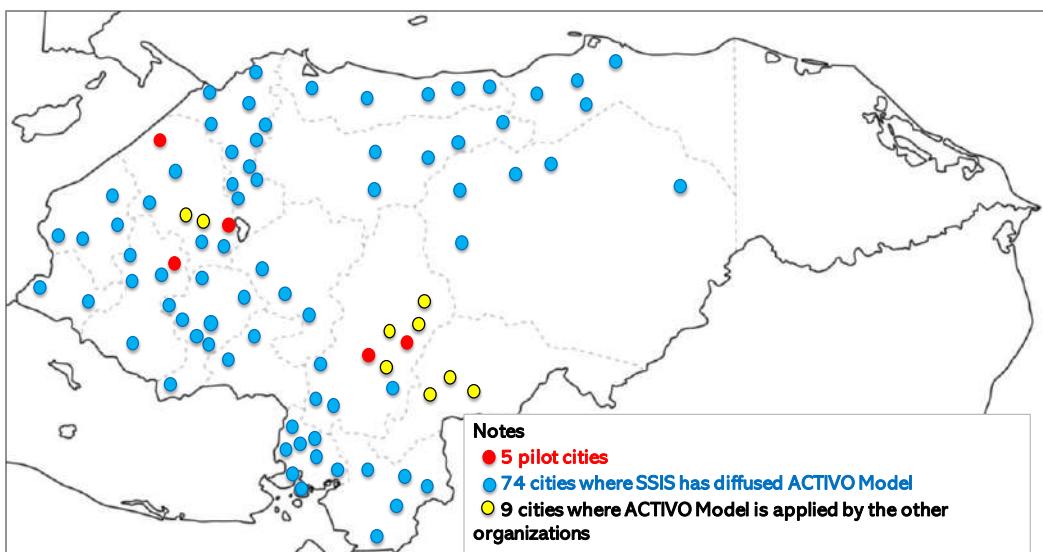
These Project activities have generated the following results and effects.



**SSIS official monitoring the application of the ACTIVO Model**

### **(1) Systematization and dissemination of the ACTIVO Model**

The ACTIVO Model guidelines were approved by the SSIS in 2019, and it is being implemented as a component of the National Strategy for the Graduation from “Conditional Cash Transfer” (CCT) program. Currently, the Model has already been applied in almost 9,000 households (around 50,000 people<sup>1</sup>) in the 88 cities detailed in the following map, exceeding the original goal of the Project (i.e., five target municipalities). The sustainable application of the Model by Honduran entities is expected even after the closure of the Project.



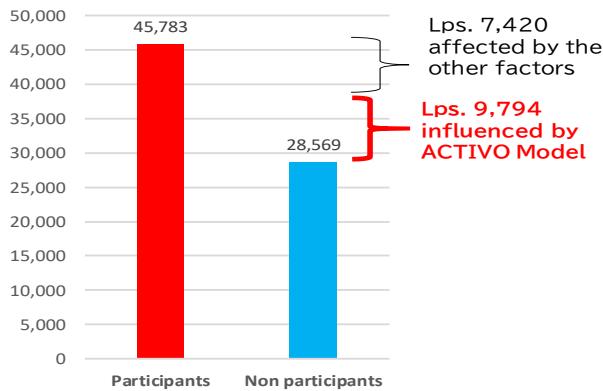
**Figure (C) Application of the ACTIVO Model**

### **(2) Impact of the ACTIVO Model on participating homes**

The following graph presents a comparison between the average annual income of (i) participants of the ACTIVO Model and (ii) non-participants. The two groups are listed as the CCT beneficiaries. Between these two groups, there is a difference of Lps. 17,214 (45,783 minus 28,569), and the result

<sup>1</sup> Each household has, on average, 5.4 families, according to the end-line study conducted in 2017.

of the regression analysis indicates that the application of the Model has generated a positive influence of Lps. 9,794.



**Figure (D) Comparison on the household annual income (Lempiras)**

### (3) Financial inclusion

Financial inclusion is important as the ecosystem for the implementation of the ACTIVO Model, because extremely poor households should improve sustainably their life and income by using financial services, not depending so much on CCT, the government's temporal assistance measure. By using financial accounts, the households can keep savings which are helpful to sustain their life even if there are some emergency issues. Credit unions' microcredit program for entrepreneurs can contribute to the participants' income improvement with capacity development.

The Project has promoted the access to financial services, and generated the following achievements.

- According to the officials of the National Supervisory Council of Cooperatives (CONSUCOOP), microcredits represent 3% of all credits provided by the credit union sector in 2019, while the same was almost 0% in 2015.
- The Project has contributed to the development of new inclusive financial products, such as the microcredit program of the Credit Union Federation of Honduras (FACACH), microcredit for entrepreneurs, and the banking systems for women developed by the Rural Development Bank (Banrural).

These achievements have benefited several people in Honduras in terms of financial inclusion.

## Chapter 1. Project background

The Project on Life Improvement and Livelihood Enhancement for Conditional Cash Transfer Beneficiaries through Financial Inclusion (nicknamed “ACTIVO” Project) has been implemented since February 2015 (ends in April 2020). This Chapter presents an overview of the (i) poverty in Honduras, (ii) SSIS, (iii) regional and local public administration system, and (iv) financial sector’s situation as background of the Project.

### 1.1 Poverty in Honduras

Honduras is one of the countries with the most severe poverty level in Latin America and the Caribbean region. The percentage of people living on less than 1.9 US dollars (2011 PPP) per day in Honduras was 17.2% (World Bank 2017), the second highest in the region. The rate had been slightly increased from 15.9% to 17.2% between 2015 and 2017.

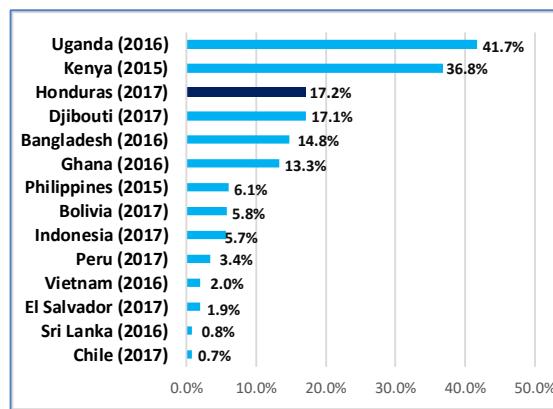
Poverty headcount ratios at national poverty lines in 2016, 2017 and 2018 were 64.3%, 60.9%, 61.9% respectively, remaining at high level.

According to Human Development Index of the United Nations Development Programme (UNDP) for 2017, Honduras ranked 133rd in the world, with a score of 0.617, behind other Latin American countries whose rankings were 47 for Argentina, 63 for Costa Rica, 66 for Panama, 74 for Mexico, 118 for Bolivia, 121 for El Salvador, 127 for Guatemala, etc.

Macroeconomic growth in recent years (growth rate of 4.8% in 2017 and 3.7% in 2018) does not appear to have reduced poverty due to low security (e.g., 41 murders per 100,000 inhabitants in 2017), climate change, inequality in the country, and others.

In this situation, as many people know, Honduran people’s caravans were formed for immigration to North America in 2018 and 2020.

In Honduras, where poverty level is so severe, the ACTIVO Project has been implemented to create a “model that promotes the sustainable improvement of income for the poorest households.” The lessons generated from this Project could be useful for other poor countries as well.



**Figure 1-1 % of people living on less than 1.9 dollars per day (in 2011 purchasing power parity rates)**  
(based on World Bank information)

## **1.2 SSIS and programs**

SSIS, the executor of the ACTIVO Project for Honduras, implements different programs related to poverty reduction within the framework of the social protection policy. This section presents basic information on the SSIS and its programs.

### **(1) Summary**

The Ministry of Social Development and Inclusion (SEDIS) implements and oversees the “Better Life Program (*Programa Vida Mejor* in Spanish)” within the framework of the social protection policy. This program includes CCT program, ‘Family Guides (*guía de familia* in Spanish)’ who support to extremely poor households at community level, and other support for basic education, nutrition, and economic opportunity generation. SSIS implements and oversees the CCT program and related projects under the “Better Life Program.”

### **(2) Conditional cash transfer (CCT) program**

CCT is one of the important programs managed by SSIS. The subsidy is given to extremely poor households, conditional on the attendance of children in basic education classes or at least two times of the visits of infants (less than 6 years old) per year to health care center, according to the operational guidelines. The people whose income is more than minimum wage level cannot be CCT beneficiaries. The amount to be transferred is based on the number of children in each household, as presented in the following Table. The average amount delivered to a household had been Lps. 6,000 in urban areas and Lps. 8,000 in rural areas up to 2017.

**Table 1-1 Amount to be delivered to each CCT beneficiary household**

Area	Conditions		Amount to be delivered (Lempiras)
Rural	Basic amount		4,020
	Number of infants who visit to health care centers	1	1,320
		2 or more	1,500
	Number of children for basic education (from the 1 <sup>st</sup> to 6 <sup>th</sup> grade)	1	1,320
		2 or more	1,500
	Number of children for basic education (from the 7 <sup>th</sup> to 9 <sup>th</sup> grade)	1	2,520
		2 or more	3,480
Urban	Basic amount		3,480
	Number of children for basic education (from the 1 <sup>st</sup> to 6 <sup>th</sup> grade)	1	2,520
		2 or more	3,000
	Number of children for basic education (from the 7 <sup>th</sup> to 9 <sup>th</sup> grade)	1	3,000
		2 or more	3,480

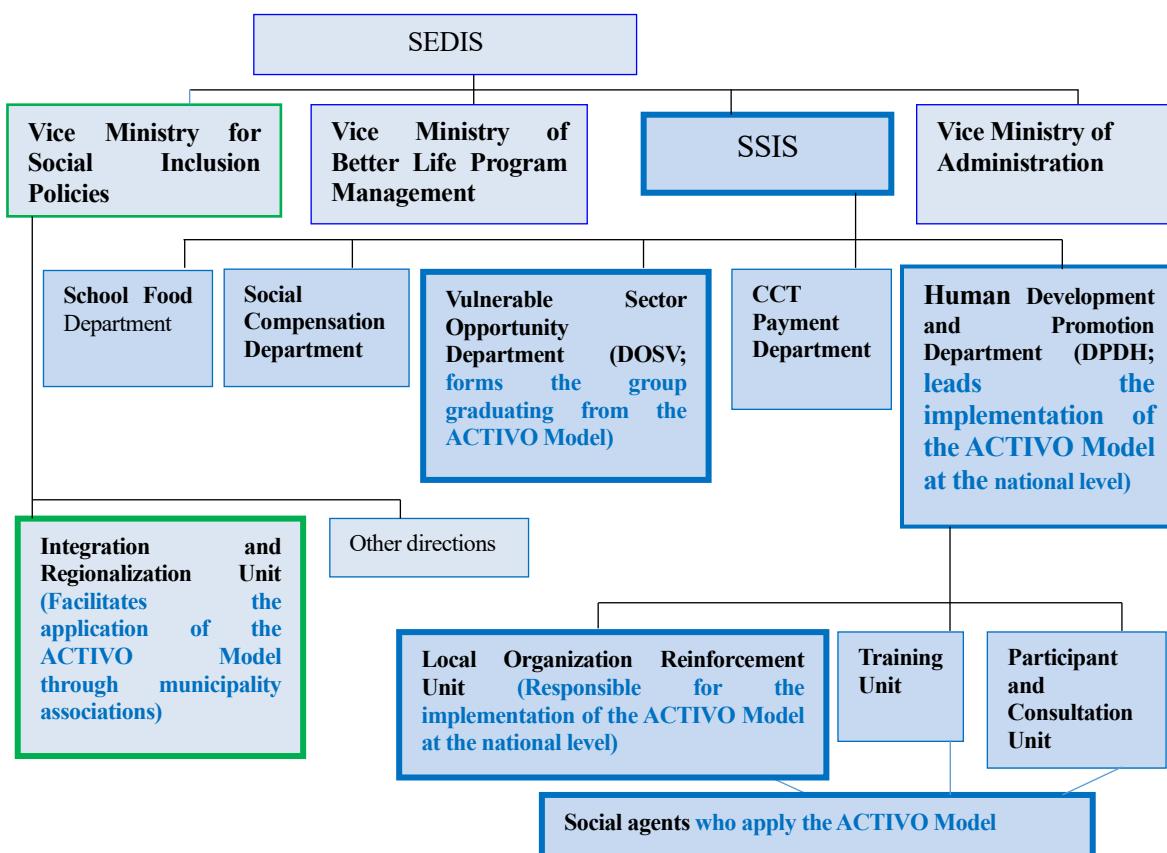
SSIS's social agents<sup>2</sup> support the delivery of the subsidy. CCT had been delivered to 236,266 households in rural areas and 126,177 households in the urban area between 2014 and 2017. In some households, it was delivered through the basic account in that period. However, the delivery in 2019 was exclusively made in cash.

As Many CCT beneficiaries did not understand how to use the financial account (and some of them did not withdraw the subsidy from the account), payment methods have been changed again in cash.

SSIS staff are analyzing the possibility to deliver CCT through the financial account to those who have already the financial account and know well how to use it.

### (3) Organizational system

SEDIS organization chart emphasizing SSIS is presented below.



**Figure 1-2 Organization chart (January 2020)**

With regard to the organization chart, the following additional explanation can be made.

- SSIS handles CCT and other related programs.

<sup>2</sup> As of December 2019, SSIS had a total of 247 social managers, including 226 normal social agents, 17 departmental coordinators, and four regional coordinators.

- The local organization reinforcement unit of the human development and promotion department (DPDH) has been propagating the implementation of the ACTIVO Model at the national level. The SSIS has 247 social agents, and most of them have participated in trainings on Model methods. By January 2020, the Model has already been applied in 74 cities, thanks to social agents and this unit.
- It is worth mentioning that the “Family Guides” also contribute to the practices of the ACTIVO Model, collaborating with social agents and municipalities.
- The Integration and Regionalization Unit of the Vice Ministry of Social Inclusion Policies also contributes to the implementation of the Model, supporting the municipality associations under their social protection policy coordination scheme.

### **1.3 Regional and local public management systems in Honduras**

Honduras is composed of 298 municipalities of 18 departments. While the ACTIVO Model was originally designed for development in the five targeted municipalities, it has already been applied in different cities. This section presents basic information on the regional and local public management system in Honduras.

**Table 1-2 Municipalities, municipality associations, and departments in Honduras**

<b>Municipality</b>	<ul style="list-style-type: none"> <li>● The municipality is autonomous according to the law of municipalities. Its main roles include the elaboration of the land cadaster, road management, cleaning of public places, firefighters, local economic development, and others.</li> <li>● The municipal budget comes from tax revenues (property tax, business tax, etc.) and resource allocated by the central government.</li> <li>● The municipality prepares the municipal development plan every five years based on community development plans in different sites, and this municipal budget is allocated according to the annual operation plan based on the municipal development plan.</li> <li>● Municipalities are classified into four degrees according to the budget size and population. Most are classified into C (small scale) and D (smaller scale).</li> </ul>
<b>Municipality association</b>	<ul style="list-style-type: none"> <li>● Most municipalities participate in some associations.</li> <li>● A municipality association is a non-profit entity that supports the associated municipalities, using its budget that comes from municipalities and collaborating organizations.</li> </ul>
<b>Department</b>	<ul style="list-style-type: none"> <li>● The departmental governor is assigned by the central government.</li> <li>● The departmental governance office supports the implementation of programs or the central government, representing the central government in the department.</li> <li>● The departmental governance office does not provide direct service to the people.</li> </ul>

## **1.4 Financial inclusion in Honduras**

Honduras promotes financial inclusion based on its national financial inclusion strategy. This section presents general information on the financial sector and the progress of financial inclusion.

### **(1) Financial sector supervisory entities**

Honduras has three supervisory entities in the financial sector, as presented in the following Table.

**Table 1-3 Financial sector supervisory entities**

Central Bank of Honduras <b>(BCH)</b>	The central bank plans and implements Honduras' monetary and exchange rate policies. Its mission is to stabilize the financial sector, and it is the highest management institution for the regulation of financial institutions.
CNBS (National commission of Bank and Insurance)	CNBS authorizes and oversees banks, microfinance institutions, and others. CNBS can issue the own financial regulations.
CONSUCOOP (National Supervisory Council of Cooperatives)	CONSUCOOP was established based on the Cooperative Act, version 2014. CONSUCOOP authorizes and supervises credit unions that are not subject to CNBS supervision. CONSUCOOP also oversees cooperatives that are not credit unions.

### **(2) Financial institutions in Honduras**

As of December 2019, the financial institutions authorized by CNBS include 15 commercial banks, 10 financial companies, five “Private Financial Development Organizations” (*or OPDFs*), 13 insurance companies, and others.

Honduras also has other financial institutions, such as 289 credit unions (including 86 unions whose total assets exceed one million US dollars and whose operation must be supervised by CONSUCOOP).

The main characteristics of these entities are as follows:

- Commercial banks: They deal with 26 financial products and services and are supervised by the CNBS.
- Financial companies: They provide savings and credit services to users and are supervised by the CNBS.
- *OPDFs*: They mainly supply credits to users and provide savings service to regular users, and are supervised by the CNBS.
- “Private Development Organizations” (*or OPDs*): They provide only credits to users and are supervised by the Ministry of Governance Decentralization and Justice.
- Credit unions: They provide financial services to union members and are supervised by CONSUCOOP.

Financial companies, *OPDFs*, *OPDs*, and some banks form the Honduran microfinance network (i.e.,

REDMICROH) to promote microfinance in a coordinated manner.

Financial institutions under CNBS's supervision may have corresponding agents. Institutions can sign a correspondent agent agreement if an agent qualifies and is in good compliance with CNBS standards. The range of financial transactions that the agents can execute includes depositing and withdrawing money, receiving loans, handling domestic remittances, consulting balances, and others. Loan applications must be made at the financial institutions' head office or branches.

Meanwhile, in the case of credit unions, the requirements for setting correspondent agents are strict, and therefore, the possibility of reducing the requirements is being analyzed.

### **(3) Key financial products and services in Honduras**

The main financial products are described as follows.

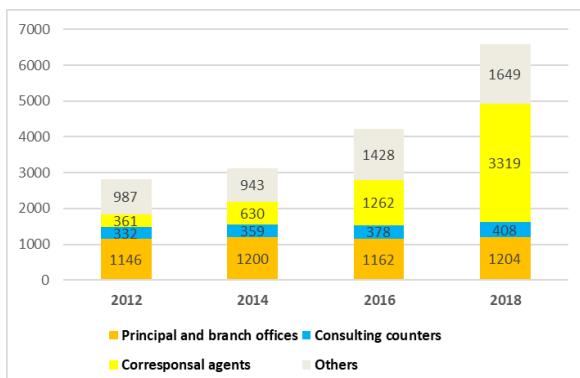
**Table 1-4 Major financial products and services in Honduras**

<b>Savings (Deposit)</b>	Deposits in Honduras in 2018 (total in financial institutions under CNBS supervision) account for about one third of total gross domestic product (GDP), most of which are savings accounts. According to CNBS, there were around 6.93 million accounts by the end of 2018. The percentage of the adult population with a deposit account increased from 43% to 46%. To promote financial inclusion, there is a basic account for the poor. In 2015, SSIS paid CCT through this basic account in urban areas. This basic account has a minimum deposit of Lps. 10, and financial institutions cannot charge commissions for maintaining this account.
<b>Credit</b>	The percentage of the adult population receiving loans increased from 14.6% in 2014 to 15.7% in 2018. Consumer bank loans and credit card loans account for 39.9% of the total, followed by home loans at 29.4% and commercial loans at 22.3%, while microcredits accounted for only 2.5%.
<b>Insurance</b>	Only insurance companies can sell insurance directly to users. Financial institutions that are not insurance companies can make the intermediary sale of insurance. According to CNBS data in 2018, non-life insurance (55.8%) had the highest total premium, followed by life insurance (22.0%) and health insurance (21.6%).
<b>Remittance and mobile financial service (MFS)</b>	Honduras and other Central American countries are known for their high remittances from migrant families outside the country; thus, remittances from abroad account for about 20% of the GDP. Recently, the use of mobile financial services has increased. The mobile electronic money service called " <i>Tigo Money</i> ," which is provided by the multinational company " <i>Millicom</i> ," is widely used in Latin America and Africa. <i>Tigo Money</i> can be used for telephone charges, remittances, and utility payments. By the end of 2018, the number of users had reached 4 million in Honduras. There are 1.3 million e-wallets, and in November 2019 <i>Tigo Money</i> was approved by the Central Bank as a non-bank institution offering electronic money services.

#### (4) Advances in financial inclusion in Honduras

With regard to advances in financial inclusion, Honduras ranked 22nd out of the 55 countries analyzed, according to the “*Global Microscope 2019*” report, sponsored by Inter-American Development Bank (IDB). Although Honduras' overall score is higher than the average for all countries analyzed, it ranked behind the main Latin American countries (Colombia, 1; Peru, 2; Mexico, 4; Brazil, 9; El Salvador, 13; Paraguay, 16; and others).

The Honduran government formulated the National Financial Inclusion Strategy (ENIF), and on this basis, CNBS and others have been promoting financial inclusion. CNBS annually compiles a report on the progress of financial inclusion and also organizes the National Financial Education Week.



**Figure 1-3 Number of offices of financial institutions authorized by CNBS**  
(Source: Own elaboration by CNBS data).

Credit unions are also important players in financial inclusion. As shown in the Table on the right, among Latin American countries, Honduras has a strong presence of credit unions in its financial sector. The possibility of simplifying the requirements for credit unions' correspondent agent contracts is discussed with a view to promoting financial inclusion.

In recent years, there has been an increase in the number of users of mobile financial services in Honduras. In this light, the Central Bank, CNBS, and others launched the “Financial Innovation Working Group” in October 2019.

As shown in the Figure on the left, the number of offices of financial institutions in Honduras has increased in recent years, indicating that financial access has improved. In recent years, the number of correspondent agents of banks and microfinance institutions has increased. These agent networks support financial access in areas where there are no bank branches.

**Table 1-5 Presence of credit unions in the financial sector**

	Total assets in financial sector (A)	Total assets in credit unions (B)	% of credit unions (B/A)
ECUADOR	50,632	9,300	18.4%
EL SALVADOR	19,224	2,571	13.4%
PARAGUAY	23,142	2,507	10.8%
COSTA RICA	54,186	5,469	10.1%
HONDURAS	21,766	1,147	5.3%
BOLIVIA	29,609	1,448	4.9%
GUATEMALA	40,546	1,602	4.0%
REP. DOMINICANA	29,992	1,032	3.4%
PERU	120,509	3,486	2.9%
COLOMBIA	187,328	4,640	2.5%
BRASIL	2,527,209	47,342	1.9%
PANAMA	122,976	1,900	1.5%
MEXICO	423,140	6,459	1.5%
NICARAGUA	8,301	113	1.4%
CHILE	320,163	2,872	0.9%
URUGUAY	37,681	315	0.8%
ARGENTINA	176,619	16	0.0%
VENEZUELA	2,150	0	0.0%

Millions of UD Dollars (2016)

(Source: processing by data of the German Federation of Credit unions)

## Chapter 2. Project methods and inputs

This Chapter presents the Project's method applied for sustainable poverty reduction and its inputs.

### 2.1 Project Framework

The Project, whose logical framework is presented below, aims to develop a model that facilitates the sustainable income improvement of CCT-participating households.

**Table 2-1 Summary of the Project Design Matrix (PDM)**

Narrative Summary	Objectively Verifiable Indicators
<b>Overall Goal</b> The model established for promoting life improvement and livelihood enhancement of CCT beneficiary households is institutionalized for nationwide delivery.	i) The established model is enacted as a law or ordinance. ii). Budget to implement the established model is secured by SSIS/PRAF, municipality and Inter-municipal Council.
<b>Project Purpose</b> The model is established to promote life improvement and livelihood enhancement for CCT beneficiary households.	i) At least 500 CCT beneficiary households in targeted municipalities start the project activities for life improvement and livelihood enhancement. ii) Guideline in Output 4 is approved by SSIS
<b>Outputs</b>  1. The capacity to manage family budget is enhanced for CCT beneficiary households in targeted municipalities.  2. The access to financial services is improved for CCT beneficiary households in targeted municipalities.  3. CCT beneficiary households in targeted municipalities acquire skills necessary for life improvement and livelihood enhancement.  4. By summarizing Outputs 1 to 3, Guidelines are prepared to promote life improvement and livelihood enhancement for CCT beneficiary households.	1-1. At least 2,000 CCT beneficiary households in targeted municipalities participate in family budget management training. 1-2. At least 1,000 CCT beneficiary households in targeted municipalities manage family budget by keeping household accounts, etc.  2-1. At least 2,000 CCT beneficiary households in targeted municipalities take financial education. 2-2. Examples and number of cases implemented by financial institutions, etc. provide financial service for CCT beneficiary households. 2-3. At least 1,000 CCT beneficiary households in targeted municipalities open a bank account, and start saving money.  3-1. At least 2,000 CCT beneficiary households in targeted municipalities participate in training for life improvement and livelihood enhancement. 3-2. At least 500 CCT beneficiary households in targeted municipalities formulate activity plans for life improvement and livelihood enhancement, including their business plan  4. Guidelines for organizations to promote for life improvement and livelihood enhancement for CCT beneficiary households

Other general information about the Project is presented below.

- Executing entity: Vice Ministry of Social Integration (SSIS)
- Project period: Approximately five years between February 2015 and April 2020
- Targeted areas: Five municipalities: Tegucigalpa, San Rafael (Lempira), Quimistán (Santa Barbara), Las Vegas (Santa Barbara), and Villa de San Francisco (Francisco Morazán.)

It may be important to say that the ACTIVO Model is already being applied in other municipalities as well, in addition to the five municipalities mentioned above, thanks to Honduran proactive initiative.

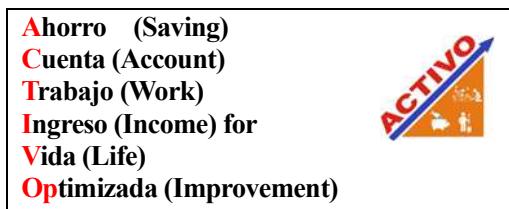
### 2.2 Project method

The Project have applied Graduation Model that had been developed by the Consultative Group to Assist the Poor (CGAP)<sup>3</sup> and the Ford Foundation. In the Graduation Model, basic consumption support is supplied to meet the basic needs of the poorest people, and then, trainings and assets for productive activities are transferred so that the participants can graduate from extreme poverty. As of

<sup>3</sup> CGAP, housed at the World Bank, is an independent think tank that works to empower poor people to capture opportunities and build resilience through financial services.

middle of 2017, the total number of beneficiaries in the Graduation Model over the world was estimated to be 3.1 million through 99 programs in 43 countries<sup>4</sup>.

The Project developed the ACTIVO Model, as a Honduran version of the Graduation Model. "ACTIVO" comes from the Project slogan as presented below.



"ACTIVO," a Spanish word, has two meanings: asset and active. Thus, the ACTIVO Model promotes the formation of "assets" of participating households, by facilitating their "active" self-effort.

Figure 2-1 Slogan and Logo of "ACTIVO"

The ACTIVO Model can be defined as a scheme where public and financial entities work in a coordinated way to reduce poverty by promoting household accounting, savings at the financial account, and income generation, as described below.



Figure 2-2 The proposed project scheme to graduate from extreme poverty  
(The ACTIVO Model)

The Figure above is further discussed as follows.

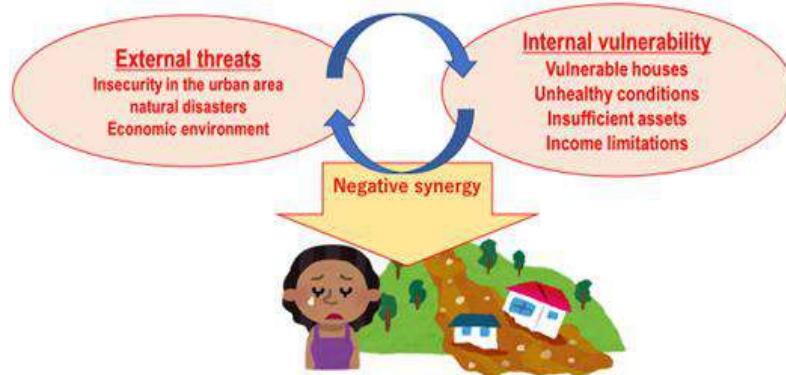
<sup>4</sup> 2018 State of sector, PEI (Partnership for Economic Inclusion)

## (1) Methods to graduate from extreme poverty

The following types of instability cause difficulty in the sustainable improvement of the income of extremely poor households.

- Many poor people do not have stable employment.
- The poor often develop similar businesses such as food sales and small retail shops, and this can cause sales instability due to high competition among them.
- Households whose income depends on agriculture can be affected by climate change such as drought. In addition, cash income cannot be obtained until harvest and sale. Furthermore, agricultural product sales prices fluctuate according to market conditions.
- When a family becomes ill, the purchase of medicines may cause economic difficulties for the household. If the household requests informal financing to buy medicine, this will require payment of high interest rates, which would create more problems in such poor households.
- The houses in which poor people live are often located in areas vulnerable to natural disasters.

As shown in the following Figure when external threats (natural disasters, market fluctuations, etc.) and the internal vulnerabilities of the poor (unhealthy life, lack of assets, etc.) are linked, it becomes more difficult to get out of poverty.



**Figure 2-3 Downside risk**

In this sense, to break this vicious cycle, the ACTIVO Model, as the Project method, promotes (1) improvement of the financial management capacity of the household, (2) formation of savings, and (3) diversification and strengthening of income means.

Among them, saving is extremely important because with savings, an extremely poor household can sustain their life even if there are some emergency issues, and the savings can be invested in economic and productive activities to get out of extreme poverty. The microbusiness established from the savings can improve self-esteem as well. The Model suggests the use of the financial account as a method of saving since (i) the savings progress is visible through the bank book; (ii) there is no risk of losing the savings from natural disaster or theft; (iii) it is difficult to waste once it is deposited into the account; and (iv) the account savings facilitate access to credit.

## (2) The ACTIVO Model's support components for extremely poor households

As shown in Figure 2-2, the ACTIVO Model provides comprehensive support to promote self-help of extremely poor households by introducing household accounting, facilitating access to financial services and the market, and offering training on productive and commercial activities, among others.

The direct intervention of the ACTIVO Project has been minimal to ensure sustainability using existing resources and programs. Due to the emphasis on the use of existing resources, not all participating households received uniform support. For example, asset transfers for productive activities are not available in some areas.

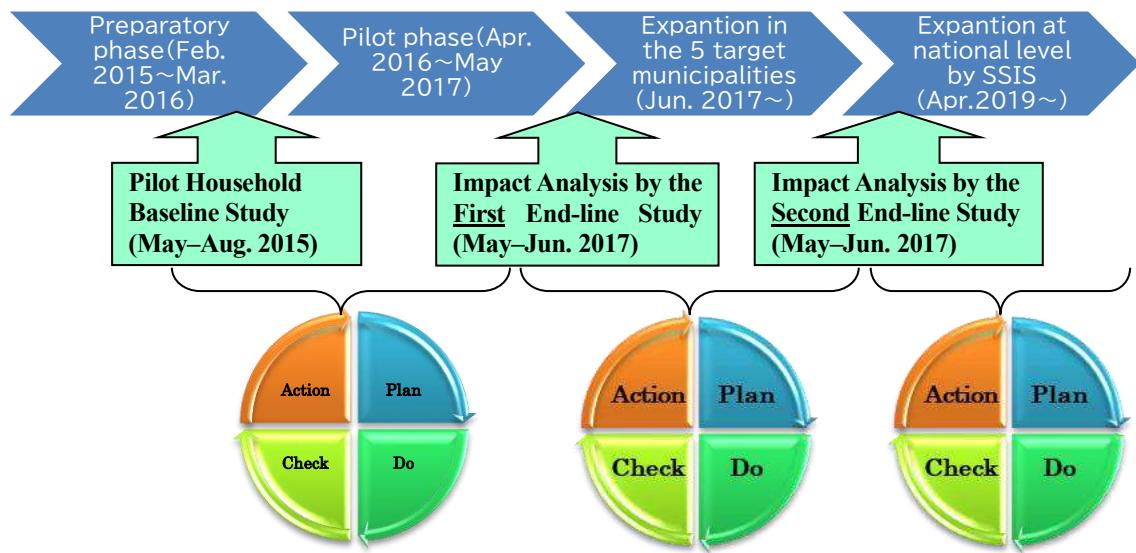
The Table below shows each support component of the ACTIVO Model.

**Table 2-2 Support components based on the ACTIVO Model**

<b>Training</b>	Training can generate a base for promoting the actions of poor households. Basic training covers household accounting, the savings culture, financial accounts, and entrepreneurship plan. Advanced topics may include marketing, productive techniques, advanced financial service, and others. SSIS's social agents and municipal officers can be the instructors of the basic topics, while advanced topics can be facilitated by financial institution officials, local productive sector leaders, and others.
<b>Coaching</b>	After the training on each topic, it is recommended to offer technical advice to poor households to implement what was learned. It is important that community leaders engage in coaching, and give advice and address some technical doubts that extremely poor local households have.
<b>Asset transfer for productive activities</b>	Often, a household cannot start economic activities due to a lack of assets, even after receiving training. In this case, it is important to transfer to households that have reinforced financial management successfully the productive assets, such as seeds and fertilizers for the family garden, oven, and seed capital for microbusiness, among others, from the central and/or local government.  
<b>Market access</b>	To increase the sustainability of poor people's livelihood activities, the concept of inclusive business is important. In other words, by incorporating the poorest women into the value chain, a stable cash income can be achieved. As such, municipalities and others can provide opportunities to sell the poor households' products in municipal weekend fairs and other events, fostering the creation of commercial networks.  
<b>Financial products provision</b>	Adequate access to financial services, particularly the opening of a financial account, can lead to better financial management of the household, contributing to the improvement of the household's quality of life.

### 2.3 Project Processes

The ACTIVO Project, whose executing entity is SSIS, has promoted the sustainable improvement of the lives and income of CCT-participating households by applying the ACTIVO Model (i.e., Honduran version of the Graduation Model) in the following manner.



**Figure 2-4 Processes taken by the ACTIVO Project**

These processes are consistent with the three operational phases of the Project, including the first between February 2015 and February 2016, the second between February 2016 and June 2018, and the third between August 2018 and April 2020. These phases are characterized as follows.

- Initially, the ACTIVO Model was applied exclusively in the pilot areas of the Project on an experimental basis, and then its application was expanded in different areas step by step.
- The Project's original program design was for the Model to be expanded out of the five targeted municipalities after completion of the Project. However, this expansion has already been initiated, thanks to the SSIS's initiative. The Model has been applied in 74 cities until January 2020.

At the end of the pilot phase, the first end-line study was applied in 2017 to verify the effects of the pilot households, and then, the second end-line study was carried out in 2019 to verify the effects of the Model's diffusion in both the original pilot zones and the other areas. In these two studies, econometric methods were applied, and the results of these studies facilitated the improvement of the Model's quality.

Thus, the implementation processes of the Project are characterized by the continuous improvement of the ACTIVO Model, applying the “Plan Do Check Action (PDCA) Cycle” using econometric analysis.

## 2.4 Project Implementation system

### 2.4.1 Organizational system

As presented in the Figure 2-2, the ACTIVO Model is a scheme where public and financial organizations and local actors including community leaders work together. A working group among them has been formed in each of the five targeted municipalities as follows.

**Table 2-3 Summary of the operating system of the local work team in each municipality**

Municipality	The ACTIVO Model Implementation System
Quimistán	The municipality takes care of the application of the ACTIVO Model, in coordination with social agents and different financial institutions. The municipality offers productive assets to participating households that have successfully developed a micro-entrepreneurship plan.
San Rafael	The deputy city mayor serves as the leader of the Project's local team. Under her supervision, the municipal office for women's development and different central government programs' personnel (i.e., social protection, agricultural promotion, and education and health) meet monthly to implement the Model. For example, the municipal office for women's development plans several financial management training programs for poor households that have received support from agricultural promotion. The office also provides assets to participating households once they handle the accounting well. Moreover, Banrural's branch in La Union of Lempira collaborates for the implementation of financial education.
Las Vegas	A municipal official in charge of cadaster and social protection leads the local team, which plans and implements different training programs in coordination with the social agent and community leaders. The local branch of <i>Occidente</i> Bank supports the implementation of financial education.
Villa de San Francisco	The city mayor takes care of the Model's implementation. The financial and economic management of participating households is strengthened by the training. Productive assets are offered by the municipality and the Banrural agency supports the implementation of financial education.
Tegucigalpa	In the capital city of Tegucigalpa, under the initiative of SSIS, with the cooperation of the municipal office for women's development, training and support for extremely poor women are provided. Even after the Project's period, it is expected that SSIS continue applying the ACTIVO Model.

As mentioned in the Table, the ACTIVO Model is carried out by collaboration between social agents and municipal officers in each of the five targeted municipalities. Since 2019, SSIS has applied the ACTIVO Model in different cities where the social agents asked the municipality's participation.

SSIS forms the Project's central team, whose members are presented below, to promote the application of the Model in different sites of the country and the coordination among the various components of the National Strategy for the Graduation from CCT program.

**Table 2-4 Project team members at SSIS (February 2020)**

Member	Position	Role
Lissi Matute	Vice minister	Decides on strategic activities as Project director
Mirta Maradiaga	Advisor	Coordinates the activities as the Project's operational manager
Paola Arriaza	Advisor	Supports the Project Director and manager
Lorena Mena	Director, DPDH	Monitors the implementation of the ACTIVO Model through social agents
Fabricio Puerto	Director, DOSV	Promotes the coordination between the DOSV program and the activities of the ACTIVO Model under the National Strategy for the Graduation from CCT program
Antonio Nieto	Director, Local Organization Reinforcement Unit	Takes care of the application of the ACTIVO Model in different cities of the country through social agents
Jessy Elvir	DPDH Officer	Takes care of the application of the ACTIVO Model in different cities of the country through social agents

Besides SSIS and the municipalities, the Project has worked together with the following actors as well.

- **Integration and Regionalization Unit of the Vice Ministry of Social Inclusion Policies:** The unit has contributed to the progress of the Project through municipality association.
- **CNBS and CONSUCOOP:** These organizations that are in charge of supervision of financial entities have promoted the financial inclusion in a coordinated manner with the Project.
- **Financial institutions and the association (federation):** They have developed new financial products and services appropriate for the poor and promoted the financial education, in a coordinated manner with the Project.
- **Family Guides:** SEDIS has 15,000 family guides across the country, and a guide is usually assigned to each of the communities. They have contributed to the application of the Model at community level.

#### 2.4.2 Joint Coordination Committee (JCC)

JCC was established as the decision-making body for the Project's strategic plan. JCC meetings were held annually, as presented in the following Table.



Fifth JCC meeting

**Table 2-5 Discussions held at JCC meetings**

<b>First meeting October 16, 2015</b>	The indicators of the project's purpose and the implementation operating system were confirmed.
<b>Second meeting February 23, 2017</b>	The progress of the ACTIVO Model pilot activities, the draft Model guidelines, and the activities to be developed were discussed. JICA monitoring mission attended the meeting.
<b>Third meeting September 26, 2017</b>	The results of the first end-line study and the plan of the second international course on financial inclusion in Paraguay were analyzed.
<b>Fourth meeting August 23, 2018</b>	Modification of the ACTIVO Project's logical framework was confirmed; the results generated from the project to date were discussed.
<b>Fifth meeting December 5, 2019</b>	The ACTIVO Model guidelines were confirmed by SSIS to be implemented as a component of the National Strategy for the Graduation from CCT program. JICA monitoring mission attended the meeting.

## 2.5 Project inputs

Regarding the input from Japanese side, the dispatch of JICA experts was conducted as follows:

**Table 2-6 Dispatch of JICA experts in the first operational phase**

Experts	First operational phase												Days	
	2015						2016							
	2	3	4	5	6	7	8	9	10	11	12	1		
Akihiro Tsukamoto Chief adviser	2/8 21	3/22 22	4/5 26	5/10 10			8/16 16	9/14 14					109	
Ryuji Seno Deputy chief advisor					6/13 18	7/27 27			10/9 23	11/14 24	11/21 11	12/11 15	1/17 1/21 15	118
Esteban Almada Expert in access to financial services (1)									10/12 20	11/10 10				30
Cristian Candia Expert in access to financial services (2)					6/27 4	7/26 26								30
Hiroki Kajifusa Expert in household economy	2/8 21	3/22 22		5/9 23	6/28 28			9/6 25	10/12 12					131
Motoaki Jo Expert in access to market		3/15 17	4/12 12											29
Tatsuya Yamaguchi Coordinator			4/5 26	5/1 31	6/6 6				11/8 23	12/7 7				93
Takako Mochizuki Expert in evaluation impact			4/5 26	5/1 1		7/13 19	8/16 16							62
<b>TOTAL</b>													602	

**Table 2-7 Dispatch of JICA experts in the second operational phase**

Experts	Second operational phase												Days				
	2016						2017										
	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5		
Akihiro Tsukamoto Chief adviser	7 25	16 16	23 9	30 10	10 7	4 27	7 11	20 18	22 28	5 5	14 18	25 25	2 29	17 17			
Ryuji Seno Deputy chief advisor	7 25	16 16				9 23	13 13			1 31	9 9	18 13	9 9	2 30	5		
Esteban Almada Expert in access to financial services (1)					22 10	17 17	14 17	16 16	8 24	8 8	14 18	10 10	17 15	9 9			
Alexander Portillo Expert in access to financial services (2)	3-16 14			22 10	6 30	6 6			1 30					3-28 26	14-17 18-17	90	
Tatsuya Yamaguchi Expert in household economic activities	27 5	14 30	14 14			24 8	19 30	15 19	27 27				3 28	17 17	14-19 18-19	232	
Kodai Yugeta Expert in training planning		18 13	22 22													35	
Tomo Kobayashi (Year 2016) / Miki Uematsu (Year 2017) Experts in training coordination	27 5		1 30	31 31	21 11	1 30	31 31	1 1		19 13	21 30	21 21	9 23	4 20			381
Takako Mochizuki Expert in impact evaluation					25 7	21 21				2 30	12 12					70	
<b>Total</b>														1549			

**Table 2-8 Dispatch of JICA experts in the third operational phase**

Experts	Third operational phase																Days			
	2018					2019						2020								
	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12			
Akihiro Tsukamoto Chief adviser	5 27	16 30					11 21	29 29					4 28	23 23		4 27	14 14	16 28	257	
Ryuji Seno Deputy chief advisor						10 16	25											16		
Esteban Almada Expert in access to financial services	13 19	12 12		12 19	1		10 19	2 2		5 27	1 1	7 21	27 21	1 21	21 5	17 17		16 14	15 15	193
Tatsuya Yamaguchi Expert in value chain			3 29	9 30	12 9	10 28			6 26	29 29				5 27	1 1	12 16	27	225		
Takako Mochizuki Expert in impact evaluation										3 29	20 20		30 2	9 30				90		
																Total	781			

The expenses charged from Japan's side for the activities in Honduras and for the international courses in Paraguay and El Salvador amounted to 16.7 million yen (actual amount) in the first operational phase, 70.6 million yen (actual) in the second, and approximately 37 million yen (estimated) in the third.

Regarding the inputs from Honduras' side, besides the human resources presented in Tables 2-3 and 2-4, the Integration and Regionalization Unit led by Ms. Mauren Melendez contributed significantly to the achievements of the project. The costs charged by the Honduran part are estimated as follows:

- SSIS: Approximately Lps. 165,000 (for the ACTIVO Model application)<sup>5</sup>
- Five pilot municipalities: Approximately Lps. 521,000 (for the application of the Model)<sup>6</sup>
- Savings and credit cooperatives sector: Approximately Lps. 9.2 million.<sup>7</sup>

<sup>5</sup> The travel costs of the DPDH officers are estimated at approximately 96,000 lempiras (8,750 lempiras x 11 trips), and the costs for training coordination, at 69,000 lempiras (20 Lempiras x 3,439 households)

<sup>6</sup> The cost of productive assets offered to households is estimated at approximately 302,000 lempiras (300 Lempiras x 4,382 Homes x 23%) and the cost of training is 219,000 lempiras (50 lempiras x 4,382 households)

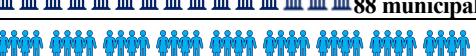
<sup>7</sup> The hiring costs of advisors for the introduction of microfinance and the entrepreneurship program are estimated at 9.2 million lempiras (300,000 x 24 cooperative advisers + 500,000 x 4 FACACH advisors).

## Chapter 3. Project activities and achievements

The Project has developed activities to promote the (i) implementation of the ACTIVO Model, (ii) financial inclusion as part of the ecosystem of the Model, and (iii) formalization of the Model as a component of the National Strategy for the Graduation from CCT program. These activities are reported in Sections 3.2, 3.3, and 3.4, while a summary of the Project's achievements is presented in section 3.1. Section 3.5 presents the Project's achievements from the viewpoint of originally established Project goals.

### 3.1 Summary of Project achievements

The following Figure presents the main achievements of the Project. The ACTIVO Model has already been applied in 8,879 households (estimated at almost 50,000 people), contributing to the improvement of these families' lives. The financial institutions participating in the Model have developed and supplied inclusive financial products appropriate to the circumstances of the poor. These direct results generate a positive impact on the participating households. For example, it is estimated that the Model has a positive influence of almost Lps. 10,000 on annual household income, thus strengthening the household's financial and economic management.

		<b>OUTPUT</b>
Application of the ACTIVO Model	Cities where the Model is applied	 88 municipalities
	Households applying the Model	 8,878 households
Financial inclusion	Financial products developed	 12 inclusive financial products <sup>8</sup>
	Microfinance beneficiaries promoted by the Project	 About 43,000 people <sup>9</sup>

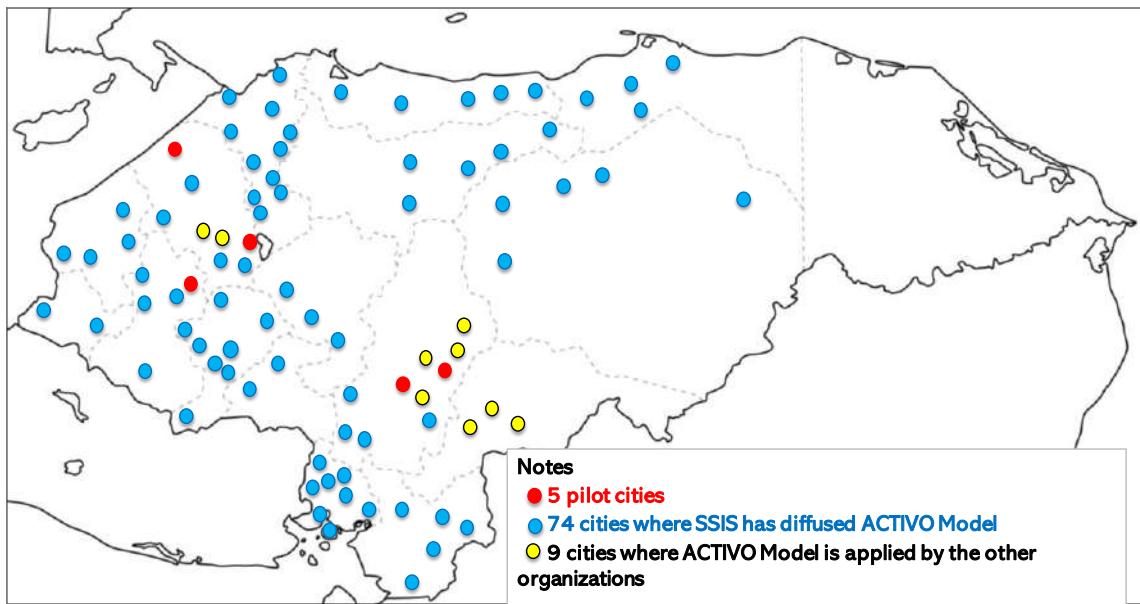
		<b>OUTCOME</b>
Positive influence on the annual income of participating household		 Lps. 9,794 per household

Figure 3-1 The Project's main achievements

While the Project originally intended to apply the Model in the five targeted municipalities, it has already been applied in 88 cities, thanks to the effort made by SSIS, the Integration and Regionalization Unit of the Vice Ministry of Social Inclusion Policies, and others, as presented in the following map.

<sup>8</sup> This consists of microcredits developed in eight credit unions, a micro-entrepreneurship program developed by the Talanga credit union, credits for students by San Marqueña, a credit union, FACACH's micro-entrepreneurship program, and Banrural's new scheme (12 in total)

<sup>9</sup> These eight credit unions and the participating bank have offered microcredits to 43,000 people until the end of 2019.



Dept.	City	No. Households
Francisco Morazán	Tegucigalpa	1,180
	Villa de San Francisco	394
	Maraita	63
	Alubarén	48
	Lepaterique	46
	Curaren	51
	Valle de Angeles	233
	Cantarranas	434
	Talanga	110
	San Antonio de Oriente	174
<b>Sub-TOTAL</b>		<b>2,713</b>
Santa Bárbara	Las Vegas	731
	Quimistán	1,187
	Protección	37
	Santa Rita	32
	Chinda	38
	Azacualpa	39
<b>Sub-TOTAL</b>		<b>2,314</b>
Lempira	San Rafael	910
	San Sebastián	44
	La Iguala	49
	Tomala	40
	Talgua	29
<b>Sub-TOTAL</b>		<b>1,072</b>
Copan	Copan Ruinas	45
	Santa Rita	44
	Nueva Arcadia	40
	San Jose	40
	<b>Sub-TOTAL</b>	<b>169</b>
Choluteca	Apacilagua	40
	Marcovia	44
	Namasigue	40
	Pespire	40
	San Marcos de Colon	39
<b>Sub-TOTAL</b>		<b>203</b>

Dept.	City	No. Households
Comayagua	Villa de San Antonio	39
	Ajuteruque	62
	Siguatepeque	39
	<b>Sub-TOTAL</b>	<b>140</b>
	San Manuel	40
	Villanueva	44
	Proterrilos	40
	San Francisco	44
	San Antonio	40
	Lima	42
Cortes	San Pedro Sula	161
	Pimienta	40
	Puerto Cortes	41
	Omoa	37
	Choloma	38
	<b>Sub-TOTAL</b>	<b>567</b>
	San Miguelito	40
	Intibuca	40
	Yamaranguila	40
	San Marcos de la Sierra	40
Intibucá	San Antonio	40
	San Francisco de Opalaca	40
	Jesus de Otoro	40
	San Juan	40
	<b>Sub-TOTAL</b>	<b>320</b>
Ocotepeque	Concepcion	50
	San Marcos	42
	<b>Sub-TOTAL</b>	<b>92</b>
La Paz	Chinacala	43
	Yarula	40
	<b>Sub-TOTAL</b>	<b>83</b>
	San Matias	15
El Paraíso	Potrerillos	15
	Yuscaran	101
	<b>Sub-TOTAL</b>	<b>131</b>

Dept.	City	No. Households
Valle	San Francisco de Corinto	37
	Nacaome	40
	Langue	44
	Goascoran	42
	San Lorenzo	40
	Alianza	40
	Amapala	40
	Aramecina	32
	<b>Sub-TOTAL</b>	<b>315</b>
	Silca	40
Olancho	Gualaco	40
	Dulce Nombre de Culmirez	41
	La Union	40
	Guata	40
	<b>Sub-TOTAL</b>	<b>201</b>
Colón	Trujillo	40
	Santa Rosa de Aguan	40
	Sonaguera	40
	Tocoa	40
	<b>Sub-TOTAL</b>	<b>160</b>
Yoro	Sulaco	39
	Yoro	40
	Olanchito	40
	El Arenal	35
	Jocon	44
<b>Sub-TOTAL</b>		<b>198</b>
Atlántida	El Porvenir	40
	Tela	40
	Jutiapa	40
	La Ceiba	40
	Esparta	40
<b>Sub-TOTAL</b>		<b>200</b>
<b>No. households in 5 targeted cities</b>		<b>4,382</b>
<b>No. households in cities promoted by SSIS</b>		<b>3,439</b>
<b>No. households in the other cities</b>		<b>1,057</b>
<b>Grand Total</b>		<b>8,878</b>

Figure 3-2 Cities in which the ACTIVO Model is applied (January 2020)<sup>10</sup>

<sup>10</sup> In addition to the municipalities presented, the integration and regionalization unit is initiating the application of the ACTIVO Model to the municipalities of the other two municipality associations, at the time of writing this report.

### **3.2 Activities and achievements in the implementation of the ACTIVO Model**

The application of the ACTIVO Model was developed based on the following processes.



**Figure 3-3 Development of the ACTIVO Model Activities**

Details of the activities and achievements in each of the five processes presented in this Figure are noted below.

#### **3.2.1 Preparation of the ACTIVO Model (Feb. 2015 to Mar. 2016)**

The following preparatory activities were conducted between February 2015 and March 2016.

- (i) Forming the Project teams both at the central and local levels
- (ii) Selecting the pilot zone and the baseline study of pilot households
- (iii) Designing the ACTIVO Model

Point (i) has already been reported in the previous section; therefore, in this section, points (ii) and (iii) are discussed below.

##### **(1) Pilot zone selection and baseline study in the pilot households**

In this Project, the Model was applied experimentally at first, and then, such pilot experiences were applied in expanding the Model.

For this reason, in the first year of the Project, the selection of pilot zones and households was one of the important activities to define where the Project should intervene at first.

The selection of pilot communities and households was one of the preparation tasks for implementing the baseline survey to (i) analyze the situation and problems that the pilot households had, and (ii) be able to design the impact assessment of the pilot activities.<sup>11</sup>

The following Table summarizes the results of the baseline survey conducted in 2015.

<sup>11</sup> Based on the list of households of CCT participants, the treatment group (pilot families) and the control group (household no to be applied the ACTIVO Model in the pilot period) were randomly assigned in urban areas of the five targeted cities, so that the effects can be verified by randomized controlled trials (RCT). In the rural areas of the target municipalities, there was intervention (pilot application of the ACTIVO Model) in pilot communities, whereas non-pilot communities were selected as control group.

**Table 3-1 Summary of baseline study result conducted in 2015**

<b>Overall situation</b>	<ul style="list-style-type: none"> <li>● <b>Household composition:</b> Many households are made up of couples aged between 30 and 40 years, and the average number of family members is approximately 5, 1.7 of whom are working.</li> <li>● <b>Education level:</b> In rural areas, about one-third of respondents cannot read or write.</li> <li>● <b>CCT:</b> Many households receive CCT through financial institutions; therefore, about half of the surveyed households have a savings account. Their main uses of CCT are related to food and education.</li> <li>● <b>Use of financial service:</b> Approximately half of household with financial accounts have a balance of less than Lps. 200. There are also many inactive accounts. Only 3% of households have used the credits in the past 12 months, and some households save noncash assets such as grains, livestock, and housing materials.</li> <li>● <b>Financial management:</b> Many households earn less than the minimum wage level. CCTs represent nearly 10% of total household income, and nearly 7% of households say they record expenses.</li> <li>● <b>Economic activities:</b> In general, employment income is greater than agricultural or business income.</li> </ul>
<b>Trends in economic and financial management</b>	<ul style="list-style-type: none"> <li>● Households with financial accounts are more active in economic and financial activities than others.</li> <li>● Households that have high confidence in financial institutions often have savings goals.</li> <li>● Households with savings goals have a strong tendency to increase their deposit balance.</li> <li>● Households that use loans tend to have high financial knowledge and economic management skills.</li> </ul>

## (2) ACTIVO Model Design

Based on the results of the baseline study mentioned above, from the second half of 2015 to March 2016, the ACTIVO Model was designed as the Honduran version of the Graduation Model as follows:

- Selection of the Model's nickname (JICA experts team drafted several alternatives, and the Vice Minister of SSIS selected one, which is "ACTIVO").
- Preparation of teaching materials, household expenditure, and income recording formats.
- Preparatory coordination with financial institutions.
- Experimental training provided to 396 women and 53 men from August to October 2015 to analyze the training method to be applied from the following year.



**Experimental Training (Left: Income and Expense Calendar,” Right: Dreams to be realized from saved money)**

### **3.2.2. Pilot application of the ACTIVO Model (April 2016 to May 2017)**

From April 2016 to May 2017, the ACTIVO Model was applied exclusively in approximately 1,000 pilot households (treatment group) of the selected pilot areas in the five targeted cities.

This section presents the activities and achievements of such a pilot application of the Model.

#### **(1) Activities of the ACTIVO Model pilot application**

During the pilot period (April 2016 to May 2017), the Model was carried out to promote the self-help of pilot households (treatment group) for improvement through the provision of training, coaching, productive assets, and financial services.

- **Training:** Almost all pilot households (treatment group) participated in at least one type of training. Most of the direct participants in the training were women. On average, each household participated in five training sessions. The training contents are detailed as follows.
  - **Preparation course:** This was performed in April 2016 to promote the establishment of savings goals and the introduction of household accounting.
  - **Household Accounting training:** This was conducted in May 2016 to deepen the understanding of household accounting, under the instruction of social agents and/or municipal officials.
  - **Basic financial education:** This had been carried out since June 2016 under the instruction of social agents, financial institutions officers, CNBS officers, and/or municipal officials.
  - **Income improvement training:** This was performed in the months of June and July 2017 in the areas of income improvement planning and microbusiness development. (Vocational education has been conducted between September 2016 and May 2017, covering small restaurants, bakeries, and breeding of animals, under the facilitation of local micro-entrepreneurs and local officials. In Tegucigalpa, training related to access to employment was also realized. It is important to mention that in 2017, municipalities began to allocate their budgets for the implementation of these training programs.)



**Training on household accounting**



**Training on garment**



**Training on access to employment**



**Asset transfer**

- **Provision of assets (inputs) for productive activities:** The municipality and/or the other

actors supplied productive assets to households that had participated in the training successfully. Such assets, granted by the central government program and/or the municipality, included subsidies for microbusiness, agricultural materials (e.g., mini irrigation systems), materials to make bread, and so on.

- **Coaching:** Advice and follow-up sessions were conducted by community leaders through individual visits and group consultations during the pilot period. In total, 800 pilot households in the 1,003 treatment groups received coaching. On average, each pilot household received four sessions of coaching, strengthening the understanding of household accounting.

## (2) Improving educational materials

The Model's educational materials were prepared in the preparatory phase, and they had been improved by applying the experiences developed in the pilot period.

Images of such materials are presented below:

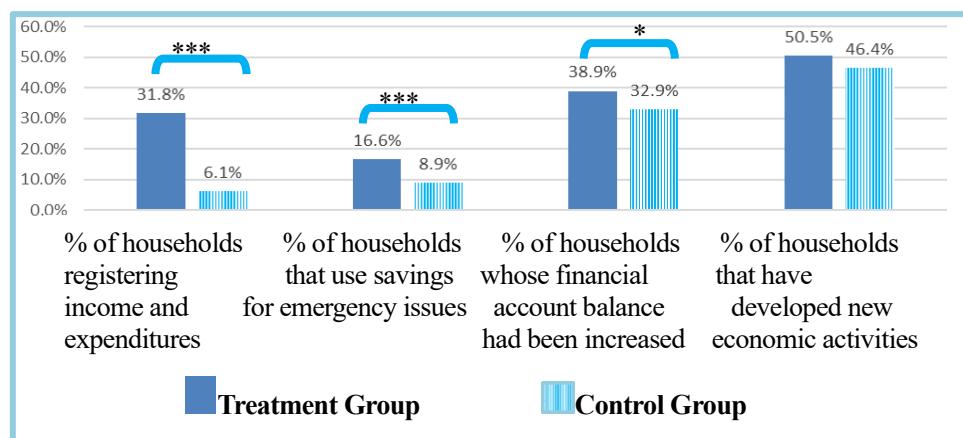
**Table 3-2 Educational Materials of the ACTIVO Model**

<b>Main educational material</b>	<p>This main material has three components: household accounting, financial education, and income improvement.</p> 		
	<b>Cover</b>	<b>Page on savings</b>	<b>Page on Marketing</b>
<b>Record format</b>	The format includes not only a record of expenses and income but also an elaboration of the saving target.		
<b>Audiovisual material</b>	<p>In addition to the teaching material mentioned above, the ACTIVO Model developed audiovisual materials (video) on accounting, financial education, and measures for income improvement as presented in the following images, which can be viewed through the website. (<a href="https://p-activo.jimdofree.com/">https://p-activo.jimdofree.com/</a>)</p> 		
	<b>Accounting</b>	<b>Financial Education</b>	<b>Income Improvement</b>

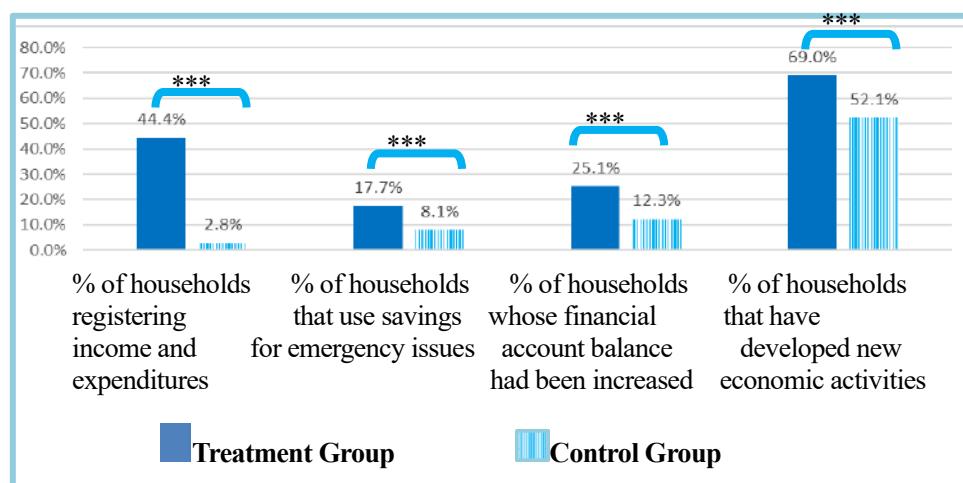
### (3) Achievements of the ACTIVO Model Pilot Application

To assess the impact of the ACTIVO Model's pilot activities between April 2016 and May 2017, the questionnaire was administered in June and July 2017 to nearly 1,000 households in the treatment group and another 1,000 control group households to make the comparison between these two groups based on randomized controlled trials (RCT).<sup>12</sup> This assessment corresponds to the first end-line survey, considering that another second study was carried out in 2019.

The main survey results are presented in the following graphs, which present statistically significant differences between the two groups in terms of household accounting practices, use of saved money in case of emergency, increased savings in the account, and economic activities. Thus, the positive effects of the pilot implementation of the ACTIVO Model were proven in an econometric manner. These Figures imply that saving is key for the success of the Model. (In the following Figures, \*\*\*, \*\*, and \* denote significant difference at the 1%, 5%, and 10% confidence levels, respectively.)



**Figure 3-4 Results of the first end-line study (in urban areas)**



**Figure 3-5 Results of the first end-line study (in rural areas)**

<sup>12</sup> RCT is used for impact assessment, by comparing different randomly assigned groups.

### **3.2.3 Expansion of the ACTIVO Model in the five target municipalities (June 2017–present)**

The first end-line study (presented in the previous section) demonstrated that the ACTIVO Model can promote the savings of extremely poor households and strengthen their financial management. Considering this result, the dissemination of the Model's application was strengthened both inside and outside the pilot area of the five targeted municipalities.

This section presents the activities and achievements of the expansion of the Model in the five target cities since June 2017.

#### **(1) Summary of activities to expand the ACTIVO Model in the five target municipalities**

By June 2017, the ACTIVO Model had expanded in the five target cities as follows:

- Considering lessons learned from the pilot activities, financial institutions' participation and market access were strengthened. Each of the five municipalities applied the Model in ways consistent with local needs and reality as follows.
  - Tegucigalpa: Microbusinesses appropriate to the metropolitan area were developed.
  - San Rafael: Attention was paid to the gender theme in the application of the Model.
  - Las Vegas: Relationships with local businesses and financial institutions were strengthened for the efficient expansion of the Model.
  - Quimistán and Villa de San Francisco: The municipality offered productive assets (inputs) to participating households for the model can generate more results.
- By January 2020, the number of households applying the Model had exceeded 4,000 as detailed below.

**Table 3-3 Number of households participating in the ACTIVO Model (January 2020)**

	<b>Ex treatment group</b>	<b>Ex control group</b>	<b>New participants</b>	<b>TOTAL</b>
<b>Las Vegas</b>	153	146	432	<b>731</b>
<b>Quimistán</b>	255	246	686	<b>1,187</b>
<b>San Rafael</b>	201	181	528	<b>910</b>
<b>Tegucigalpa</b>	245	228	687	<b>1,160</b>
<b>Villa de San Francisco</b>	129	118	147	<b>394</b>
<b>TOTAL</b>	<b>983</b>	<b>919</b>	<b>2,480</b>	<b>4,382</b>

In the Table above, ex control group means households that had “not” applied the Model before the first end-line survey but applied it after the completion of the survey. "New participants" include households that were not CCT beneficiaries, as the municipality selected households for the Model's application.

The progress of the Model in each of the five target cities is presented below.

## (2) Application of the ACTIVO Model in Villa de San Francisco

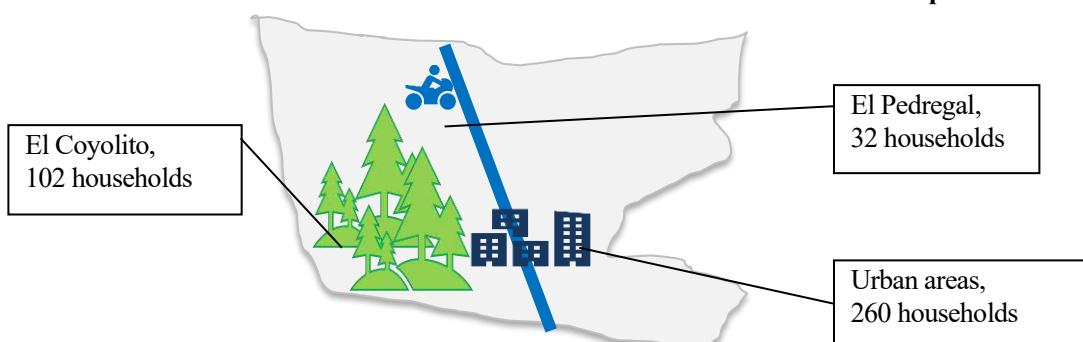
Villa de San Francisco did not have private bank branch offices, but Banrural, a private bank, established a branch office there in January 2017. This has contributed well to local people's use of bank accounts.

The municipality has offered (i) opportunities for the sale of poor households' products through local events and fairs, and (ii) productive assets such as refrigerators and electric generators to ACTIVO Model participants who have successfully developed the microbusiness plan.

The Model was expanded in the municipality as follows:



**Sales opportunity in municipal event**



**Figure 3-6 Mapping of the ACTIVO Model participating households (Villa de San Francisco)**

The municipality expresses an interest in continuing to implement the Model even after closing the Project. The Table below presents two cases of ACTIVO Model participants living there. As presented in the second case, improved access to financial services has contributed to the development of savings culture.

**Table 3-4 Cases of participating households in Villa de San Francisco**

<b>Business developed taking advantage of the local disadvantage</b>	A participant, who lives in a mountainous rural area where there are inconveniences to shopping, developed a business that took advantage of this local inconvenience by consolidating requests for product purchases from neighbors and making the purchases herself instead of her clients. She also applies the household accounting technique to her business.
<b>Savings culture</b>	A single mother, who lives in the city center, after attending the ACTIVO Model training, understood the importance of savings and began depositing a portion of her salary paid by a watermelon firm in her account in Banrural. One advantage of using the account is that it is easy to review the progress of her savings because it is recorded in the bank notebook, which increases her willingness to save. This is a good example of developing the savings culture with the assistance of a financial institution.

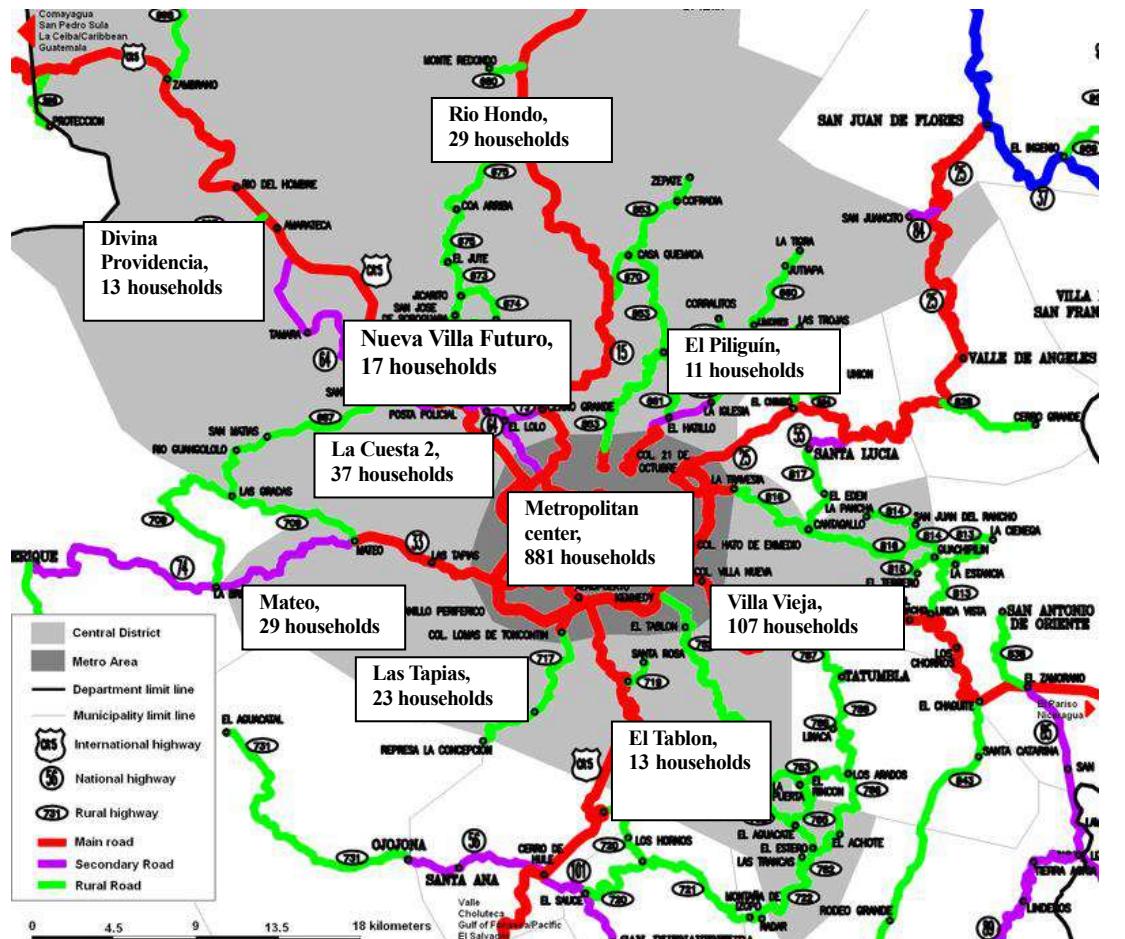
### (3) Application of the ACTIVO Model in Tegucigalpa

Tegucigalpa is the capital of the country, where there are many financial institutions. However, certain areas of the city lack security.

ACTIVO Model activities that have developed in Tegucigalpa are characterized as follows.

- Social agents and municipal officials have served as trainers for training programs.
- The advantages of urban areas, such as accessibility to financial services and the market, have been exploited in the expansion of the Model.
- Due to lack of security in certain areas, coaching by community leaders has not been developed well.

The Model has expanded in the municipality as presented in the following map. Most participants live in the metropolitan center, especially in Barrio Abajo (131 households) and El Bosque (79 households).



<https://en.wikipedia.org/wiki/Tegucigalpa>

Figure 3-7 Mapping of the ACTIVO Model's participating households (Tegucigalpa)

The Table below presents two cases of ACTIVO Model participants living in Barrio Abajo located near the city center. These cases reveal the following.

- Knowledge of household accounting can be used to strengthen microbusinesses.
- Training is important for the proper use of financial services.
- Participation in the municipal market can be an important alternative for market access, taking into account the lack of security in the city.

**Table 3-5 Cases of participating households in Barrio Abajo**

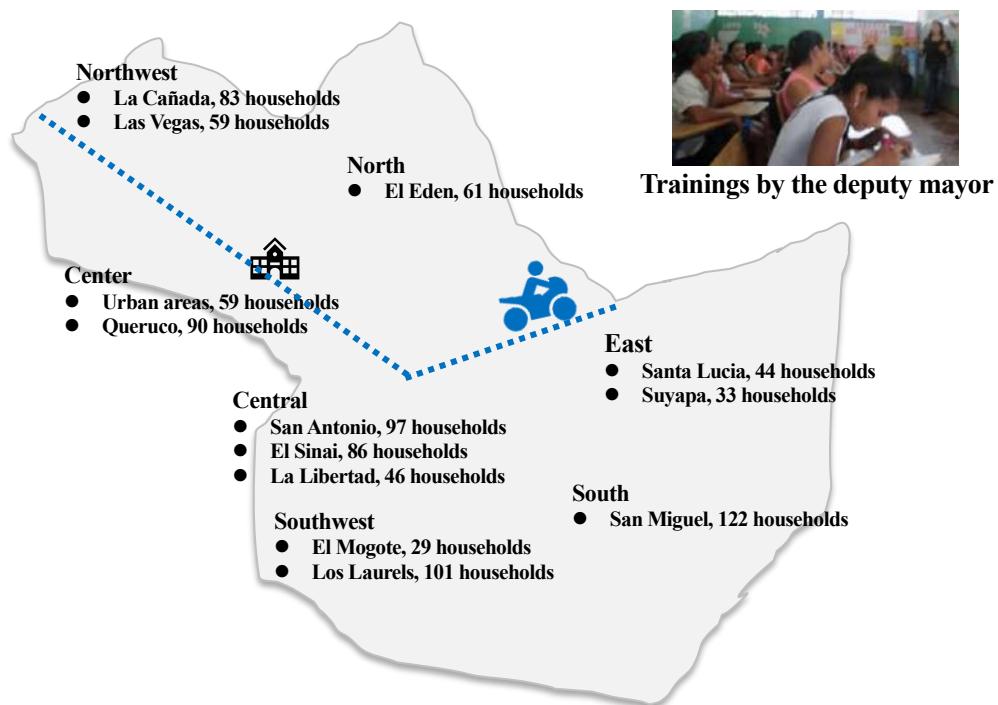
<b>Microbusiness expansion using savings and credits</b>	<p>A lady started selling vegetables and fruits at her house, and the business has gradually grown. She has the financial account and has used different credits to expand her business. These credits have been repaid without delinquency, applying the home accounting technique.</p>	 <b>Registering income and expenditures</b>
<b>Proactive participation in training programs</b>	<p>A lady, who was part of the control group in 2016 during the pilot period, had repeatedly participated in training programs, even though not on the list. She learned how to (i) record expenses and income and (ii) increase savings, and subsequently set up her business. Currently she sells her goods both at her house and in the municipal market. Her son and daughter-in-law have also supported this business. Thus, her savings have been increasing, and she has invested the funds both to expand the business and to improve her house.</p> <p>Vulnerable Sector Opportunity Department (DOSV) of SSIS formed a women's group led by this lady so that other women can also have more success and implement savings.</p>	 <b>Sales in the municipal market</b>   <b>Sales in the space of the house</b>

#### (4) Application of the ACTIVO Model in San Rafael

In the municipality of San Rafael, located in the department of Lempira, there is no bank branch at the moment of elaborating this report. The roads that connect the municipality with others are not paved, and there is strong presence of conventional culture.

The deputy mayor has led the local team in the application of the ACTIVO Model. Under her supervision, the municipal office for women's development and staff from different central government programs (i.e., social protection, agricultural promotion, education, and health) met monthly to implement the ACTIVO Model. With this coordinated effort, the municipality has planned financial management training for poor households that have received support from agricultural promotion, and the municipality has provided productive assets to participating households once they could handle accounting well. It is worth mentioning that the deputy mayor has also participated in the training as an instructor on household accounting.

The expansion of the Model is presented in the following mapping.



**Figure 3-9 Mapping of the ACTIVO Model's participating households (San Rafael)**

Banrural has a branch office in La Unión city, which is located at a distance of almost 10 kilometers from the center of San Rafael, and it has collaborated for financial education and also promoted the opening of accounts. Bank officials come to San Rafael as long as 5 or 10 people express interest in opening a bank account.



**Assistance for account opening in San Rafael, where there are no bank branch offices**

The Table below shows the participating households in San Rafael. Taking into account these examples and the discussions with municipality officers, the following considerations are important in places where there is a strong conventional culture called "*Machismo*," in which women's rights are limited in the household.

- Currently, many women are unable to leave the house freely because of the effects of *machismo*. In this sense, invitations to participate in training provide opportunities for women to go outside. Participation in discussions at the trainings is likely to empower these participating women (the opening of a bank account and taking financial actions also increases the opportunity for women to go outside).
- The launch of women's groups for productive and commercial activities can contribute to the expansion of their social and economic network. Such group activities may cause conflicts in the distribution of profits; however, it is recommended in areas where the culture of *machismo* is strong, since women's group activities may promote empowerment.

**Table 3-6 Cases of participating households in San Rafael**

<b>Women's group business supported by the municipality</b>	<p>Before participating in the ACTIVO Model, a lady who lives in the Eden community had only wages from seasonal work during the coffee harvest season. Currently, she works as an accountant of the women's group of the maize milling business, applying the Model's accounting method.</p> <p>This women's group was formed with the assistance of the municipal office for women's development, and the office donated a mill in March 2019.</p> <p>The group's business, as well as its savings, is expanding in a sustainable way.</p>	 <b>Mill equipment donated by the municipality</b>
<b>A case of reducing costs</b>	<p>A participant who lives in the Queruco community started a micro retail shop located in her house. She reviewed cash flow, applying the ACTIVO Model methodology, and started selling vegetables produced in her family garden. In addition, she also started a bakery business as a group activity with female neighbors who had participated in the vocational training, where they made a profit of Lps. 650 by investing this value to start their business group.</p>	

## (5) Application of the ACTIVO Model in Las Vegas

The municipality of Las Vegas is located in the department of Santa Bárbara, which consists of (i) mountainous areas where coffee is grown and (ii) areas close to Yojoa Lake that are used for fishery and tourism. In addition, the municipality has a mine. It is worth mentioning that different financial institutions have branch offices in the city center of Las Vegas, thanks to the development of industries.

The municipal official in charge of cadasters and social protection has led the local team, which has planned and implemented different training programs in coordination with the social manager and community leaders assigned in the hamlets. The ACTIVO Model has been expanding in the municipality, as presented in the following map.

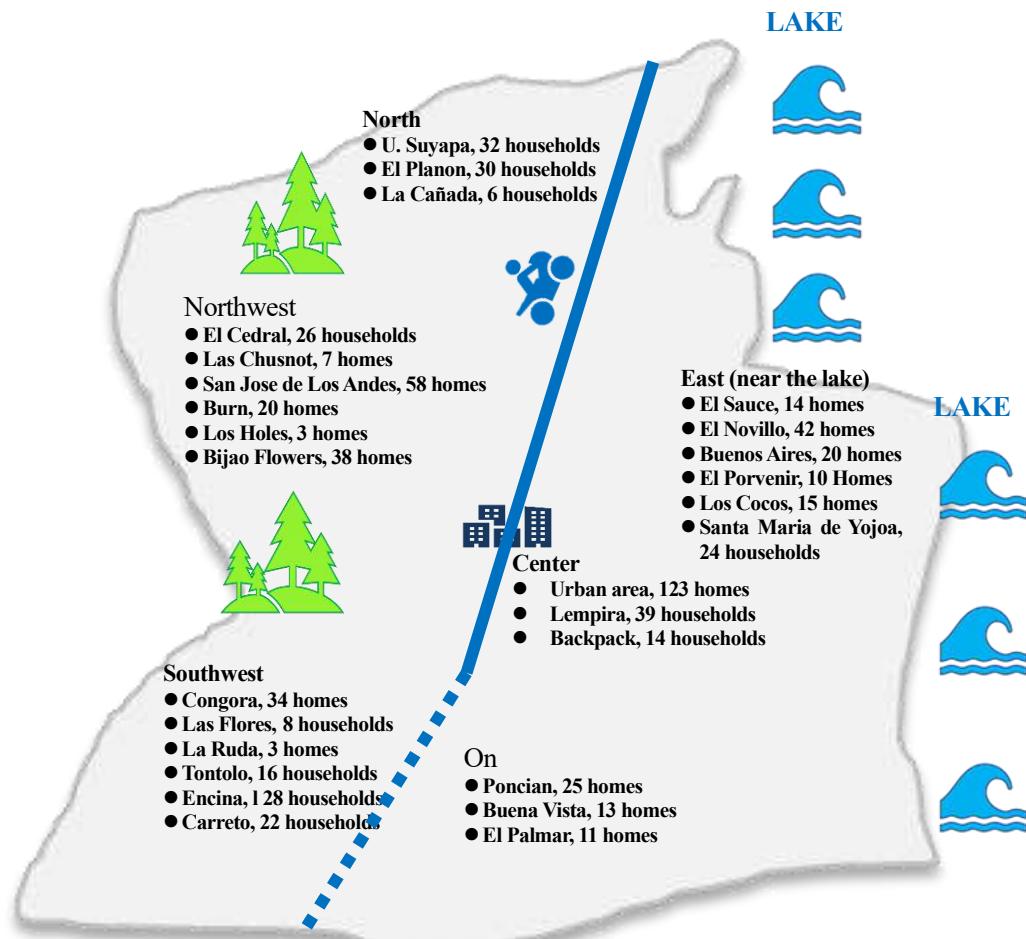


Figure 3-9 Mapping of the ACTIVO Model's participating households (Las Vegas)

*Occidente* Bank's branch office has collaborated for the financial education and account opening of the poor in accordance with the ACTIVO Model.



Financial education promoted by Occidente Bank's branch office

In addition, it is worth mentioning that the local supermarket has offered commercial opportunities to local producers, including the ACTIVO Model's participants. Moreover, the municipality has organized weekly fairs to provide the opportunity to sell products made by poor households.

The cases developed in the municipality are presented below.



**Pickles for sale at the local supermarket**

**Table 3-7 Cases of participating households in Las Vegas**

<b>A community leader who opened a financial account</b>	<p>One participant, who is a community leader and lives in a rural area, received financial education from an SSIS's social agent, and she decided to open a bank account in 2019 at <i>Occidente</i> Bank. The bank's branch office collaborated to open the account immediately to promote the implementation of the Model.</p> <p>She is saving the profits from her business in the account to accumulate the necessary money for home improvement. As she is the leader of 12 women in the area, she gives them advice on how to use a bank account appropriately.</p>		<b>House of a community leader</b>
<b>A participant serves as an instructor in other municipalities</b>	<p>A lady, who has participated in almost all the vocational training programs organized by the social agent and the municipality under the ACTIVO Model, has achieved diversification of her products for sale, such as processed vegetables, sweets, <i>piñatas</i> (decorative paper balls), chickens, disinfectants, etc.</p> <p>By sharing her experiences and techniques, she trains other women in extreme poverty. It is worth mentioning that on some occasions she has served as an instructor of vocational training in other municipalities (Chinda) under the coordination of the network of social agents of the department of Santa Barbara.</p>		<b>Diversified products</b>

As in the case mentioned above, social agents make an effort to apply the ACTIVO Model not only within the assigned municipalities but also at the departmental level. It is hoped that the experiences generated by the pilot municipality, such as Las Vegas, serve as useful feedback to other municipalities to create significant impact. This way, the application of the Model could be sustained with social agents.

## (6) Application of the ACTIVO Model in Quimistán

The municipality of Quimistán belongs to the department of Santa Bárbara. It is geographically located very close to the city of San Pedro Sula, which is one of the biggest cities in Honduras; thus, several people who live in Quimistán work in San Pedro Sula.

Various financial institutions have branch offices in the municipal center, and some of them have collaborated to advance the ACTIVO Model by implementing financial education aimed at extremely poor households.

The municipality has taken the lead in applying the ACTIVO Model, in coordination with social agents and different financial institutions. The municipality has offered productive assets (e.g., pigs, materials, subsidies, etc.) to participants who have successfully developed the micro-entrepreneurship plan.

The Model application has been expanded as shown in the following map.

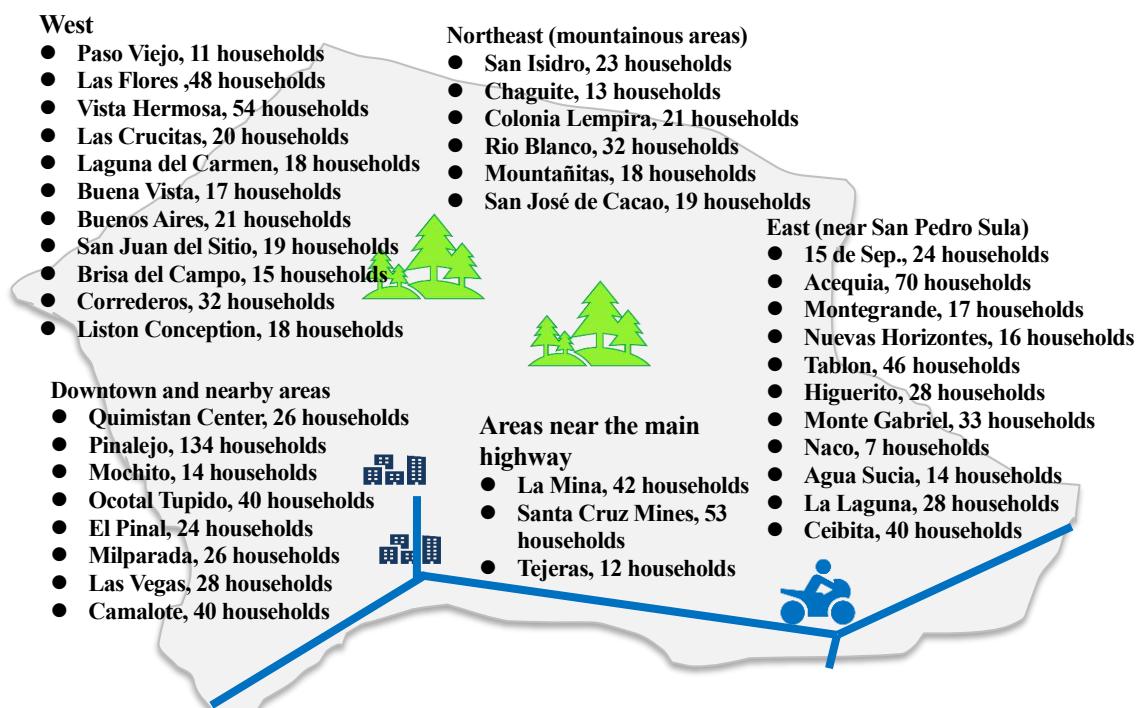


Figure 3-10 Mapping the ACTIVO Model's participating households (Quimistán)



ACTIVO Model applied in new areas (October 2019)

The family presented in the picture shown on the right opened a financial account after participating in financial education based on the ACTIVO Model and started a wood processing business, taking advantage of the municipality's asset transfer. The family started using the mobile financial service and "e-wallet." They said that electronic currency can be used to receive payments from customers, while the savings account is appropriate for asset formation. Thus, they use different financial services to improve their lives and expand their business.



**Participant's wood processing business**

#### (7) Effects of the ACTIVO Model's expansion in the five targeted municipalities

The Project developed the second end-line study between May and July 2019 to evaluate the effects generated from the expansion of the ACTIVO Model, while the study questionnaire was applied to 1,444 households that not only live in the five targeted cities but also in other places.

This section presents the results of the study in the five municipalities.

Survey samples were randomly selected from the participants' list. Because these samples were not randomly assigned prior to the intervention, the subgroup analysis was applied to four areas where a sufficient number of samples were found (i.e., the rural areas of Las Vegas, Quimistán, San Rafael, and Tegucigalpa). The following table presents a comparison between the Model participants and non-participants in each of these four areas.

**Table 3-8 Results of subgroup analysis<sup>13</sup>**

	Rural areas of Las Vegas		Rural areas of Quimistán		Rural areas of San Rafael		Tegucigalpa (Urban area)	
	Participants	Non participants	Participants	Non participants	Participants	Non participants	Participants	Non participants
	n	119	59	129	78	74	47	124
% of households registering expenditure	<b>80.7%</b>	<b>22.0%</b> ***	<b>58.9%</b>	<b>9.0%</b> ***	<b>17.6%</b>	<b>6.4%</b> *	<b>75.0%</b>	<b>12.0%</b> ***
% of households with goal of savings	<b>78.2%</b>	<b>23.7%</b> ***	<b>47.3%</b>	<b>1.3%</b> ***	<b>86.5%</b>	<b>76.6%</b>	<b>97.6%</b>	<b>14.0%</b> ***
% of households saving the money	<b>79.8%</b>	<b>23.7%</b> ***	<b>64.3%</b>	<b>7.7%</b> ***	<b>23.0%</b>	<b>6.4%</b> **	<b>96.8%</b>	<b>22.0%</b> ***
% of households with financial account	<b>23.5%</b>	<b>11.9%</b> *	<b>31.0%</b>	<b>2.6%</b> ***	<b>23.0%</b>	<b>12.8%</b>	<b>86.3%</b>	<b>76.0%</b> *
% of households using MFS	<b>2.5%</b>	<b>3.4%</b>	<b>4.7%</b>	<b>1.3%</b>	<b>14.9%</b>	<b>2.1%</b> **	<b>27.4%</b>	<b>16.0%</b>
% of households which have reinforced economic activities	<b>93.3%</b>	<b>81.4%</b> **	<b>82.9%</b>	<b>20.5%</b> ***	<b>40.5%</b>	<b>36.2%</b>	<b>58.9%</b>	<b>6.0%</b> ***
% of households which have developed economic activities	<b>93.3%</b>	<b>89.8%</b>	<b>7.8%</b>	<b>6.4%</b>	<b>44.6%</b>	<b>38.3%</b>	<b>67.7%</b>	<b>8.0%</b> ***
% of households whose income is maintained or increased	<b>95.0%</b>	<b>72.9%</b> ***	<b>66.7%</b>	<b>19.2%</b> ***	<b>81.1%</b>	<b>83.0%</b>	<b>75.0%</b>	<b>60.0%</b> **

As presented in the Table above, Model participants show superior numbers compared with non-participants, with a significant difference in many cases in terms of the economic and financial management of the household. This provides statistical evidence that the Model has generated a

<sup>13</sup> In the Table, \*\*\*, \*\*, and \* denote significant difference with 1%, 5%, and 10% confidence, respectively.

positive impact on the five cities.

To complement the subgroup analysis, a regression analysis was also applied as follows.

- **Impact on the household financial management measures:** Many households apply different measures to improve their financial management, such as reducing unnecessary expenses and forecasting family budgets. When comparing Model-participating households (762 samples) with non-participating families (294 households), the number of such measures taken by participants is 2.67 on average, while the average for non-participants is 1.13, a difference of 1.54 between the two groups. When regression analysis is applied, as shown in the following Table, the result implies that the Model has the effect of promoting the application of 1.48 measures for household financial management, and this result is statistically significant. The prediction accuracy of the regression equation is high in this case.
- **Impact on annual income of the household:** Applying regression analysis in the same way, the result shows that participation in the Model has a positive effect of nearly 10,000 lempiras on annual household income. The prediction accuracy of the regression equation is moderate in this case.

**Table 3-9 Analysis of the Model's influence on the number of financial management measures**

	Coefficient	Standard error	t	P value
Intercept	-0.21	0.18	-1.15	0.252
Intervention of ACTIVO Model	1.48	0.11	13.38	0.000
No. of the other assistance programs household receives	0.16	0.04	4.10	0.000
Termination of basic education (6 years)	0.13	0.11	1.20	0.230
Distance near by financial institution agencies	-0.01	0.01	-0.94	0.345
Whether the household is of single mother or not	-0.19	0.11	-1.65	0.099
Whether the household lives in urban area or not	0.43	0.14	3.08	0.002
Whether the household lives in Tegucigalpa or not	2.14	0.19	11.21	0.000
Whether the household lives in Quimistán or not	-0.35	0.16	-2.13	0.034
Whether the household lives in Las Vegas or not	2.01	0.15	13.11	0.000
Whether the household lives in Villa de San Francisco or not	2.94	0.19	15.51	0.000
Adjusted R2 =				0.505

**Table 3-10 Analysis of the Model's influence on annual household income**

	Coefficient	Standard error	t	P value
Intercept	11,602	5,341	2.17	0.030
Intervention of ACTIVO Model	9,794	3,325	2.95	0.003
No. of the other assistance programs household receives	7,658	1,093	7.01	0.000
Termination of basic education (6 years)	3,171	2,973	1.07	0.286
Distance near by financial institution agencies	702	334	2.10	0.036
Whether the household is of single mother or not	7,148	3,473	2.06	0.040
Whether the household lives in urban area or not	11,086	3,996	2.77	0.006
Whether the household lives in Tegucigalpa or not	37,159	5,338	6.96	0.000
Whether the household lives in Quimistán or not	1,743	4,880	0.36	0.721
Whether the household lives in Las Vegas or not	-19,670	4,236	-4.64	0.000
Whether the household lives in Villa de San Francisco or not	4,101	5,173	0.79	0.428
Adjusted R2 =				0.267

The results of the regression analysis are presented in the Table below with regard to different indicators.

**Table 3-11 Summary of regression analysis results for different indicators**

Indicators	Result involved in regression analysis	Effect size
Measures taken for household financial management	The ACTIVO Model has the effect of promoting the implementation of 1.48 measures for household financial management. This result is statistically significant.	0.38
Variety of financial products used	The ACTIVO Model has the effect of promoting the use of 0.20 financial products. This result is statistically significant.	0.09
Savings on the financial account	The regression analysis does not present a statistically significant result in terms of the influence of the Model on the account balance. However, considering the outcome of the subgroup analysis, the Model might have effects on this area.	0.06
Number of strengthened economic activities	The ACTIVO Model has the effect of promoting the strengthening of 0.40 existing economic activities. This result is statistically significant.	0.27
Number of new economic activities	The ACTIVO Model has the effect of promoting the development of 0.16 new economic activities. This result is statistically significant.	0.13
Annual household income	It is estimated that the ACTIVO Model has a positive effect of Lps. 9,794 on annual household income. This result is statistically significant.	0.10

Considering the effect size (*Field*), the following observations are made.

- The effects of the ACTIVO Model on financial management and the strengthening of existing economic activities are mathematically high.
- The effects of the Model on the use of a variety of financial services, newly developed economic activities, and annual household income are moderate.

Assuming that the cost required to apply the ACTIVO Model to each household is \$30 or \$40,<sup>14</sup> it is estimated that the benefit–cost ratio of the Model is 10 times, taking into account that it has a positive effect of Lps. 9,794 (approx. 400 dollars) on the household's annual income.

The possible factors that cause these positive results from the second end-line survey are as follows.

- Lessons identified from the first end-line study have been applied in practice.
- Municipalities and financial institutions have worked in coordinated ways.
- The vulnerability of the participating households has been reduced because their financial, productive, and economic management practices have been comprehensively strengthened.

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<sup>14</sup> This includes costs for training (\$3 x 5 times) + productive assets (10~15 dollars) + operating costs (5~10 dollars).

### 3.2.4. Expansion of the ACTIVO Model through municipality association (2018–present)

In parallel with the activities in the five target cities, the Model has been promoted for application in other cities since 2018 through municipality associations that showed interest in the Model, as presented in the following Table. It should be noted that the Integration and Regionalization Unit of the Vice Ministry of Social Inclusion Policy has made a significant contribution to these efforts.

**Table 3-12 Cases of the ACTIVO Model promoted by municipality association (since 2018)**

Commonwealth	Activities developed
MANOFM (Municipality association in the north and west of Francisco Morazán department)	<p>The Mayor of Villa de San Francisco (one of the five targeted municipalities of the Project), presides MANOFM. The municipality has led the dissemination of the ACTIVO Model not only within its area but also to neighboring municipalities. It organized a workshop to share its experiences of the Model with other municipalities in April 2018.</p> <p>Thanks to this initiative, different municipalities have introduced the Model. For example, in Valle de Angeles, more than 200 households have received household accounting training.</p>
MUNASBAR (Municipality association in the Southwestern Santa Barbara department)	<p>The Integration and Regionalization Unit promotes territorial development through social protection meetings and has promoted the implementation of the ACTIVO Model in the western region of the country. Thanks to this initiative, the municipality of San Nicolas has trained the community leaders in disseminating the Model for the benefit of different local people, following the advice of the MUNASBAR.</p>
MAMUCA (Municipality association of the Center of Atlántico department)	<p>MAMUCA is composed of the five municipalities of the department of Atlántico. In April 2018, representatives of MAMUCA and its member municipalities visited Quimistán (one of the five pilot cities) to observe practices concerning the Model's application. As a result, a municipality offered productive assets to a household who had successfully received the training organized by the municipality association (MAMUCA).</p>
MANORPA (Municipality association of North El Paraíso department)	<p>The Integration and Regionalization Unit has facilitated the application of the Model in the member municipalities of MANORPA and the two municipalities have already introduced it. These municipalities formed the team composed of officials of different departments of the municipality.</p>



**ACTIVO Model practices presented by the mayor of Villa de San Francisco to officials of other municipalities**



**A San Matías municipal official providing training to local women on household and microbusiness accounting**

### 3.2.5 Expansion of the ACTIVO Model by SSIS (2019)

Considering the Project's progress as discussed in previous sections, SSIS initiated the ACTIVO Model's expansion from 2019, through its social agents, as one of the components of the National Strategy for the Graduation from CCT program, in the following ways.

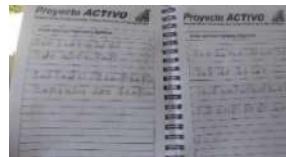
- **Training for social agents:** As of September 2018, training on the main notion of the Model and the methods for social agents to serve as instructors of the ACTIVO Model were developed. Currently most of them have already been trained.
- **Expansion of the ACTIVO Model:** As of April 2019, DPDH (of SSIS) has initiated the application of the Model in different parts of the country through its social agents who had already been trained. According to the SSIS's initiative, by January 2020, more than 3,000 households in 74 cities have participated in the Model.
- **Follow-up for social agents:** Workshops among social agents were implemented between October 2019 and January 2020 to exchange lessons learned from the application of the Model. These workshops deepened the agents' understanding of the importance of (i) collaboration with the municipality, financial institution and other social protection programs and (ii) participatory training with CCT beneficiaries. These lessons are expected to be applied continuously even after the Project period's completion.



Training for social agents in Comayagua (April 2019)



Social agents, training CCT participants on household accounting (April 2019)



CCT participant, recording expenses and income (August 2019)



Workshop for the exchange of experiences of social agents in Olancho (January 2020)

In 2019, a study was carried out to analyze the effects of the ACTIVO Model applied by SSIS's social agents, using a questionnaire survey of 40 people that includes 20 people who had already received training based on the Model and 20 more that had not yet been trained. Covariance analysis<sup>15</sup> was applied, and the results are shown in the following two tables. The application of the Model for only three months with the help of social agents has generated a very large impact in terms of strengthening financial management and increasing the variety of economic activities. The changes were proven to be statistically significant.

<sup>15</sup> It is one of the methods for analyzing the effects of the intervention, applying the regression and variance analyses in a coordinated way.

**Table 3-13 Covariance Analysis Result  
The number of activities for household financial management**

	Participants	Non Participants	Effect size	P value
Average in June 2019		2.9	0.87	0.000
Adjusted average in September 2019	8.8	2.7		
Change	5.9	-0.1		
Difference between two groups		6.01		

**Table 3-14 Covariance Analysis Result  
Number of economic activities by household**

	Participants	Non Participants	Effect size	P value
Average in June 2019		3.0	0.52	0.001
Adjusted average in September 2019	3.7	3.1		
Change	0.7	0.1		
Difference between two groups		0.63		

It can be considered that these positive results have been caused by (a) social agents' good understanding of the methodology of the Model, (b) conducting training in the timing of CCT delivery, and (c) the collaboration between social agents and other local actors, including the municipality and family guides.



**Municipality of Concepción (Ocotepeque) facilitates the application of the ACTIVO Model with SSIS's social agents. The municipality has prepared the certificate of participation in the training using its budget.**

(November 2019)

**Column:  
Collaboration with the financial institution**



**Promotional event  
For account opening**

In the Santa Rita city of the Santa Barbara department, an event was held in October 2019 to promote the opening of a financial account and the use of other financial services, inviting CCT participants and other local women. The event was organized by a private financial institution through the coordination of a social agent.

It should be mentioned that the group, composed of four women (participants of the ACTIVO Model), sold their products during this event.

Presentations on inclusive financial products and vocational training (craft) were developed at the event as well.

### 3.3 Activities and achievements in the formalization of the ACTIVO Model

The previous section presented SSIS's activities on Model expansion. Meanwhile, the following activities have been developed to promote its formalization.

#### 3.3.1 Empirical analysis

As mentioned above, the first end-line study was conducted from June to August 2017 to identify the results of the pilot activities, and the survey results have been applied to improve the activities. The second end-line study was conducted from May to July 2019, and the main survey results are reported in section 3.2.

Such studies aimed to promote the formalization of the ACTIVO Model by demonstrating its effects. The Table below summarizes the statistical methods applied for these empirical analyses. These statistical methods facilitate the systematization of the experiences associated with the Model with a view to its formalization.

**Table 3-15 Statistical methods applied in the empirical analyses of the Project**

<b>Methods applied in the first end-line study (2017)</b>	<ul style="list-style-type: none"><li>● <b>Randomized controlled trial (RCT):</b> In the pilot urban areas of the Project, the treatment and control groups were randomly assigned in advance of the pilot intervention to verify their effects. In the rural pilot areas, treatment and control groups were assigned at the community level to be able to apply cluster randomized controlled trials (CRT).</li></ul>
<b>Methods applied in the second end-line study (2019)</b>	<ul style="list-style-type: none"><li>● <b>Estimation:</b> Samples were randomly selected to allow statistical estimation. In the five target municipalities, random samples were taken from each of the original pilot household groups (ex-treatment group) and new participants (including ex control group). At the same time, using the list of CCT beneficiaries in 2018 in the five target municipalities, about 300 non-participating households were randomly selected to compare with the Model's participants. The total number of samples from the second survey was 1,444, including samples coming from cities other than the five targeted cities.</li><li>● <b>Subgroup analysis:</b> This method was applied, as the second survey does not technically allow the application of RCT.</li><li>● <b>Regression Analysis:</b> Regression analysis was applied, complementing subgroup analysis, to evaluate the effects of the Model. The method allows to observe the relevance of the effects, excluding the influence of external factors; such as 1) whether the respondent is a single mother or not, 2) proximity to the nearest financial institution, 3) support received in addition to the ACTIVO Model, and 4) influence of where households are located.</li><li>● <b>Structural equations:</b> This method was applied to analyze causal relationships. For this reason, the questionnaire was designed in a way that the answers to the main questions are not two options (yes or no) but multiple variables (alternatives).</li></ul>

### 3.3.2 Formalization of the ACTIVO Model in SSIS

The ACTIVO Model guidelines were finalized by applying feedback from the two end-line studies. The guidelines were approved by the SSIS in September 2019. The guidelines consist of (i) a summary of the Model, (ii) three steps toward graduation from extreme poverty, and (iii) methods for the implementation of the Model.

According to the guidelines, the Model is being implemented by SSIS officials as a component of the National Strategy for the Graduation from CCT program based on the following processes:

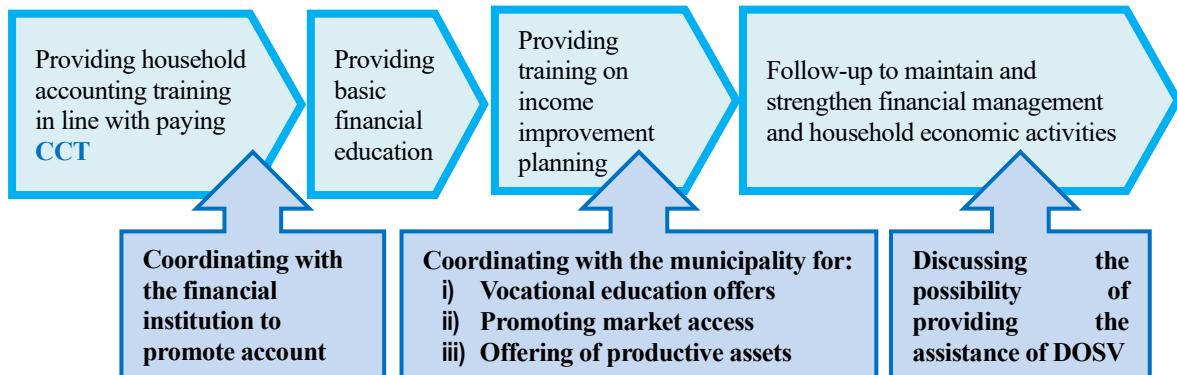


Figure 3-11 Flow of the application of the ACTIVO Model in SSIS

The guidelines show that different SSIS departments take on the following roles.

- **Human development and promotion department (DPDH):** This department (i) develops the annual plan for the ACTIVO Model's implementation, leading to the implementation of the Model in SSIS, (ii) monitors the implementation of the Model by social agents, and (iii) updates the operational components of the guidelines, providing feedback on the lessons learned.
- **Departmental coordinators:** They (i) monitor the implementation of the Model by social agents and (ii) coordinate the implementation of the quarterly meeting for the exchange of experiences related to the ACTIVO Model among social agents at the regional level.
- **Social agents:** They (i) apply the ACTIVO Model as its main facilitator, (ii) present their experiences to DPDH, and (iii) promote coordination with the municipality and financial institutions at the local level.
- **Vulnerable sector opportunity department (DOSV):** This department discusses the possibility of offering credit assistance to participating households that have initiated the implementation of the income improvement plan appropriately, in addition to having a savings culture.



A group of women graduating from the ACTIVO Model, formed by the DOSV (December 2019)

### 3.4 Financial inclusion activities and achievements

Financial inclusion is important as the ecosystem for the successful execution of the ACTIVO Model.

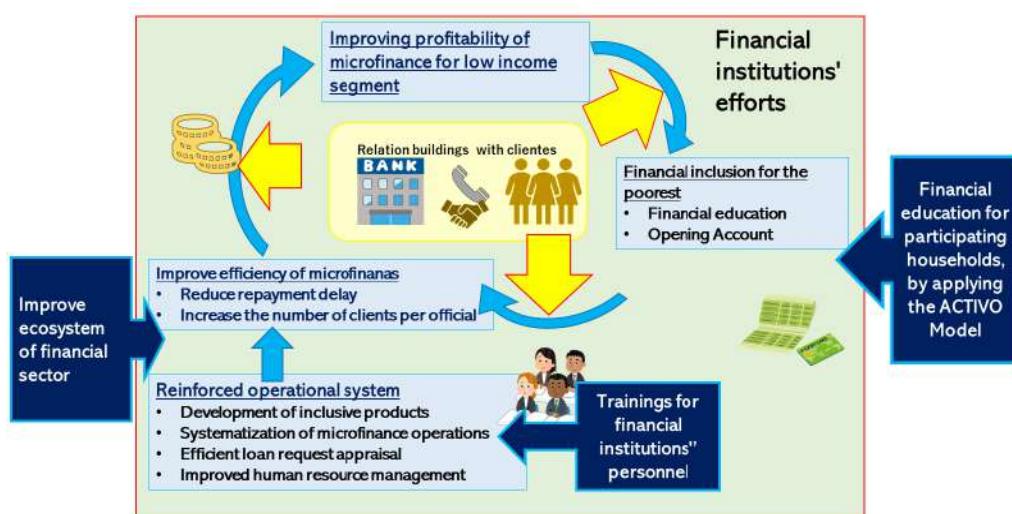
Inclusive financial products and services for facilitating the Model may include the following:

- The “Financial Account for Poor Households to Save Money” as a countermeasure for the occurrence of external threats such as natural disasters,
- Microcredits appropriate for the business of people who have graduated from extreme poverty, and
- Financial education so that the poor can use such financial products properly.

In this regard, participating financial institutions have promoted the supply of such products and services. This section presents (i) the Project methods to promote financial inclusion and (ii) the activities and achievements of participating financial entities.

#### 3.4.1. Project Methods for Financial Inclusion

The Project’s methods for promoting financial inclusion, from the viewpoint of participating financial institutions, are illustrated as follows:



**Figure 3-12 Financial inclusion promoted by the Project through financial institutions**

The Figure above is explained as follows.

- For a financial institution, targeting the poorest segment requires costs, including high operating cost to look after different smaller-scale customers, credit risk, cost to promote opening financial accounts, and others. For this reason, strengthening the profitability of the financial business is very important.
- ACTIVO Model-participating financial institutions have improved the profitability of the credit service and at the same time have approached the most vulnerable sector, facilitating the opening of financial accounts and offering basic financial education.

- ACTIVO Model-participating financial institutions have improved loan examination efficiency by applying qualitative information obtained through improved customer communications. In addition, efforts to standardize operational processes and strengthen human resources management have contributed to improving the financial institution's profitability, reducing delays in repayment from customers.
- Using the benefits that come from efficient loan businesses enable financial institutions to allocate more resources to non-financial services (e.g., social activities for the poor and young people) and promotion related to the opening of financial accounts.
- Closer social relationships with customers are important in improving the efficiency of loan examination, credit recovery, search for new customers, and others.
- In the Figure above, the dark blue arrows correspond to the activities developed directly from the Project. The ACTIVO Project has collaborated with the public sector in a coordinated manner: (i) to improve the financial environment, (ii) strengthen the capacity of financial institutions, and (iii) train poor households in their financial management.
- As shown in Table, four international courses were held in Paraguay and/or El Salvador. Private financial institutions, as well as public entities for financial supervision, and SSIS participated in these courses. The courses have contributed to promoting financial inclusion in Honduras.



**Financial education based on the ACTIVO Model for the young, local generation**

**Table 3-16 Summary of International courses developed from the ACTIVO Project**

<b>First course</b> June 2016	 <b>Observing the communal banking system in El Salvador</b>	<ul style="list-style-type: none"> <li>➢ Seven government officials and 11 private financial sector officials participated.</li> <li>➢ The participants discussed financial inclusion in El Salvador and Paraguay.</li> </ul>
<b>Second course</b> October 2017	 <b>Discourse of the cooperative system in Paraguay</b>	<ul style="list-style-type: none"> <li>➢ Three government officials and nine private financial sector officials participated.</li> <li>➢ The participants analyzed the system of credit unions and financial products in Paraguay.</li> </ul>
<b>Third course</b> October 2018	 <b>Watching mobile financial services in Paraguay</b>	<ul style="list-style-type: none"> <li>➢ Four government officials and 10 people from the private financial sector participated.</li> <li>➢ The participants discussed social and financial inclusion policies, mobile financial services (MFS), and others in Paraguay.</li> </ul>
<b>Fourth course</b> March 2020	 <b>Visit to the Central Bank of Paraguay</b>	<ul style="list-style-type: none"> <li>➢ Seven government officials and five people from the private financial sector participated.</li> <li>➢ The participants discussed Paraguay's social and financial inclusion policies, mobile financial services (MFS), the credit union system, and others.</li> </ul>

### 3.4.2. Activities of ACTIVO Model-participating financial institutions

The financial institutions participating in the ACTIVO Model, receiving technical assistance from the Project, have developed inclusive financial products, thereby promoting account opening and offering financial education to the poor, as presented in the Table below.

**Table 3-17 Major Achievements of the financial institutions**

<b>Bank</b>	Banrural <i>Rural Development Bank</i>	With technical assistance from the Project, Banrural has strengthened the opening of accounts and the promotion of microcredits as follows: <ul style="list-style-type: none"><li>● Increased accounts for women (approximately 30,000 people as of the end of 2019),</li><li>● Increased microcredit customers (approximately 38,000 people as of the end of 2018), and</li><li>● Developed a new scheme: "Women's Banking" (<i>Banca Mujer</i> in Spanish)</li></ul>
	<i>Occidente</i> Bank	A branch office in Las Vegas has promoted account opening and financial education for extremely poor households, applying the ACTIVO Model.
	<i>Popular</i> Bank	The bank has developed a financial product aligned with mobile financial services and consistent with the component of the international course organized by the ACTIVO Project.
<b>Coop.</b>	FACACH	By receiving technical assistance from the Project, FACACH has achieved the following. <ul style="list-style-type: none"><li>● <b>Microfinance systematization:</b> Processes and documents for customer management, credit applications, repayment schedule management, and others have been systematized and standardized. As of the end of 2019, eight affiliated credit unions have introduced this system, and microcredits have been granted based on this system to 12,000 people through the Nueva Vida Credit Union and Rio Grande Credit Union.</li><li>● <b>Development of the new entrepreneurship program with the participation of 33 affiliated credit unions:</b> As of the end of 2019, 321 people have received training on entrepreneurship, 43 have successfully developed their business plan, and 18 have received credit. It should be noted that two-thirds of the participants of this program are women.</li><li>● <b>Financial education:</b> Financial education based on the ACTIVO Model has been provided to more than 13,000 people through the Rio Grande and San Marqueña Credit Unions.</li></ul>
	Elga Credit Union	Through the implementation of the ACTIVO Model, the credit union has introduced microcredits.
	San Marqueña Credit Union	Applying the ACTIVO Model, San Marqueña credit union has achieved (i) the improvement of microfinance through the FACACH system, (ii) financial education granted to 7,940 members and 1,516 young people, (iii) improvement in financial management (the percentage of repayment delay have been reduced by less than half from 2017 to 2019), and (iv) the development of new inclusive financial product (student credit).
	Talanga Credit Union	With the application of the ACTIVO Model, the credit union has achieved the following. <ul style="list-style-type: none"><li>● Expansion and improvement of management: Credit balance has doubled between 2016 and 2019; the percentage of repayment delay has been halved; and partner deposits have increased 1.7 times.</li><li>● Launch of the microcredit program for micro-entrepreneurs: Microcredits of Lps. 10,000 have been awarded to 75 people in 2018 and 2019, where the repayment delay has been almost zero.</li><li>● Financial education has been provided between 2018 and 2019 to 200 young people, 20 migrants, 90 CCT beneficiaries, and 40 local taxi drivers.</li></ul>



HDI officials providing financial education



Meeting for the development of new financial products with FACACH

It is important to mention that both inclusive financial product development and financial education are important for including more people in financial services.

In addition to the financial institutions mentioned above, other financial institutions have contributed to the progress of the Project, as noted below.

- CREDISOL has strengthened the network of correspondent agents to facilitate people's access to the service.
- Sagrada Familia Credit Union and IDH in Quimistán have developed financial education in a coordinated manner with the Project's team.

### 3.4.3 Promoting financial inclusion at the macro level

The Project has promoted financial inclusion both at the micro level (e.g., financial education, inclusive product offering, etc.) as well as at the macro level (collaboration with CNBS and CONSUCOOP), as explained below.

- CNBS is promoting the National Financial Inclusion Strategy in a coherent manner from the international course organized by the Project, and the Project has participated in the national financial education week organized by CNBS.
- The CONSUCOOP official stated that there were no microcredits for the micro business in the credit union sector in 2015, but in 2019 this represents 3% of all credits of the sector. CONSUCOOP circulated an official letter to credit unions to inform them that the sector can provide informal businesses with microcredits.
- CEPROBAN has incorporated a credit union into the money transfer system of the banking sector, consistent with the plan elaborated at the international course organized by the Project, and this will promote financial inclusion in the future.



Course in the annual week of financial education

### 3.5 Achievements with reference to the project's logical frame

The Project design was confirmed by both the Honduran and Japanese people involved in the Project, according to the logical frame (Project Design Matrix; PDM). The indicators of PDM have been successfully fulfilled, considering the discussions developed at the meeting of the Joint Coordination Committee (JCC) held in December 2019:

**Table 3-18 Achievements with reference to the Project's logical frame**

Project summary	Objectively Verifiable Indicators	Achievements as of January 2020
<b>Global Goal</b>  The model established for promoting life improvement and livelihood enhancement of CCT beneficiary households is institutionalized for nationwide delivery.	i) The established model is enacted as a law or ordinance.  ii) A budget to implement the established model is secured by SSIS/PRAF, the municipality, and Inter-municipal Council.	<ul style="list-style-type: none"> <li>● The ACTIVO Model has already been applied as part of the national strategy for graduating from the CCT program.</li> <li>● The five target municipalities already allocate some budget to apply the ACTIVO Model.</li> </ul>
<b>Specific Project Objective</b>  The model is established to promote life improvement and livelihood enhancement for CCT beneficiary households.	i) At least 500 CCT beneficiary households in the targeted municipalities start the project activities for life improvement and livelihood enhancement.  ii) Guideline in Output 4 is approved by SSIS.	<ul style="list-style-type: none"> <li>● It is estimated that 2,000 households have already started activities to improve income.</li> <li>● Guidelines have already been authorized by SSIS.</li> </ul>
<b>Goals</b>  1. The capacity to manage family budget is enhanced for CCT beneficiary households in targeted municipalities.	1-1. At least 2,000 CCT beneficiary households in targeted municipalities participate in family budget management training.  1-2. At least 1,000 CCT beneficiary households in targeted municipalities manage family budget by keeping household accounts.	<ul style="list-style-type: none"> <li>● In the five target municipalities of the Project more than 4,000 households have participated in accounting training.</li> <li>● Among them, it is estimated that approximately 2,500 households have strengthened their financial management.</li> </ul>
2. The access to financial services is improved for CCT beneficiary households in targeted municipalities.	2-1. At least 2,000 CCT beneficiary households in the targeted municipalities take financial education.  2-2. Examples and number of cases implemented by financial institutions and others provide financial service for CCT beneficiary households.  2-3. At least 1,000 CCT beneficiary households in targeted municipalities open a bank account and start saving money.	<ul style="list-style-type: none"> <li>● In the five municipalities approximately 4,000 households have participated in financial education.</li> <li>● Among them, it is estimated that 1,400 households are saving in their financial accounts.</li> <li>● Participating financial institutions have already developed 12 inclusive financial products.</li> </ul>
3. CCT beneficiary households in targeted municipalities acquire skills necessary for life improvement and livelihood enhancement.	3-1. At least 2,000 CCT beneficiary households in the targeted municipalities participate in the training for life improvement and livelihood enhancement.  3-2. At least 500 CCT beneficiary households in the targeted municipalities formulate activity plans for life improvement and livelihood enhancement, including their business plan.	<ul style="list-style-type: none"> <li>● In the five target municipalities approximately 4,000 households have participated in training to raise their level of subsistence.</li> <li>● Among them, it is estimated that 2,300 households have developed plans for improvement.</li> </ul>
4. By summarizing outputs 1 to 3, guidelines are prepared to promote life improvement and livelihood enhancement for CCT beneficiary households.	4. Guidelines for organizations to promote life improvement and livelihood enhancement for CCT beneficiary households are developed.	<ul style="list-style-type: none"> <li>● Guidelines have already been developed and approved by the SSIS.</li> </ul>

### 3.6 Future prospects and issues

On March 4, 2020, an event was held in Tegucigalpa, for the purpose of informing the Project's achievements and exchanging the observations on future prospects and issues.

In this event, the local organization reinforcement unit director of SSIS presented that the ACTIVO Model has been already applied in 74 cities<sup>16</sup> and will be promoted ever after the Project period completion. Representing the financial sector, FACACH's managers presented the followings:

- Eight credit unions have already introduced the microfinance and new six unions will introduce them in 2020.
- FACACH have launched the entrepreneurship microcredit program and the federation will make continuous efforts to promote entrepreneurship of the poor.

The following Table presents the future prospects and issues to be tackled.

**Table 3-19 Future prospects and issues to be tackled**

	<b>Future prospects</b>	<b>Issues to be tackled</b>
ACTIVO Model	<ul style="list-style-type: none"> <li>● The local organization reinforcement unit of SSIS intends to apply ACTIVO Model in 3,000 households in 2020. The unit have already applied in 1,000 households in the first quarter of the year.</li> <li>● The municipalities of Quimistán, San Rafael and Villa de San Francisco have invested their own budget for asset transfer to the participants. It is expected that theses municipalities could apply the Model in a continuous manner.</li> </ul>	<ul style="list-style-type: none"> <li>● The ACTIVO Model forms as a part of the National Strategy for the Graduation from CCT program, but the Model has not been legislated. The legislation on implementing the Model shall be needed, so that different public entities can apply the Model in a continuous way.</li> <li>● The Municipality of Villa de San Francisco is elaborating the municipal development plan in a way that the ACTIVO Model has an important role in this. It is expected that the other municipalities prepare the plan in similar ways so that the Model could be applied continuously.</li> </ul>
Financial inclusion	<ul style="list-style-type: none"> <li>● It is expected that account holders and microcredit beneficiaries to develop the microbusiness be increased, thanks to the ACTIVO Model-participating financial organizations. In 2020 Chorotega credit union is starting to apply the Model, and it can be expected that tens of thousands of people benefit from the financial inclusion promoted by the ACTIVO Model.</li> </ul>	<ul style="list-style-type: none"> <li>● In the case of credit unions, the requirements for setting correspondent agents are strict, and therefore, the possibility of reducing the requirements should be analyzed.</li> <li>● Financial education for CCT beneficiaries should be reinforced, to promote the financial inclusion through CCT program.</li> </ul>

<sup>16</sup> In total, ACTIVO model has been applied in 88 cities, including 74 cities facilitated by SSIS, 5 targeted cities of the Project and 9 cities where the Model has been applied by the other organizations.

## Chapter 4. Lessons learned from the Project

The Project has addressed some important issues such as (i) systematization and dissemination of the ACTIVO Model (Honduran version of the Graduation Model), (ii) econometric analysis to identify the impacts of the Model, (iii) empowerment of women, and (iv) promotion of financial inclusion. This Chapter presents the lessons learned in the abovementioned areas.

### 4.1 Lessons from the ACTIVO Model

Lessons learned from the application of the ACTIVO Model, the Honduran version of the Graduation Model, as a part of the National Strategy for the Graduation from CCT program, are discussed as follows.

- **Importance of the dissemination of the Model at the national level:** While the Project aims to create a Model, it is difficult to obtain the necessary knowledge for its expansion at the national level without any experience. Therefore, the SSIS's decision on the start of expansion contributed to the timely gaining of knowledge necessary for sustainable application.
- **Importance of the implementation system at the municipal level:** The Project activities were coordinated at three territorial levels: departmental (or community), municipal, and community. Among these levels, coordination at the municipal level is critical to the success of the Model's implementation because it facilitates synergy with other programs whose financial and human resources are allocated by municipality.
- **Three steps of the Model toward graduation of extreme poverty:** The ACTIVO Model promotes three steps toward the graduation from extreme poverty of participating households; (i) introduction of household accounting, (ii) use of financial products, and (iii) improvement of household income. These three steps have generated important changes, taking into account the following graph that is elaborated by structural equations.<sup>17</sup>

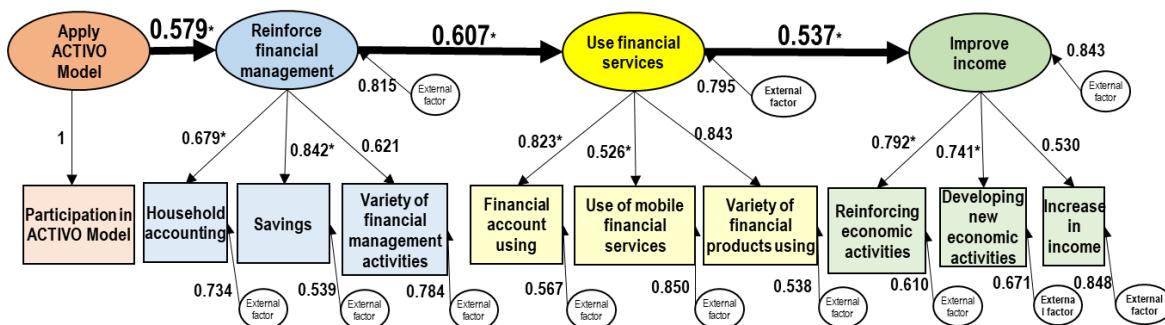


Figure 4-1 Diagram of relationships among the steps of the Model

<sup>17</sup> Structural equations can express relationships between factors. The Figure is based on 1423 samples.

The conformability indices are appropriate;<sup>18</sup> which indicates that the model above is a good approximation of reality.

The Figure shows the strong and significant correlation among the application of the ACTIVO Model, household accounting, the use of financial services, and income improvement. Combining these three steps can reduce the vulnerability of extremely poor households. Taking into account the income instability of such households, the holding of savings through the introduction of accounting is an essential measure for graduating from extreme poverty. It is important that household accounting training be implemented in a timely manner with CCT delivery to generate synergy.

## **4.2 Lessons on impact assessment methodology**

### **4.2.1 Lessons on randomized controlled trial (RCT)**

The Project applied a randomized controlled trial (RCT) to verify the effects generated in the pilot period between April 2016 and May 2017 (the first end-line survey).

RCT was able to demonstrate objectively the effects of intervention in strengthening household accounting, use of financial service, and improving livelihoods in the rural areas. On the other hand, this revealed that changes in the livelihood of participating households in urban areas were not sufficient during that pilot period. These results imply that strengthening household financial management might not have sufficiently contributed to livelihood improvement in urban areas. The participants' livelihood and income have been improved through reinforcing the support for market access, by taking into consideration the implication generated by RCT, after the pilot period.

Thus, it can be said that RCT is useful not only for impact assessment but also for getting implications to improve the Project activities, when the following measures are undertaken.

- It is important to consider the theory of change when designing the RCT. The causal relationship of the effects such as “strengthening household accounting → use of financial products (especially using financial account) → improving livelihoods” should be analyzed before designing the study based on RCT.
- It is also important to conduct a qualitative survey, such as listening to the opinions of those who have worked for the Project activities, regarding the effects identified by the RCT (and factors that have not revealed by the RCT). Conducting such a qualitative survey can be helpful for identifying important measures to improve the Project activities, complementing the RCT.

---

<sup>18</sup> GFI 0.945, AGFI 0.906, and RMSEA 0.095

#### **4.2.2 Technical topics on different impact assessment methods**

The Project has applied (i) randomized controlled trial (RCT) and (ii) regression analysis for impact assessment of the ACTIVO Model. These two methods have the following advantages and disadvantages.

**Table 4-1 Advantages and disadvantages of impact assessment methods**

	<b>Advantages</b>	<b>Disadvantages</b>
Randomized controlled trial (RCT)	<ul style="list-style-type: none"> <li>● The evidence is high, and the results are easy to explain.</li> <li>● The results of the evaluation are easy to understand, especially when presented graphically.</li> </ul>	<ul style="list-style-type: none"> <li>● The treatment and control groups should have been assigned before intervention. This may limit the intervention's flexibility.</li> <li>● Random assignments can eliminate highly motivated people from the treatment group.</li> <li>● It is difficult to prevent the intervention of other programs in the control group.</li> </ul>
Regression analysis	<ul style="list-style-type: none"> <li>● The flexibility of the application is high.</li> </ul>	<ul style="list-style-type: none"> <li>● Evidence is minor in the case of a randomized, controlled trial.</li> <li>● It is necessary to consider covariates (factors that can affect the results).</li> </ul>

Although RCT has several important advantages, it has the disadvantage of flexibility in its application. Meanwhile, regression analysis has the advantage of flexibility; however, the evidence is less than that of RCT.

Thus, it is proposed (i) to minimize preparatory time for the random allocation of treatment and control groups to mitigate the disadvantages of RCT or (ii) to apply covariance analysis (ANCOVA).

#### **4.2.3 Technical suggestions for future evaluation study**

Taking into account the possibility of developing an evaluation study some years after the Project's completion, some technical suggestions are presented below.

- 1) Review the situation of and changes in the households that have participated in the ACTIVO Model before the closure of the Project:** The database created in the second end-line study carried out in 2019 covers 983 households who had participated in the ACTIVO Model in the five targeted municipalities. It is recommended to observe the situations of a few hundred samples to be selected randomly from the database in each municipality.
- 2) Analyze the households that will participate in the ACTIVO Model after the end of the Project with the assistance of the municipality, SSIS, or other entities.** It is recommended that a questionnaire shown below be applied to both participating and non-participating households after the end of the Project. Then, a covariance analysis can be applied to (i) observe if there is a significant difference between the two groups and (ii) calculate the effect size. Although a

covariance analysis can be applied even though the economic and social characteristics of the two groups to be compared are different, it is desirable that these groups be similar (e.g., both groups are beneficiaries of the CCT program).

**Table 4-2 Survey example to be applied two years after the end of the Project**

<b>Household financial management</b>	<ul style="list-style-type: none"> <li>● Were the following measures taken two years ago (at the end of the Project)? Are these measures in household management currently taken (at the time of the survey): set savings targets, have a financial account, classify necessary and unnecessary expenses, reduce unnecessary household expenses, improve efficiency of necessary household expenses, balance expenses and income, use saving in case of emergency?</li> </ul>
<b>Use of financial service</b>	<ul style="list-style-type: none"> <li>● Were the following forms of savings implemented two years ago? Are they being applied now: savings account, savings at home, domestic animal, grain, housing materials, and others?</li> <li>● Compare frequency of use (deposits and withdrawals) of the account two years ago and today.</li> <li>● Compare account balance in the account two years ago and today.</li> <li>● Does the household use the following financial services and products today? Did you use these two years ago: domestic remittances, international remittances, saving account, consumer loans, microbusiness loans, insurance, and mobile financial services?</li> </ul>
<b>Income improvement</b>	<ul style="list-style-type: none"> <li>● Compare the number of sources of livelihoods two years ago and today (number of types of micro-enterprises, employment, agriculture, livestock, etc.).</li> <li>● Compare total annual household income two years ago and today.</li> </ul>

### 4.3 Lessons on women's empowerment

Most CCT beneficiaries are women, so there are certain lessons learned from the Project activities on women's empowerment, as noted below.

#### (1) Empowerment through social relations and activities

Taking into account the observations presented by social agents and municipal officials, social relations and activities can contribute to women's empowerment, as presented below.

- (a) While the ACTIVO Model has worked directly with CCT recipients who are mostly women, it has intended to generate changes of the household. In this sense, not only the women but also their husbands were encouraged to attend to training on financial management and income improvement planning. As a result, some households have started to manage their financial resources in a more coordinated manner between the husbands and wives. (According to the end-

line survey implemented in 2017, the proportion of households in which women participate in decision making on household financial management was significantly higher in pilot households than in non-pilot households.)

- (b) In some parts of the country such as San Rafael, the culture of “*machismo*” is still very strong. For example, almost 40% of the 205 women, who live in San Rafael and answered the questionnaire in 2019, said that they cannot leave the house without the permission of the father or husband. The invitation to training can justify leaving the house. The officials of the municipality consider that the exchange of opinions among women may contribute to women’s empowerment. (The officials think that having financial account and leaving the house for market activities can contribute to women’s empowerment as well.)



**Training on income improvement planning  
(Exchange of opinions can contribute to the empowerment.)**



**Males participating in the training together with women (Participation of both genders in the training promotes mutual collaboration between wife and husband in the household’s financial management.)**

- (c) SSIS’s social agents, who have applied the ACTIVO Model, consider also that exchanging opinions among the participants of the training can contribute to the empowerment of women. Therefore, they are more likely to use their handmade educational materials which are appropriate to promote participative discussions, rather than applying audiovisual material. The participants can be empowered by presenting their ideas with other participants on benefits of the financial account, possible business plan to be implemented, and so forth.



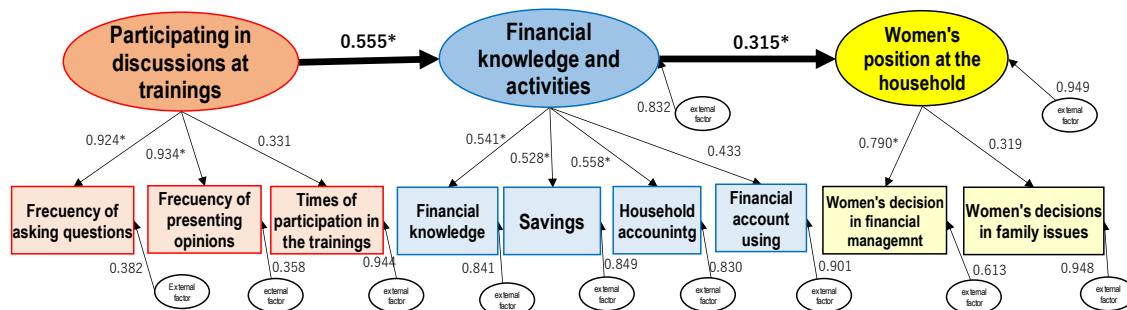
**Participative discussions promoted by SSIS’s social agents**

(d) Women's empowerment through self-esteem is promoted by practicing what they learned and accumulating successful experiences. Examples of participating women in the cities of Tegucigalpa and San Rafael shown in the Section 3.2.3 can imply this. A woman living in Las Vegas mentioned in the same Section teaches her skills to the others, and this can promote self-esteem as well.

Considering the points (b), (c), and (d) mentioned above, women's empowerment can be promoted through participating in discussions where they express their opinions and practicing what they have learned from the trainings.

Regarding this implication, structural equations based on 607 samples from the first end-line study conducted in 2017 indicate the following.

- There is a strong positive correlation between the factors "participation in training discussions" and "financial knowledge and management" (0.555 standardized coefficient). Therefore, it is considered that the exchange of observations among women during training strengthens the financial management of the household.
- There is a positive correlation, even though it is not large, between the factors "financial knowledge and management" and "women's position at home" (0.315 coefficient). Participation in training is likely to improve household financial management skills, and these can have a positive effect on improving women's position in the household.



**Figure 4-2 Diagram of relationships among factors<sup>19</sup>**

## (2) Importance of market access and inclusive business

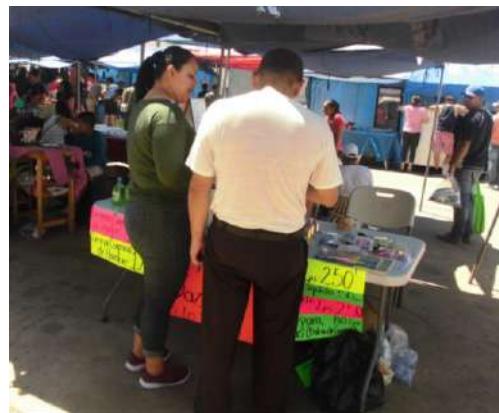
The Project emphasizes the importance of market activities of the women. It is considered that the women's empowerment can be promoted by (i) having cash income and (ii) constructing social and commercial network through market activities.

<sup>19</sup> This model is appropriate, as GFI is 0.948, AGFI is 0.906, and RMSEA is 0.087.

According to the logistic regression analysis<sup>20</sup> (see Table below), market access assistance can significantly impact the achievement of the Project's goals. The following Table includes the impact results of each of the different types of assistance to achieve the five conditions: (i) register household expenses and income, (ii) save money, (iii) open a financial account, maintain or increase account balance, (iv) develop new economic activity or strengthen existing economic activities, and (v) maintain or increase annual household income.

**Table 4-3 Logistic Regression Analysis Results**

	Odds ratio	P Value
Assistance for market access	6.10	0.000
Training on household accounting	3.59	0.005
Financial education	3.15	0.000
Asset transfer for productive activities	2.13	0.000
Coaching	2.01	0.000
Training on business planning	1.23	0.195
Vocational trainings	1.22	0.315
Assistance for basic consumption	1.21	0.311



**ACTIVO Model-participating woman conducting a business conversation with potential clients (retail shop owners) in the fair**

Regarding the picture presented above, a participant who generates her income mainly from the sale of two products: disinfectants and perfumes, sells her products at the fair organized by the local government. She has the advantage of using her motorcycle to deliver products and to purchase raw materials. She bought this motorcycle using her savings. This means of transport has facilitated market access and contributed to the expansion of her social and economic network, resulting in her empowerment.

It is important to apply the concept of "inclusive business." Specifically, businesses should be developed so that poor women can be incorporated into the value chain. This in turn empowers women as consumers, producers, and sellers.

The Table below presents some inclusive business cases developed by applying the ACTIVO Model.

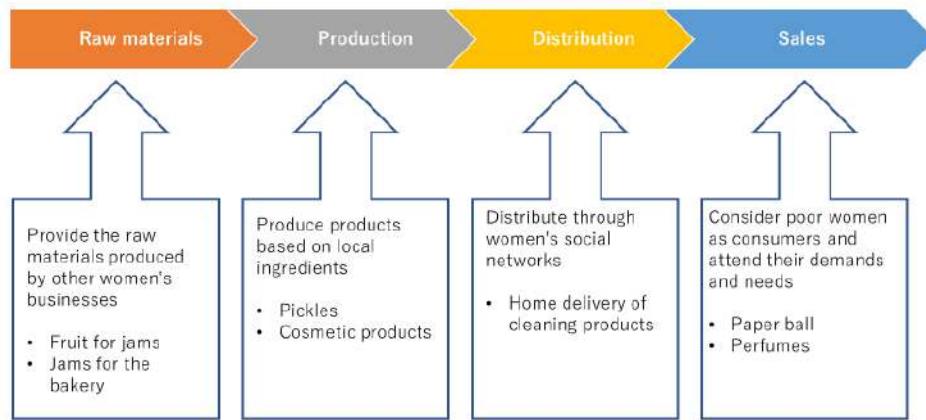
<sup>20</sup> Logistic regression analysis method is used when the explanatory variables are binary.

**Table 4-4 Inclusive business cases developed on the basis of the ACTIVO Model**

 <p><b>Network of women entrepreneurs in urban areas</b></p>	<p>Some of the women already have substantial experience in operating a business. Strengthening the network among those with successful experiences and the new entrants in business through activities in urban market is important. For example, in <i>Séptima Avenida</i> market in central Tegucigalpa, women entrepreneurs are united to strengthen the business network among themselves with the view of diversifying the products for sale.</p>
 <p><b>Disinfectant</b></p>	<p>Poor households can turn the demands from the same segment into their own business opportunities. For example, the sales of cleaning liquid can be promoted as a viable business in Tegucigalpa. It contributes to: (i) improving sanitation in poor households, (ii) facilitating recycling of plastic bottles, and (iii) generating income.</p>
 <p><b>Piñatas</b></p>	<p>In some areas, gaps in demand and supply are found. For example, there is always demand for piñatas in any part of Honduras. However, piñatas are not produced locally in some areas, and residents purchase from outside vendors. Women in these areas can consider making and selling piñatas as their business.</p>
 <p><b>Access to market</b></p>	<p>The municipality governments and other actors can support the participating households to gain access to markets (places to sell their products/services). For example, Las Vegas City, Santa Bárbara, invites women business operators to sell their products in the municipality market. They also facilitate the negotiation with local supermarkets to purchase (procure) merchandise from local women entrepreneurs.</p>
 <p><b>Local event</b></p>	<p>Cultural and sport events, such as cultural fairs or local football championship are held in all areas in the country. Microbusinesses that are developed by the participating households can make use of these events to boost the sales of their products.</p>

Another important guiding point is to consider the relationships with different segments throughout the value chains of different sectors. Poor women have contact in the value chain as consumers or as members of social networks. Technical assistance can be provided to transform such linkages into

economic relationships and to visualize how information and commercial channels can lead to the creation of inclusive businesses.



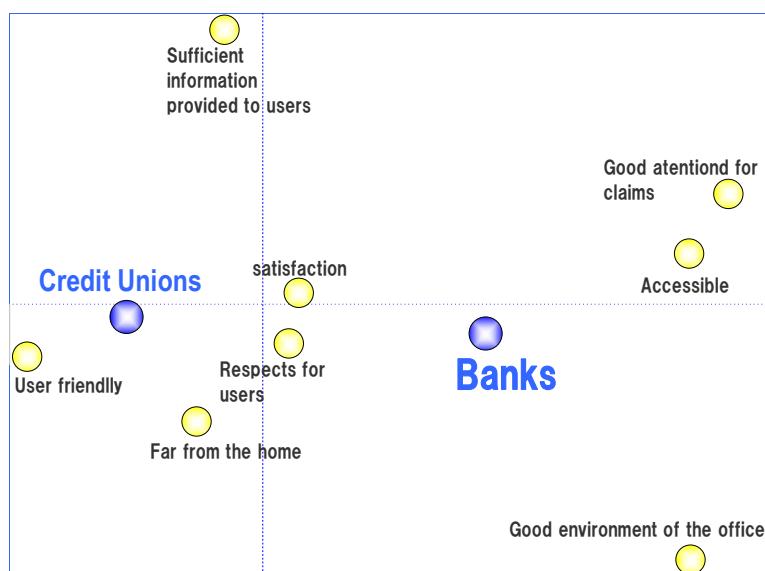
**Figure 4-3 Value chain for inclusive businesses**

#### 4.4 Lessons on financial inclusion

The Project has promoted financial inclusion as part of the ACTIVO Model ecosystem through the development of financial products appropriate to the poor, training to strengthen the financial management of the household, and others. This section presents lessons on financial inclusion.

##### (1) Financial inclusion appropriate to the reality of the country

As presented before, the presence of credit unions is high in Honduras; thus, it is important to promote financial inclusion based on the characteristics of credit unions. The following Figure illustrates this point.



**Figure 4-4 Positioning map on the types of financial institutions**

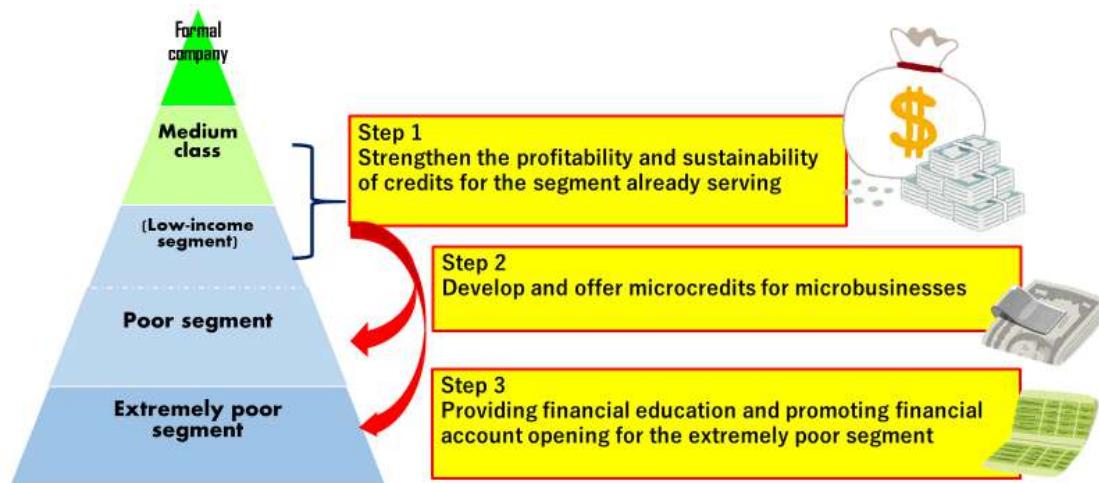
The Figure above is based on the 331 pilot households' responses to the questionnaire in 2016, applying correspondence analysis.<sup>21</sup> This Figure presets the relevant opinions close to each type of financial institution. This Figure indicates that credit unions are considered favorable in customer relations.

According to these survey results, credit unions have a strong affinity with *relationship banking* (financial service involving community and interpersonal relationships). It is important to point out that these social characteristics should be considered to promote financial inclusion.

## (2) Importance of building an inclusive finance model

To promote financial inclusion, it is important that financial institutions create an inclusive financial model based on the notion of the base of pyramid. While the ACTIVO Model intends to reduce poverty, it is not easy for financial institutions to develop their business model for the poor in a profitable and sustainable way. Therefore, the following steps can be taken.

- Ensure solid profits on loans for established segments (middle- and low-income segments).
- Using such a gain, (i) provide financial education promoting the opening of a deposit account, and (ii) develop and sell microcredits to a more vulnerable sector.
- These ideas are summarized in the following Figure 4-5. While the Project aims for financial inclusion of the extremely poor household segment, it is important that the financial institutions attend to wider segments to reinforce their business so that they have a budget to invest in social activities.



**Figure 4-5 An inclusive finance business model**

<sup>21</sup> This is one of the methodologies of multi-variable analysis.

#### 4.5 Conclusions

The Project promotes financial inclusion to reduce poverty. Based on the Project's experiences, it is important to (i) improve access to financial services and (ii) develop the capacities of poor households. Thus, the needs of both the supply and demand sides should be strengthened in a coherent manner.

In the ACTIVO Model, it is necessary to strengthen the financial management of participating households before promoting their use of financial products and services. The culture of saving money and the ability to estimate future income and expenses will enable efficient use of both deposits and credits.

Considering participating households' practices, the development of household financial management capacity can also strengthen their microbusiness accounting skills.

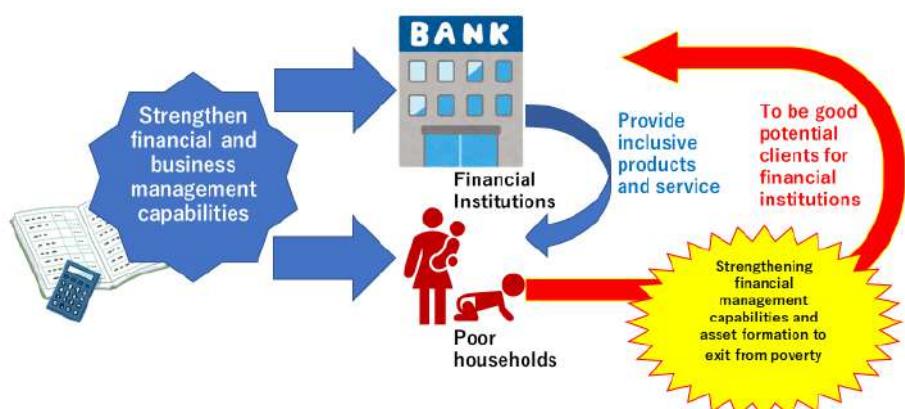
The contribution of financial institutions is important for the poor's training in financial management. Capacity-building of the poor also helps financial institutions develop potential clients in the future.

With the technical support of the Project, FACACH launched a special loan program for low-income entrepreneurs in 2019 that develops the capacity of the poor as micro-entrepreneurs before offering the loans. The program's training contents include (1) business vision, (2) marketing, (3) administrative accounting, (4) financial planning, and (5) business planning.

For financial institutions to be able to provide these "non-financial" services in a sustainable manner, it is important to make stable profits. In this regard, the Project promoted the social, economic and financial activities of participating financial institutions in a harmonized manner.

As shown in the Figure below, this Project has provided technical assistance to strengthen the financial management capacities of both the poor and the financial institutions.

These experiences and lessons learned could be used in other projects.



**Figure 4-6 Sustainable continuous improvement system with financial inclusion**

(END)



# **Annex**

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**Annex 1. ACTIVO Model Guidelines (Guidelines to Promote Income Improvement)**

*The Guidelines were originally elaborated in Spanish language, and this document is the translation in English.*

# Implementation Guideline ACTIVO Model

Towards the reduction of extreme poverty



# ACTIVO MODEL

**“Ahorro, Cuenta financiera, Trabajo e Ingreso para la Vida Optimizada”**

**“Saving, financial account, work and income for better life”**

**September 2019**

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## Introduction

The Ministry of Development and Social Inclusion through its Vice Ministry of Social Integration (SSIS: la Sub-Secretaría de Integración Social) has executed the Project on Life Improvement and Livelihood Enhancement of Conditional Cash Transfer (CCT) Beneficiaries through Financial Inclusion, with support of Japan International Cooperation Agency (JICA).

The Project developed the ACTIVO Model, which constitutes part of the National Strategy for the Graduation from CCT program of the SSIS and contributes to breaking the cycle of intergenerational poverty.

This Guideline has been elaborated to promote the use of the ACTIVO Model in pursuit of supporting the beneficiary households of the CCT Program with their efforts to improve the quality of their lives.

It is my pleasure to present this Guideline as our guiding reference and to promote application of the ACTIVO Model in different parts of Honduras.

Vice Minister, Vice-Ministry of Social Integration (SSIS)

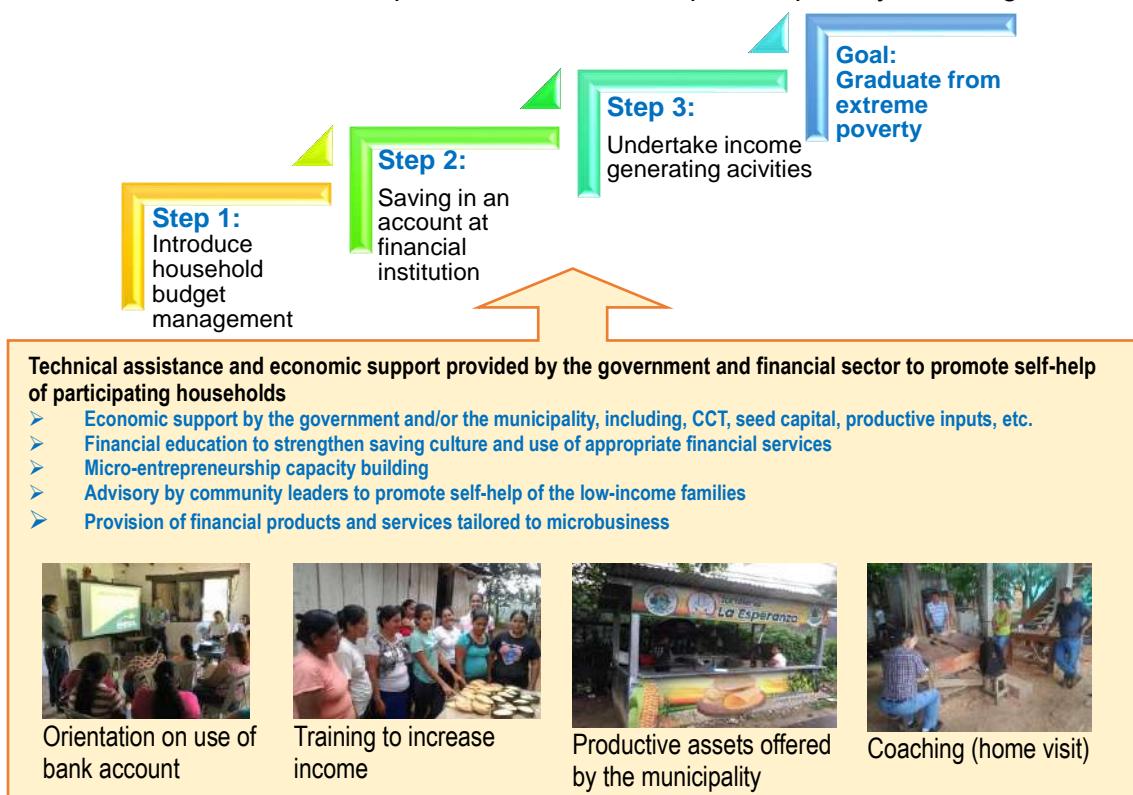
(1)

# Chapter 1. General Vision of the ACTIVO Model

This chapter presents general framework of the ACTIVO Model.

## 1.1 Brief description of the Model

The name “ACTIVO Model” embodies the slogan of the model, “ACTIVO: **Ahorro, Cuenta financiera, Trabajo e Ingreso para la Vida Optimizada** (Saving, Financial Account, Work, and income for better life)”. The ACTIVO Model promotes self-help of the participating households through provision of technical assistance as well as of financial support by public and financial sectors, facilitating the reduction of extreme poverty. This intervention model allows the poor households to step out of poverty, following the three



steps described below.

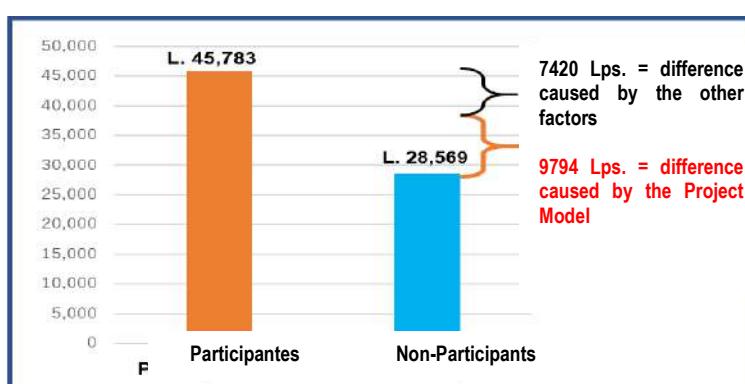
**Chart 1. ACTIVO Model for extreme poverty reduction**

The ACTIVO Model puts emphasis on the importance of “saving”, given that the saved money can help the households manage and mitigate risks, and thus reduce their vulnerability against unexpected events. In addition, the poor households can invest the saved money in initiating new income generating activities or improving their existing businesses. As such, saving is the primordial part of the steps for the poor households to move out of extreme poverty.

## 1.2 Expected Impacts

The ACTIVO Model advocates saving culture and appropriate investment of saved money, pursuing sustainable income generation. This section presents some evidence generated through statistical analysis of the effects of the ACTIVO Model. The household survey was carried out from June to July 2019, with sample of 1444 households in the Project implementation area. Most of them are beneficiaries of the CCT Program.

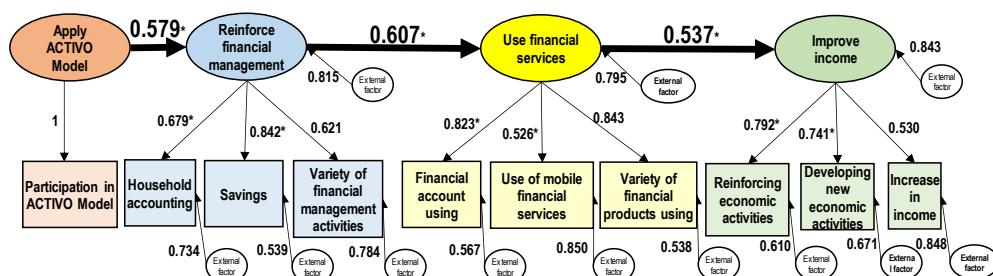
The Chart 2 shows the comparison of the annual household income of the participants and non-participants of the ACTIVO Model. Those households who participated in the ACTIVO Project had the average income of 45,783 Lempiras, that was 17,214 Lempiras superior to that of the non-participating households. The regression analysis implies that the difference of 9,794 Lempiras can be explained by the intervention of ACTIVO Model.



**Chart 2. Average annual household income of the treatment and control groups**

As shown in the Chart 3, the financial resource management and economic activities of the households are likely to cause positive effects. The results of the analysis reinforce the importance of strengthening the household financial management, including the saving practices as the initial step.

These outcomes show that the ACTIVO Model is an effective instrument to promote poverty reduction.



**Chart 3. Covariance Analysis of the ACTIVO Model**

### 1.3 Immediate Effects of ACTIVO Model

The previous section presents the effects generated by the application of ACTIVO Model a few years after implementation in the five pilot municipalities. This section refers to short-term effects that the ACTIVO Model can generate at household level.

In April 2019, the SSIS's social agents started implementing the ACTIVO Model in different municipalities of the country, and their activities have already showing positive impacts. The Table 1 and Table 2 present the results of covariate analysis based on the 40 sample households in Valle and Comayagua Departments. There is a significant difference in terms of the household financial management practices (Table 1) as well as of the diversification of income generating activities (Table 2).

**Table 1. Results of the covariance analysis of the number of households practicing financial management**

	Participants	Non Participants	Effect size	P value
Average in June 2019		2.9	0.87	0.000
Adjusted average in September 2019	8.8	2.7		
Change	5.9	-0.1		
Difference between two groups		6.01		

**Table 2. Results of the covariance analysis of the number of households practicing economic activities**

	Participants	Non Participants	Effect size	P value
Average in June 2019		3.0	0.52	0.001
Adjusted average in September 2019	3.7	3.1		
Change	0.7	0.1		
Difference between two groups		0.63		

It can be inferred that these positive changes were rapidly generated because: (a) the social agents had proper skills to utilize the ACTIVO Model methodology; (b) the capacity building workshops were programmed in alignment with the CCT payment schedule; and (c) the social agents forged collaboration with other local actors, including the municipalities and Family Guides (the government' promoters named “guías de familia”),



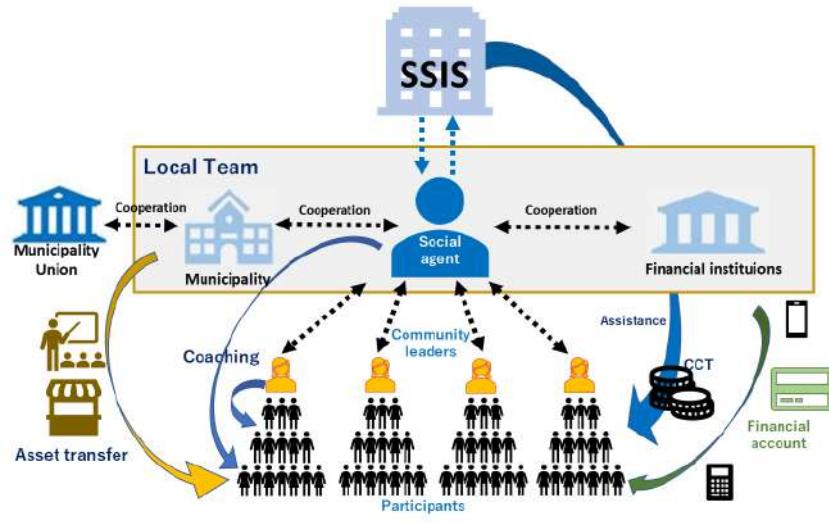
**Participants elaborated own saving goals (Curaren City, Francisco Morazán)**



**Participants learning household financial management (San Sebastián City, Lempira)**

## 1.4 Operational structure of ACTIVO Model

The ACTIVO Model can be applied by the SSIS's social agents as shown in the Chart



4.

**Chart 4. Operational structure for the implementation of the ACTIVO Model**

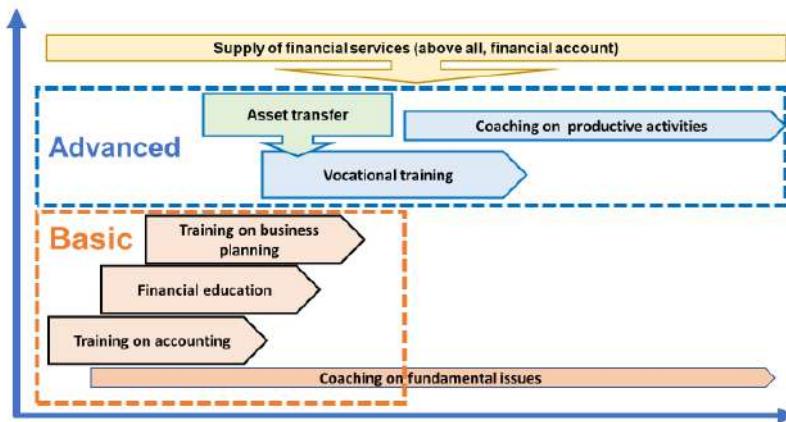
It is recommended that the social agents collaborate with the municipalities and the financial institutions (i.e. banks, credit unions, etc.) to form a local team. Each member of the local team is expected to assume the following responsibilities:

- Social Agents (SSIS)** will: (i) perform the role of instructor of capacity building workshops on household financial management, and income improvement plan; (ii) play pivotal role in forming the local team, seeking for collaborators from the municipalities and financial institutions; and (iii) bring in synergy effects to the poor households, aligning the benefits of the CCT Program and the assistance through the application of the ACTIVO Model.
- Municipalities** can take initiatives to offer capacity building workshops, coaching, and asset transfer (productive inputs) to the participating households, in a coordinated manner with the initiative developed by the social agents.
- Community Leaders** can take part in the follow-ups and monitoring the participating households, coaching them to reinforce the saving culture, and facilitating the formation of working group among the participants from the same community, in a pertinent way in the region.
- Financial Institutions** can offer appropriate financial products and services for the poor (in particular, opening a bank account) and disseminate financial education.

(5)

## 1.5 Assistance to promote graduation from extreme poverty

The ACTIVO Model can develop phased assistance as presented in the Chart 5.



**Chart 5. Implementation framework of the ACTIVO Model**

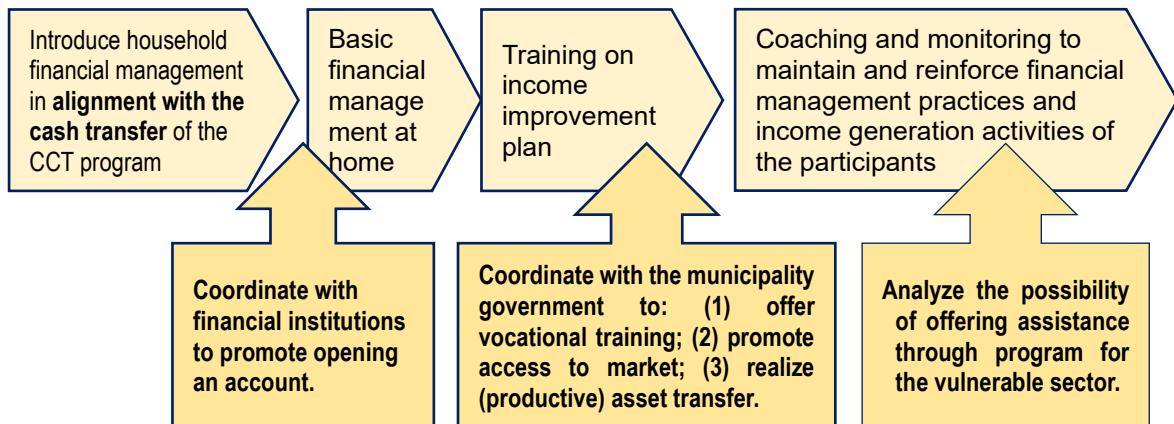
The basic components of the ACTIVO Model can be introduced and implemented by social agents with municipal officials and followed by the advanced components with the collaboration of the municipality with other stakeholders such as Municipality association, community leaders, and financial institutions.

**Table 3. Assistance to promote graduation from the extreme poverty**

<b>Capacity building</b>	<p>The trainings comprise integral intervention to encourage poor households to take self-help actions.</p> <p>Basic trainings cover the topics such as accounting, saving culture, financial account, and business plan (entrepreneurial). The advanced topics may include marketing, production techniques, advanced financial services, etc.</p> <p>Social agents and municipality government officials can be instructors of the basic topics, while the staff of financial institutions or local business players can teach more advanced topics.</p>
<b>Technical advisory</b>	<p>After the capacity building workshop of each topic, it is recommended that follow-ups and technical advices be offered to the participating households and encourage them to put what they learned in the workshops into practice.</p> <p>It is important that community leaders stay close to the households, offering them advices, coaching, and answering questions or concerns that they may have.</p>
<b>Financial products</b>	<p>To those households that are financially excluded, an adequate access to financial services can bring benefits, such as risk mitigation, coping with emergencies, investing in income generating activities. All of such endeavors contribute to improve the quality of life.</p>
<b>Productive assets</b>	<p>Even after taking the trainings, many households face difficulties in starting an income generating activity due to the lack of productive assets. In such cases, asset transfer by central and/or local governments play significant role. Such assets may include seeds and fertilizers for kitchen garden (for own consumption and for sales), eco-friendly and economic stove (to cook food for self-consumption and for sales with decreased amount of firewood consumption), and seed capital for micro business, etc.</p>

## 1.6 Institutionalization of the ACTIVO Model in the SSIS

The ACTIVO Model can be applied in the following manner as an integral component of the National Strategy for Graduation from CCT Program.



**Chart 6. Flow chart of the application of ACTIVO Model**

It is suggested that the relevant departments in the SSIS play the following roles:

- **Department of Human Development and Promotion (DPDH: Dirección de Promoción y Desarrollo Humano)** will assume the leading role in the operation of the ACTIVO Model through: (i) elaboration of the annual work plan; (ii) supervision of the implementation by the social agents; and (iii) updating the operational guideline (i.e. operational component of this Guideline), reflecting the lessons learned.
- **Regional (department level) Coordinators of the Social Agents** will: (i) supervise the social agents regarding their activities associated with the ACTIVO Model; (ii) coordinate the quarterly meeting among the social agents to discuss local experiences (good practices and challenges) obtained through the application of the ACTIVO Model to the CCT beneficiaries.
- **Social Agents** will: (i) be the primary facilitator to apply the ACTIVO Model in the field; (ii) report their experiences to the DPDH, and (iii) seek for coordination with municipality government and/or forge alliance with financial institutions at local level.
- **Department of Opportunities for the Vulnerable Sector (DOSV: Dirección de Oportunidades para el Sector Vulnerable)** will analyze the possibility of offering credit to the participating households are initiating/have initiated putting the Business Plan into practice. In doing so, the Social Agents will assist the DOSV to identify potential candidates to the offer the credits, by referring to the households that have completed the learning Modules of the ACTIVO training and have demonstrated behavior changes in terms of saving practices.

## 1.7 Operational documents of the ACTIVO Model

Following operational documents should be prepared to apply the ACTIVO Model. The documents (1) and (2) need to be elaborated by the DPDH, and (3) by each Social Agent.

**Table 4. Document (1) Annual Implementation Plan of the ACTIVO Model (example)**

Objective	1) At least 3000 CCT beneficiary households will participate in the ACTIVO Model by the end of year 2020. 2) Among those 3000 households, at least 2000 households will have started saving and elaborated plan for family income improvement by the end of year 2020.	
Follow-up participants in the previous year (2019)	<ul style="list-style-type: none"> <li>● Follow-up activities by the Social Agents to monitor the households with the Plan for family income improvement.</li> <li>● Technical assistance by DPDH to the Social Agents</li> </ul>	<p>Budget</p> <ul style="list-style-type: none"> <li>● Staff travel expenditures</li> <li>● Transportation cost</li> <li>● etc.</li> </ul>
Expansion of target areas in 2020	Launch the ACTIVO Model in two municipalities in each Department	<p>Budget</p> <ul style="list-style-type: none"> <li>● Staff travel expenditures</li> <li>● Training materials</li> <li>● etc.</li> </ul>

**Table 5. Document (2) Monitoring Record**

Department	Municipality.	Community	Training completed			Follow-ups
			M1 (Household financial management)	M2 (Financial education)	M3 (Income improvement)	
Francisco Morazán	A	X		24 July 2019	No	
	B	Y	21 June 2019	25 July 2019	2 Sep. 2019	
Comayagua	C	X	22 June 2019	26 July 2019	2 Sep. 2019	
	D	Y	23 June 2019	29 July 2019	2 Sep. 2019	

**Table 6. Document (3) Monitoring Record (by participant)**

Name	Training completed			Follow-ups (Date)		
	M1 (Household financial management)	M2 (Financial Education)	M3 (Income improvement)	Saving practice	Income improvement plan	Note
Ms. A	DateXXXX	DateXXXX	No	Saving	Not prepared	
Ms. B	DateXXXX	DateXXXX	2 Sep. 2019	Saving	Prepared	
Ms. C	DateXXXX	No	2 Sep. 2019	No	Prepared	
Ms. D	DateXXXX	DateXXXX	2 Sep. 2019	Saving	Prepared	

## **Chapter 2. Three steps towards Graduation from extreme poverty**

This chapter presents how to promote three steps towards graduation from extreme poverty through assistance from the public sector and financial institutions.

### **2.1 Household financial management**

The Government of Honduras undertakes various programs to support the basic consumption of the poor households. One of such programs is the CCT program, managed by the SSIS. Introducing the improvement of financial management at home can contribute to make the government investment, including the resources used in the CCT program more effective.

The household financial management is a fundamental component of the ACTIVO Model. Learning basic concepts associated with saving and how to save will help poor families to use their resources properly and establish foundations to endeavor new business or improve current income generation activities and meet other goals of the family.

Therefore, the capacity building on recording income and expenditures is indispensable. The recording includes classification of each income and expenditure, and the information accumulated this way will guide the family to identify what are essential and non-essential in their lives. Likewise, it helps the family to decide priority areas to allocate money as well as where to start cut expenditure and save.

This recording practice will also help families to understand the seasonal cashflow and their spending patterns. This way, they can come up with elements to practice viable financial management.

Using three tools of the educational materials (record book, teaching book, and audiovisual), combined with workshops and coaching, will support the poor household to make progress with their economic autonomy.

Formato del registro de gastos e ingresos mensuales <small>(Los lectores pueden usar el formato anejo de este material.)</small>			
Fecha	Ingresos	Gastos	
	Detalle	Monto	Detalle
<b>Ejemplo del análisis de los gastos y los ingresos mensuales</b>			
	Ingresos	Gastos	
Empleo	5.000	Gastos obligatorios regulares	
Negocio	2.000	Comidas	3.500
Venta de productos agrarios	2.000	Alquiler	1.200
		Salud	500
		Electricidad y agua	800
		Insumos productivos y comerciales	1.200
		Gastos necesarios ocasionales (Ceremonias especiales, etc.)	500
		Gastos no esenciales (Diseñadoras, etc.)	800
<b>Ingresos Total</b>	<b>9.000</b>	<b>Gastos Total</b>	<b>8.500</b>
<b>Balance (Montos ahorrados)</b>			<b>500</b>

**Template of recording income/expenditure**

**First step:**  
Introduction of accounting



- Recording household expenses and income, to analyze (I) how to reduce non-essential expenses;
- (II) how much to save monthly; and the others
- Having the goal of saving.

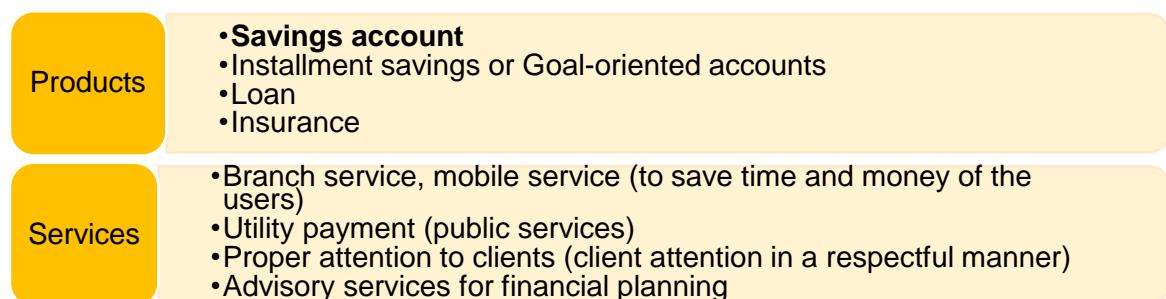


**Chart 7. The first step of the ACTIVO Model**

## 2.2 Saving in the financial account

Majority of the poor families have limited and unstable income. They remain vulnerable against various risks that they may face when natural disaster hit or any family member becomes sick, etc. Practice saving (saving culture) is important as a way to mitigate such risks, in addition to invest in livelihood improvement. Saving money in an account at financial institution is highly recommended because it prevents spending money on unnecessary things and loss of assets due to robbery, fire, or other causes.

Moreover, a financial account will facilitate access to other useful financial services. Some of the financial products and services useful/adequate to poor families are introduced in the Chart 8.



**Chart 8. Financial products and services useful to the poor households**

It is important that the financial institutions promote opening account in a coordinated manner with the training and coaching/follow-ups given by the social agents, municipality governments, and community leaders.

### Second step: Use of financial account



**Chart 9. The Second Step of the ACTIVO Model**

## 2.3 Income improvement

Once the participating households acquire skills to practice household financial management, and complete basic training about the use of financial account, they are ready for the next step of the ACTIVO Model: to undergo vocational training in pursuit of income improvement.

### Third step: Income improvement



**Chart 10. The third step of the ACTIVO Model**

In order to promote the third step, providing the following assistance is desirable:

- **Basic training:** Training can include income improvement plan (business start-up plan or improvement plan) and basic marketing. Social agents, municipality government officials, and others can teach these topics. The ACTIVO Model's teaching materials cover these topics.
- **Vocational training:** Some potential areas are sewing, baking (bread), family garden, poultry, raising guinea pigs, among others. The training should reflect the proposition of the business plan aforementioned. Instructors can be found within the community or nearby (those with experiences) or among the municipality government staff.
- **Asset transfer for economic activities:** If possible, the municipality government and/or municipality association can provide financial resource (seed capital) or any other tangible assets for the poor households to commence economic activities in accordance with their business plan. Such asset transfer can be conditional to the establishment of saving goals as well as to the recording of income and expenditures.
- **Technical advisory:** It is recommendable to the municipality government staff and community leaders to support follow-ups and monitoring of the economic activities of the participating households.

## 2.4 Towards the graduation from extreme poverty

The ACTIVO Model is the Honduran version of the Graduation Model which was originally designed and promoted by the CGAP and the Ford Foundation.

The Graduation Model is structured by a sequence of intervention comprise of basic elements such as training and technical advisory, so that ultra-poor people are equipped to help themselves move out of extreme poverty and establish foundations for sustainable income generation.

In this sense, the ACTIVO Model proposes that participating households achieve the following two goals:

- Have a savings account, recording household income and expenditures; and
- Elaborate income improvement plan

These two goals together can contribute to establish ways for the participating households to satisfy their basic needs in a self-sustained manner. Awarding the households that achieve the goals with a certificate (example below), recognizing their efforts and achievements is recommendable. The ACTIVO Model then suggests exploring the possibility for those households to access to financial services.



Chart 11. Certificate Template (example)

## Chapter 3 How to apply the ACTIVO Model?

This chapter presents step-by-step process and techniques to put the ACTIVO Model into practice.

### 3.1 Introduction of the ACTIVO Model at municipality level

The ACTIVO Model can be introduced to municipality level, following the steps explained below.

- 1) **Presentation to the Municipality government:** The social agents present the concept and methodology of the ACTIVO Model to the municipality government and other local stakeholders and seek for their collaboration.
- 2) **Introduction of basic components by social agents:** In accordance with the National Strategy for Graduation from the CCT Program of the SSIS, the social agents carry out the ACTIVO Model trainings for the beneficiaries of the CCT Program.
- 3) **Strengthening the municipality government initiatives:** The municipality government can develop vocational trainings and realize asset transfer, linking assistance/activities managed at local level by different local actors, including municipality union, community leaders, financial institutions and those by the central government. It is recommendable to the municipality government to integrate the ACTIVO Model in the Municipality Development Plan and allocate proper budgets in the Annual Operational Plan.

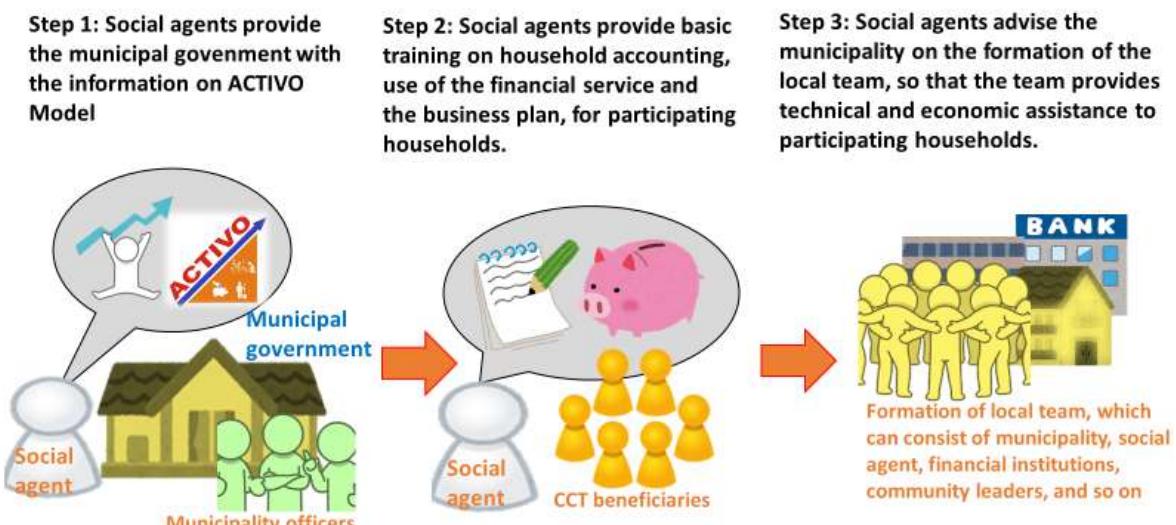


Chart 12. Introduction of the ACTIVO Model at municipality level

### 3.2 Preparation of the trainings

The following explains the steps to prepare the ACTIVO Model trainings.

- **Form a local team, as the principal entity to carry out trainings and other relevant activities based on the ACTIVO Model:** Members can include social agents, municipality government officials, central government officials engaged in relevant programs, financial institutions, community leaders, and others. It is highly important to identify community leaders who can help realize capacity building and other activities and play a focal point in communicating with the participating households.
- **Elaborate general plan for training:** Make decisions on: (i) who will be the instructors of each training session; (ii) where to carry out the trainings; (iii) target population; and (iv) budget. Inviting children of the target population makes sense in the areas where the adult illiteracy rate is high (mostly rural areas).
- **Arrange logistics:** Educational materials of the ACTIVO Model is available online <https://p-activo.jimdo.com/> (*There is a separate material of pedagogical guideline*). Other useful materials are large size bond paper, sticky notes, color pen (red, black, green), and other stationeries.
- **Contact participants to invite to the trainings:** Usually, the community leaders are best positioned to disseminate the information and invite the participants to the training efficiently and effectively.

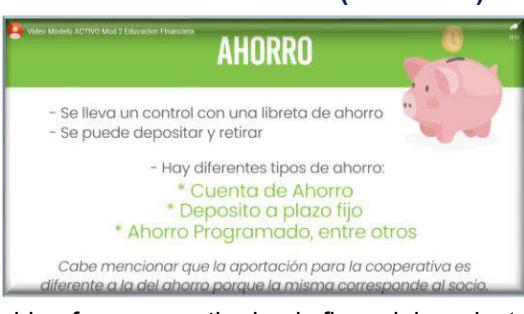
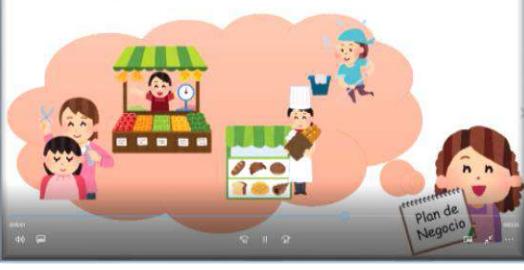


Image of training materials

### 3.3 Educational materials to apply the ACTIVO Model

The following educational materials are available.

**Table 7. ACTIVO Model educational materials**

Principal guideline	Audiovisual material (Module 1)																							
 <p><b>PROYECTO ACTIVO</b> Ahorro, Gasto, Negocio, Trabajo, Ingresos para la Vida Mejor</p> <p>MATERIAL EDUCATIVO INTEGRAL EMPRENDIMIENTO Y MANEJO FINANCIERO PARA LA VIDA MEJOR</p>	 <table border="1"> <thead> <tr> <th>Fecha</th> <th>Detalle de ingresos</th> <th>Monto</th> </tr> </thead> <tbody> <tr> <td>23-abr</td> <td>Salario quincenal</td> <td>L 1,500.00</td> </tr> <tr> <td>20-abr</td> <td>Venta de frijol</td> <td>L 300.00</td> </tr> <tr> <td>28-abr</td> <td>Venta de ropa</td> <td>L 800.00</td> </tr> <tr> <td>30-abr</td> <td>Salario quincenal</td> <td>L 1,500.00</td> </tr> </tbody> </table> <p><b>Clasificar</b></p> <table border="1"> <thead> <tr> <th>Ingresos</th> <th></th> </tr> </thead> <tbody> <tr> <td>Empleo</td> <td>L 3,000.00</td> </tr> <tr> <td>Negocio</td> <td>L 800.00</td> </tr> <tr> <td>Venta de productos agrícolas</td> <td>L 300.00</td> </tr> </tbody> </table> <p><b>Venta de productos agrícolas</b></p>	Fecha	Detalle de ingresos	Monto	23-abr	Salario quincenal	L 1,500.00	20-abr	Venta de frijol	L 300.00	28-abr	Venta de ropa	L 800.00	30-abr	Salario quincenal	L 1,500.00	Ingresos		Empleo	L 3,000.00	Negocio	L 800.00	Venta de productos agrícolas	L 300.00
Fecha	Detalle de ingresos	Monto																						
23-abr	Salario quincenal	L 1,500.00																						
20-abr	Venta de frijol	L 300.00																						
28-abr	Venta de ropa	L 800.00																						
30-abr	Salario quincenal	L 1,500.00																						
Ingresos																								
Empleo	L 3,000.00																							
Negocio	L 800.00																							
Venta de productos agrícolas	L 300.00																							
<p>This material contains three modules (household financial management, basic financial education, income improvement)</p>	<p>The video focuses on the importance of the saving and household financial management.</p>																							
<b>Recording notebook</b>	 <ul style="list-style-type: none"> <li>- Se lleva un control con una libreta de ahorro</li> <li>- Se puede depositar y retirar</li> <li>- Hay diferentes tipos de ahorro:             <ul style="list-style-type: none"> <li>* Cuenta de Ahorro</li> <li>* Depósito a plazo fijo</li> <li>* Ahorro Programado, entre otros</li> </ul> </li> </ul> <p>Cabe mencionar que la aportación para la cooperativa es diferente a la del ahorro porque la misma corresponde al socio.</p>																							
<p>Contains blank sheets to record income and expenditures.</p>	 <p>The video focuses on how to elaborate business plan and basic marketing techniques.</p>																							

All of these materials are available online <https://p-activo.jimdo.com/>. It is recommendable to carry out trainings, using the printed teaching materials in print (i.e. principle guideline and recording notebook) and the audiovisuals.

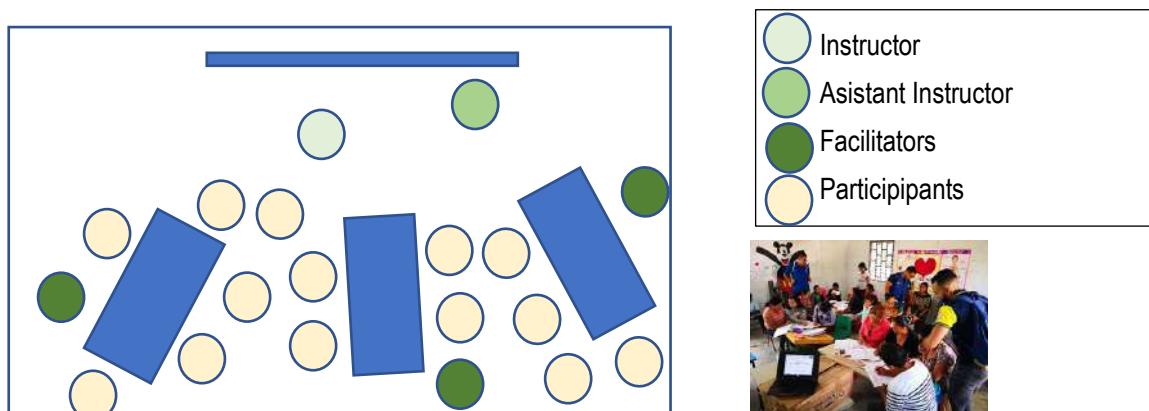
### 3.4 Implementation of the Trainings

Trainings should be participatory, giving space for the participants to work in group as well as to share observations among the training facilitators and the participants.

Why is participatory methodology important? Because the principal objective of the training is not to transfer knowledge but promote self-self of the participants, motivating them to save and to improve income.

The local team consisting of the social agents, municipality government officials, and community leaders, etc. is in charge of conducting and facilitating trainings. Responsibilities attached to each role are as following:

- **Training Instructors:** manage and explain the topics covered
- **Assistant Instructors:** support the instructor by taking notes of the results of the discussion and writing them on the large bond paper, organizing opinions of the participants during the course of the session.
- **Facilitators:** manage the group work and ensure active participation among the members. During the group work session, participants can be divided into two or more groups, with one facilitator per group.



**Chart 13. Group work session**

It is important that the community leaders participate in the training and listens to the discussions so that they can offer adequate advices to the participants after the trainings and during the monitoring.

The following part of this guideline presents how to develop each one of the three modules of the ACTIVO Model training. It is recommendable to keep one month between the modules so that the instructors can observe the progress made by the participants on the topics covered in each module.

### 3.4.1 Introduction

During the introductory part of the training,

- Present the general concept of the ACTIVO Model and the three steps (three modules) -household financial management, saving in financial account, and entrepreneurship/income improvement. Facilitate the concepts of the model by teaching what ACTIVO stands for: Saving, Financial Account, Work and Income for Better Life.
- Encourage the participants to speak out how they use the cash received by the CCT Program.
- Emphasize on the importance of saving and develop discussions among the participants to share ideas of various / creative ways to practice saving (referring to the page 1 and 2 of the teaching materials (images of the pages below).



**Social agent explaining the three steps of the ACTIVO Model**

**Chart 14. The first pages of the educational material of the ACTIVO Model**

It is important that the participants understand “what they can achieve with the saving”, and thereby become motivated to save money and set saving goal. Likewise, setting the goal as specific as possible is important. For example, one can set her goal such as “saving 2,000 Lempiras in four months to start a business to sell used clothes”.

### 3.4.2 Module 1 (Household financial management)

This module has three important contents: (i) analyze how to increase saving, to reduce expenditure, and improve income; (ii) understand the seasonal pattern of cashflow; and (iii) keep records of income and expenditures in the notebook.

The instructor can use the guiding questions as followings:

- Do you have any experience of wasting money?
- Do you have any experience of reducing your expenditures?
- Are there any month of the year when you do not have sufficient money? (If Yes, tell us why.)

Discussing these points can promote saving culture and convince the participants why the household financial management (record keeping) is important. After concluding the discussion on this part, the instructor can move on to teaching how to record the income and expenditures (pictures).

**Módulo 1: ¡Mejoramos el manejo de la economía de hogar!**

**(1) ¿Cómo podemos aumentar el ahorro?**

Possibles medidas para aumentar el ahorro son:

- Aumentar Ingresos
  - ✓ Empezar nuevos negocios o hacer sus negocios más rentables (venta de tortillas, siembra de hortalizas para vender, etc.).
  - ✓ Obtener más trabajo o mejor empleo.
- Reducir los gastos
  - ✓ Consumir menos en artículos no esenciales (consumo menos importantes y derroches)
  - ✓ Economizar el uso de recursos (agua, electricidad, sobrante de comida, etc.)

**(2) ¿Conocemos la estacionalidad del flujo de caja (dinero)?**

Meses en que ganamos mucho 	
Meses en que gastamos mucho 	

**(3) ¡Registramos gastos e ingresos del hogar!**

Es importante registrar gastos e ingresos del hogar, para:

- Clasificar gastos esenciales y los demás.
- Analizar cómo reducir los gastos no esenciales y.
- Analizar si el ingreso es suficiente para mantener los gastos necesarios.
- Analizar cuánto se puede ahorrar mensualmente o semanalmente.

Formato del registro de gastos e ingresos mensuales  
(Los instructores pueden usar el formato anexado de este material.)

Ingresos	Gastos				
Fecha	Detalle	Montos	Fecha	Detalle	Montos

Ejemplo del análisis de los gastos y los ingresos mensuales

Ingresos	Gastos
Empleo 6,000	Gastos obligatorios regulares 3,500
Negocio 2,000	Comidas 1,200
Venta de productos agrarios 2,500	Educación 1,000
	Alquiler 800
	Electricidad y agua 600
	Impuestos productivos y comerciales 1,200
	Gastos necesarios ocasionales (Ceremonias especiales, etc.) 500
	Gastos no esenciales (viajes, compras de lujo, etc.) 800
Ingresos Total 9,000	Gastos Total 8,500
Balance (Montos ahorrados) 500	

Chart 15. Learning materials of the ACTIVO Model Module 1



Social agents teaching the household financial management (left), and how to record income and expenditures (right)

### 3.4.3 Module 2 (Basic financial education)

**Módulo 2: ¡Usamos servicios financieros!**

(1) ¡Aprendemos las características generales de los productos financieros!

Servicios Financieros	Características generales	Ventajas	Desventajas
AHORROS	<ul style="list-style-type: none"> <li>Se lleva control con una libreta de ahorro.</li> <li>Se puede depositar y retirar.</li> <li>Hay cierta variedad de productos financieros, tales como: cuenta de ahorro, cuenta de ahorro programado, etc.</li> <li>La aportación para la aportación es diferente de ahorro.</li> </ul>	<ul style="list-style-type: none"> <li>Se puede obtener intereses.</li> <li>Los Ahorros depositados en la entidad financiera se pueden sacar en cualquier momento por tarjetas.</li> <li>Depositar en la cuenta podrán contribuir a reducir los gastos que no son necesarios.</li> </ul>	<ul style="list-style-type: none"> <li>Se cobran las comisiones en las operaciones, ocasionalmente por transacción por bajo promedio, etc.)</li> </ul>
CREDITOS	<ul style="list-style-type: none"> <li>Se presta dinero y se debe devolver el capital en un plazo definido.</li> <li>Hay cierta variedad de productos financieros.</li> </ul>	<ul style="list-style-type: none"> <li>Se puede aprovechar para adquirir bienes o comprar o salir adelante en una situación de emergencia.</li> <li>El interés de los créditos es generalmente más alto que la del servicio informal.</li> </ul>	<ul style="list-style-type: none"> <li>Se debe pagar el pago del interés, más riesgo en endeudamiento acumulado.</li> </ul>
SEGUROS	<ul style="list-style-type: none"> <li>Hay cierta variedad de seguros: salud, de vida, de accidentes, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Se puede recuperar la parte de la prima en caso de la emergencia.</li> </ul>	<ul style="list-style-type: none"> <li>En muchos casos, no se recuperan los costos de seguro cuando no ocurre la emergencia.</li> </ul>
Banca Móvil	<ul style="list-style-type: none"> <li>Se puede hacer la remesa, las pagos, y otros servicios en línea.</li> <li>Honduras cuenta con el servicio de Tigo-Money.</li> </ul>	<ul style="list-style-type: none"> <li>Se puede hacer la remesa, los pagos, y otros servicios en línea.</li> </ul>	<ul style="list-style-type: none"> <li>Se requiere pago de comisión.</li> </ul>

(2) ¡Conocemos más el ahorro en la cuenta!

(a) Libreta de ahorro:  
Es el documento extendido por la Entidad Financiera en el momento de abrir una cuenta, donde se le asigna un número y sirve para saber el valor del dinero que la persona tiene ahorrada, y en la mayoría de los casos, la libreta de ahorro se forma de los siguientes conceptos:

Fecha	Referencia	Depositos	Retiros	Baldos
03/07/2016	ATM	1,000		8,231
07/07/2016	Interés	56		8,287
21/07/2016	ATM		500	7,587
03/08/2016	Ventavida	800		8,387

(b) Depósitos:  
Es la cantidad de dinero que se guarda o ahorra en la Institución, y de esta manera se aumenta la cuenta.

(c) Retiros:  
Es cierta cantidad de dinero donde el propietario de la cuenta decide usar el mismo, ya sea consumo, gastos eventuales etc.

(d) Tasa de Interés (rendible):  
Es el valor pagado en el tiempo por nuestro dinero ahorrado, por parte de la institución que lo maneja (Bancos, cooperativas, etc.).

(e) Comisiones:  
Son los cobros efectuados por el incumplimiento de algunas de las condiciones pactadas entre la persona que ahorra y la institución que lo maneja, y que están contenidas en un contrato, por ejemplo: comisión por inactividad (cuando no realizamos ninguna operación en la cuenta), comisión por bajo promedio (se genera por presentar un saldo menor al pactado) a la apertura de la cuenta.

**Chart 16. Learning materials of the ACTIVO Model Module 2**

In the teaching material of the Module 2 presents a variety of financial products. Among them, the instructor needs to underline the use (opening) of a bank account because it will influence saving practice and use of other financial services such as loans and remittance transactions.

The instructor should provide clear explanations regarding the savings account, what entail deposits/withdrawals/interest rates, and different financial products of savings, basic account, standard account, installment savings, fixed-term deposits, etc.

In this sense, it is recommended to invite a staff from a nearby financial institution to take part in the financial education.

In case no financial institution is present in the area, the training of the Module 2 can extend review on household financial management.



**A bank staff explains the benefits of savings account**



**Social agent explaining a bankbook**

### 3.4.4 Module 3 (Planning income improvement)

<p><b>Módulo 3: ¡Analizamos cómo aumentar el ingreso!</b></p> <p><b>3.1 Parte Básica (Planificación)</b></p> <p><b>(1) ¿Qué potencialidades tenemos para mejorar el ingreso?</b></p> <p>Es importante saber las potencialidades en los siguientes tres (3) puntos, además de interés y deseos.</p> <ul style="list-style-type: none"> <li>• Competencia: ¿Es fácil utilizar las técnicas que usted desarrolla?</li> <li>• Clientes: ¿Hay mucha demanda en la zona donde usted vive?</li> <li>• Competidores: ¿Hay muchos competidores en la zona donde usted vive?</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>¿Existe para su hogar espacio?</th> <th>¿Hay muchos clientes en la zona?</th> <th>¿Hay pocos competidores en la zona?</th> <th>¿Usted quiere hacerlo?</th> </tr> </thead> <tbody> <tr><td>Verduras</td><td></td><td></td><td></td><td></td></tr> <tr><td>Carnes (res, cerdo, pollo, etc.)</td><td></td><td></td><td></td><td></td></tr> <tr><td>Huevos</td><td></td><td></td><td></td><td></td></tr> <tr><td>Lácteos (queso, leche, etc.)</td><td></td><td></td><td></td><td></td></tr> <tr><td>Pan, torta</td><td></td><td></td><td></td><td></td></tr> <tr><td>Popcorn, Tostas, Tortilla, etc.</td><td></td><td></td><td></td><td></td></tr> <tr><td>Ensaladas</td><td></td><td></td><td></td><td></td></tr> <tr><td>Postres y dulces</td><td></td><td></td><td></td><td></td></tr> <tr><td>Otros</td><td></td><td></td><td></td><td></td></tr> <tr><td>Mercados (maíz, arroz, etc.)</td><td></td><td></td><td></td><td></td></tr> <tr><td>Miel</td><td></td><td></td><td></td><td></td></tr> <tr><td>Alimentos y jugo</td><td></td><td></td><td></td><td></td></tr> <tr><td>Ropa y uniforme</td><td></td><td></td><td></td><td></td></tr> <tr><td>Bordado</td><td></td><td></td><td></td><td></td></tr> <tr><td>Decoración</td><td></td><td></td><td></td><td></td></tr> <tr><td>Muebles de madera</td><td></td><td></td><td></td><td></td></tr> <tr><td>Cerámicas</td><td></td><td></td><td></td><td></td></tr> <tr><td>Flores (arreglos)</td><td></td><td></td><td></td><td></td></tr> <tr><td>Salon de belleza y barbería</td><td></td><td></td><td></td><td></td></tr> <tr><td>Alquiler y rentamiento</td><td></td><td></td><td></td><td></td></tr> <tr><td>Mecánico automotriz</td><td></td><td></td><td></td><td></td></tr> <tr><td>Repuestos electrónicos y eléctricos</td><td></td><td></td><td></td><td></td></tr> <tr><td>Soldadura</td><td></td><td></td><td></td><td></td></tr> <tr><td>Albañil y fontanero</td><td></td><td></td><td></td><td></td></tr> <tr><td>Electricista</td><td></td><td></td><td></td><td></td></tr> <tr><td>Pulpería</td><td></td><td></td><td></td><td></td></tr> <tr><td>Oficinas Domésticas</td><td></td><td></td><td></td><td></td></tr> <tr><td>Empleo en la empresa</td><td></td><td></td><td></td><td></td></tr> <tr><td>Empleo en el sector público</td><td></td><td></td><td></td><td></td></tr> <tr><td>Otros</td><td>1</td><td></td><td></td><td></td></tr> </tbody> </table>		¿Existe para su hogar espacio?	¿Hay muchos clientes en la zona?	¿Hay pocos competidores en la zona?	¿Usted quiere hacerlo?	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Chart 17. Module 3 of the learning material of the ACTIVO Model

The Module 3 deals with how to elaborate a business plan. The session guides the participants to define the main factors and necessary inputs to endeavor new business or to reinforce the current income generating activities. The following illustrates an example of the process to elaborate a business plan.

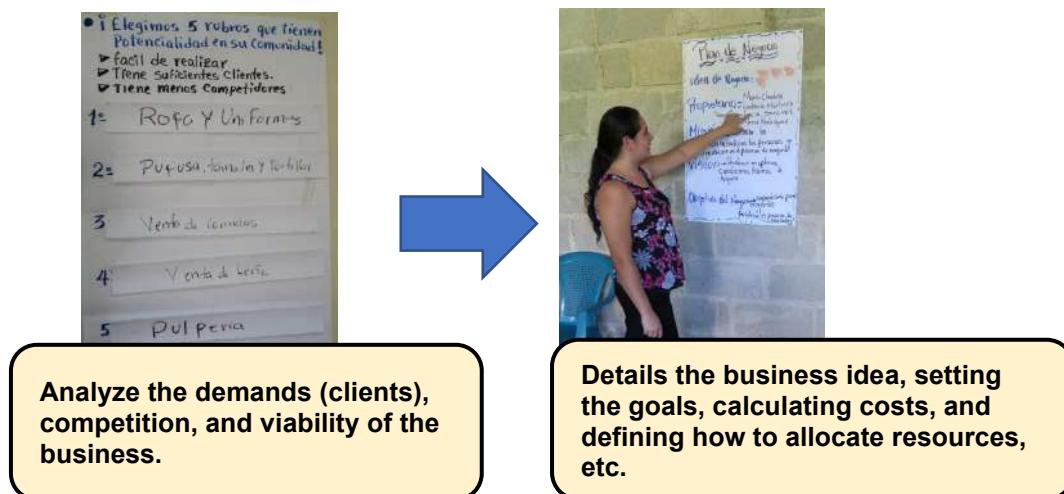


Chart 18. Process to elaborate a plan for income improvement (business plan)

(20)

### 3.4.5 Vocational training

Once a participant elaborates the plan for income improvement (entrepreneurship), it is important to analyze how to prepare necessary resources (money) to initiate the business. Some of the ways to come up with such resources are as follows:

- 1) Saving the amount of money required to start the business
- 2) Request/obtain loan
- 3) Obtain seed capital offered by the municipality government or other entities

Usually, starting business in rural areas do not require a large amount of investment (money), thereby the first idea is recommended in most cases. Using loans is more appropriate when extra capital is needed in expanding the existing business (operating over a year) than start-up phase.

On the non-financial aspects of starting a new microbusiness, the municipality governments or other entities can support with vocational trainings. In such cases, the following points should be considered:

- Duration: Shorter class is desirable as many participants are busy with current work, and other tasks at home, including taking care of children.
- Themes: The themes of the training should be determined in coherent with the local (market) demand. For example, offering bakery class is not very adequate in the areas where an intensive competition among the existing businesses already prevails.

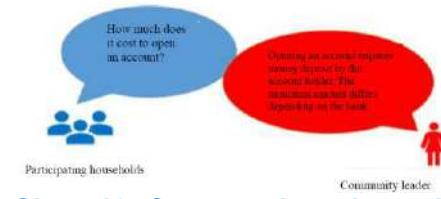
**Table 8. Examples of vocational training (crafts)**

Summary	<u>Objective:</u> To acquire basic skills to make (photo)frames, wreath, and toilette paper holders for the Christmas season sales <u>Instructor:</u> local microbusiness owner <u>Duration:</u> 2 hours	
Process	(ex. Crafting toilette paper holders) Cutting the material and making the foundation of the holder	
	Making flowers using thermoforming molds.	
	Making decorating ornaments.	

### 3.5 Coaching for the follow-ups

After each training session, it is recommendable to offer coaching (follow-ups) so that the participants put what they learned into practice. The community leaders, social agents, municipality government officials, or others can offer coaching. The coaching can bring about effects such as follows:

- **Strengthen the motivation:** Support the willingness and desire of the participants to move forward, nurturing their self confidence and self-esteem.
- **Transfer the experiences:** Disseminate successful cases among the participants.
- **Encourage associated activities:** Promote collaboration among the participating households, when deemed necessary.



**Chart 19. Conversaition through coaching**

The coaching can be offered by home visit, or group session, and/or combination of the two. It is ideal to firstly offer to group level, and then by home visit to those individuals who need more coaching.

Some of the participants may not be able to participate in the training nor to receive group coaching for certain reasons. In such case, offering learning opportunity and individual coaching is recommendable. The Table 9 presents potential questions that may arise from the participants during the follow-up session.

**Table 9. Possible questions from the participants**

Questions	Sample Answers
1) How to save money without having enough income?	You can save by increasing the income as well as by cutting spending. Saving is possible in various modalities. For example, do you sometimes cook more than you eat and waste food? If you do, you can either spend less money to purchase or use less amount of (stocked) ingredients, and that's already a way to practice saving.
2) Why recording income and expenditures is important?	The recordkeeping will be useful to: <ul style="list-style-type: none"> <li>● Analyze possibility to consume less on unessential things</li> <li>● Analyze possibility of cut down on use of resources (e.g. electricity)</li> <li>● Identify reasonable amount to save monthly</li> </ul>
3) Does my contribution (to the credit union) not be returned?	You need to make monetary contribution to the credit union (cooperative) to which you belong. The credit union need to maintain certain amount of money to serve its purposes.

### 3.6 Asset transfer (Provision of productive assets)

Even upon completing the trainings, many households cannot start economic (income generating) activities due to the lack of economic resources. In such case, it is important to support them through asset transfer by the central or local governments. The assets can be inputs for family garden (seeds and fertilizers), fuel-saving (eco) oven, domestic animals (chicks, guinea pigs), seed money for microbusiness, etc.

In urban areas, seed money in small amount will be more efficient, while in rural areas, domestic animal or agriculture machineries will be more desirable. It is important to mention that there are greater variety of economic activities to enhance income in urban areas than in rural areas.

In order to reinforce effective application of the ACTIVO Model, the municipality and/or municipality union is expected to bring in the assets(inputs) that correspond to the business plan (income improvement plan) elaborated by the participating households. The Table 10 presents some examples of such benefits brought in by mobilizing resources of the municipality governments. The beneficiaries received those inputs after meeting the conditions (i.e. establishing saving goal and practicing recordkeeping of income and expenditures).

**Table 10. Provision of productive inputs (examples)**

 <b>Irrigation system</b>	<p>In San Rafael City, Lempira, the municipality government provided irrigation system and seeds to complement the technical training on horticulture. The municipality union provided additional seeds. The vocational training accompanied by provision of productive inputs has turned out to be effective to support the participants to increase income.</p>
 <b>Guinea pigs</b>	<p>In Quimistán City, Santa Bárbara, the municipality government offered inputs such as guinea pigs, chickens, and capital seed money, according to the business start-up plans prepared by the participating families and assessed favorably by the municipality.</p>
 <b>Installment of tortilla sales stand</b>	<p>The municipality union of the municipalities of central Atlántida region (MAMUCA) offered capacity building on the income improvement, in which the participating households prepared business plans. MAMUCA then provided the productive inputs necessary for the participants to implement their business plans.</p>

### 3.7 Technical advisories for the household economies

After the training and asset transfer complete, it is recommended that the social agents, municipality government officials, and community leaders undertake monitoring of the economic activities of the households with the purpose of ensuring generating positive effects.

This monitoring should encompass the concept of “inclusive business”, which means that the businesses to be developed in such manner to involve women in the relevant value chain. The Table 11 showcases some examples.

**Table 11. Cases: Inclusive businesses developed based on the ACTIVO Model**

 <p><b>Network of women entrepreneurs in urban area</b></p>	<p>Some of the women already have substantial experiences with operating business. Strengthening the network among those with successful experiences and the new entrants in business through activities in urban market is important. For example, in the <i>Séptima Avenida</i> market in central Tegucigalpa, women entrepreneurs are united to strengthen the business network among themselves with the view to diversify the products to sell in the market.</p>
 <p><b>Disinfectant</b></p>	<p>The poor households can turn the demands from the same segment into their own business opportunities. For example, the sales of cleaning liquid can be promoted as a viable business in Tegucigalpa. It contributes to: (i) improve the sanitation of poor households; (ii) facilitate recycling of plastic bottles; and (iii) generate income.</p>
 <p><b>Paper Ball (Piñatas)</b></p>	<p>In some areas, demand and supply gap are found. For example, there is always demand for paper balls (<i>piñatas</i>) in any part of Honduras. However, <i>piñatas</i> are not produced locally in some areas, and the residents purchase from the vendors outside. Women in these areas can consider making and selling <i>piñatas</i> as their business.</p>
 <p><b>Access to Market</b></p>	<p>The municipality governments and other actors can support the participating households have access to markets (places to sell their products/services). For example, Las Vegas City, Santa Bárbara, invites women business operators to sell their products in the Municipality Market. They also facilitate the negotiation with local supermarkets to purchase (procure) merchandise from local women entrepreneurs.</p>
 <p><b>Local event</b></p>	<p>Cultural and sport events, such as cultural fair or local football championship are held in all areas in the country. Microbusinesses that are developed by the participating households can make use of these events to boost sales of their products.</p>

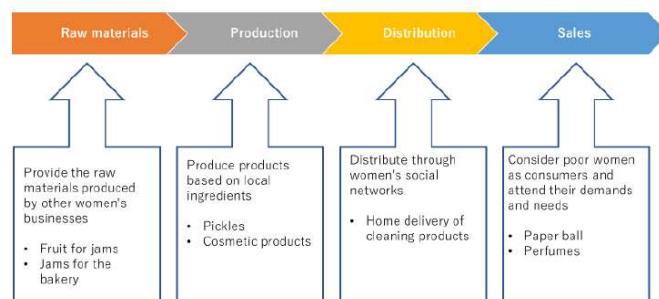
### 3.8 Basic Marketing

Given the intensive competition that prevails among some of the existing microbusinesses (particularly there are many businesses in bakery, tortillas, clothes, etc.), it is recommendable to integrate two main points in exploring what businesses to develop. The key message is “know the existing demands and needs, potentials by analyzing the problems and challenges in and outside your community”. Solution to those problems and challenges may present profitable businesses, catering to the existing demands.



**Chart 20. Guiding questions to identify business opportunities**

Another important guiding point is to consider the relationships with different segments throughout the value chains of different sectors. Poor women have contacts in the value chain as consumers or as members of social networks. Providing technical assistance to revise such linkages with economic sense and visualize how information and commercial channels will lead to creation of inclusive businesses.



**Chart 21. Points to brainstorm inclusive businesses in a value chain**

### 3.9 Access to financial services

The ACTIVO Model underlines the importance of saving money in financial account as it builds up saving culture and access to other financial services. The ACTIVO Model recommends involving financial institutions in its activities. The Table 12 showcases some areas where the financial institutions have taken part in the ACTIVO Model activities.

**Table 12. Participation of the financial institutions in the ACTIVO Model activities**

 <b>Financial Education</b>	<p>The participation of a financial entity in the basic financial education (The ACTIVO Model Module 2) can promote:</p> <ul style="list-style-type: none"> <li>(i) nurturing trust between the participating households and the financial institutions operating in their residence areas;</li> <li>(ii) capability strengthening of the participating households to use financial services;</li> <li>(iii) better understanding of the financial entity regarding the reality of the potential clients (participating households)</li> </ul>
 <b>Promotion of opening an account</b>	<p>It is recommendable to align the ACTIVO Model activities with some events held by financial institutions, such as promotion of opening a bank account. Different financial institutions offer services appropriate for vulnerable sector, such as an account with no initial deposit requirement, exclusive accounts for women or young people, etc. Linking promotion events of such products with the ACTIVO Model can promote saving culture.</p>
 <b>Opening an account</b>	<p>Some financial institutions visit potential clients so that they can open an account, instead of the clients going to the financial institution. It is recommendable to align this approach with the ACTIVO Model activities since both parties (the financial institutions and the ACTIVO Model participants) can benefit from access to each other.</p>

The financial services aforementioned are deemed appropriate for new participants of the ACTIVO Model. Once the participating households achieve: (1) acquiring saving habit and recording household income and expenditures; and (2) continuously and sustainably engaging in income generating activities, it is recommendable to appraise the applicability of the ACTIVO Model to other programs managed by the SSIS targeting the vulnerable sector and/or loans for start-ups offered by the financial sector in pursuit of ensuring the graduation from extreme poverty.

### **3.10 Monitoring**

Monitoring is necessary at two levels – at municipality level and participating household level – to know and measure the application progress of the ACTIVO Model.

#### **3.10.1 Monitoring at the municipality level**

At municipality level, it is important to monitor the quality of inputs, personal commitment of the participants, and progress towards their own goals.

The information to collect and analyze to monitoring purpose can include the aspects presented in the Table 13.

**Table 13. Monitoring to be done at the municipality level**

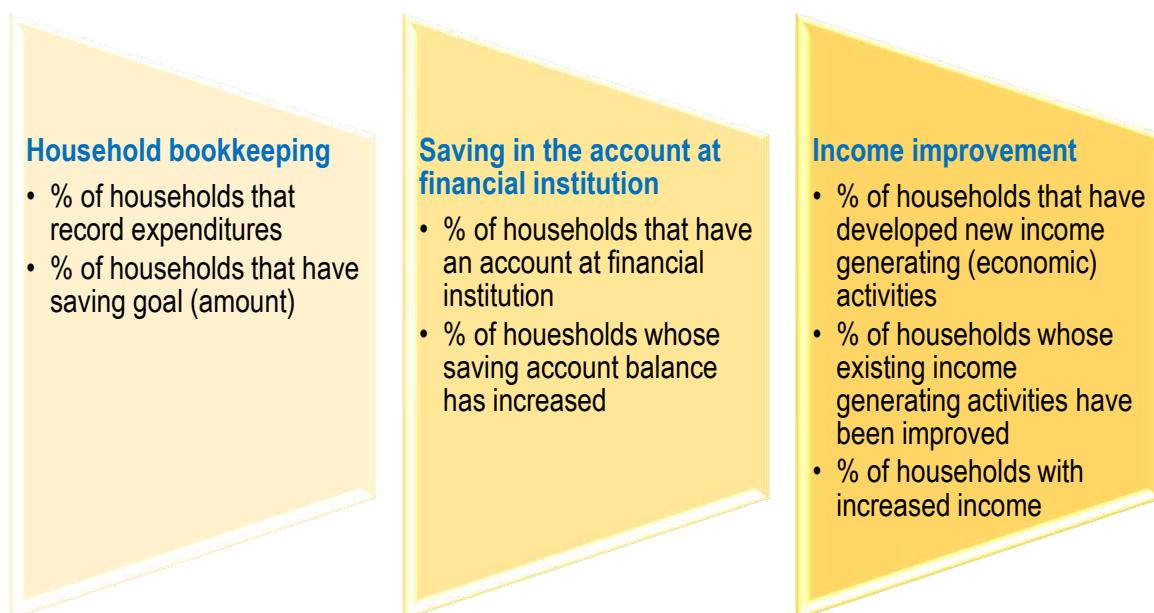
<b>Level of achievement of the activities</b>	<ul style="list-style-type: none"> <li>● Has the basic capacity of household financial management, saving, and income improvement plan been developed according to the ACTIVO Model's methodology?</li> <li>● Has the vocational training been programmed and executed in accordance with the needs expressed by the participating households?</li> <li>● Do field workers (community leaders) visit the participating households, in accordance with the plan?</li> <li>● Have the training and coaching been offered to all households who need support?</li> </ul>
<b>Quality of productive inputs/asset transfer</b>	<ul style="list-style-type: none"> <li>● Have productive inputs been provided in a coherent manner with the business plans elaborated by the participating households?</li> <li>● Have productive inputs been provided to the households that have already improved household financial management?</li> <li>● Does domestic animals which have been offered to the participating households as productive inputs generate economic income?</li> <li>● Have all the households in need received productive inputs?</li> </ul>
<b>Participation of local actors</b>	<ul style="list-style-type: none"> <li>● Has any local financial entity (actively) involved in: (i) financial education; (ii) promotion of opening account; and (iii) new product/service development for the poor households?</li> <li>● Have the municipality government or municipality union, and social agents work in a coordinated manner?</li> <li>● Has at least one leader from each target community participated proactively in the ACTIVO Model?</li> </ul>
<b>Other issues</b>	<ul style="list-style-type: none"> <li>● Are there significant differences of the participants' performance from community to community?</li> </ul>

### **3.10.2 Monitoring at participating household level**

Monitoring progress and achievements at the participating household level is essential in the application of the ACTIVO Model. The information and data can contribute to plan the next steps to develop towards the graduation from the extreme poverty of the beneficiary households. Two categories and aspects that need to be monitored are:

- **Must-have information:** basic information of the participating households: name, contacts, training sessions assistance, number of coaching sessions received, etc.
- **Optional (desirable) information:** household's usage of bookkeeping, the balance of financial account, financial services and products used, sources of income (economic activities developed), etc.

The Section 1.7 of this Guideline presents the monitoring sheet with the minimum coverage of aspects to monitor. It is recommended to analyze the following indicators to observe and verify, if possible, the impacts generated by the application of the ACTIVO Model.



**Chart 22. Monitoring indicators**

### 3.11 Conclusions

This Guideline introduced the following important points:

- Poverty reduction can be promoted by self-help of poor households through three steps, comprising of: (i) strengthening of household economic management (conscious management of financial resources at home, save money in accordance with the economic situation, and reduce non-essential expenditures, etc.); (ii) use financial services adequately, particularly, save money in an account at financial institution; (iii) develop economic activity for better income generation.
- Self-help of the participating households (described above) can be induced by coordinated provision of training, technical advices (monitoring), proper financial services, and productive assets.
- It is important to strengthen financial and economic inclusion in a coherent manner, given that the former can reinvigorate the latter, and the latter can increase demand for financial services. In this way, synergy effects are expected to be produced.
- The social agents should promote these movements towards the graduation from the extreme poverty.
- It is recommended that social agents maintain good communication with local actors and request municipality government to collaborate in applying ACTIVO Model.

This Guideline is available on the web site (<https://p-activo.jimdo.com/>), and the teaching/learning materials are downloadable.



The ACTIVO Model Guideline (image from the web page)

(END)

(29)

## Annex 2. Minutes of Joint Coordination Committee (JCC) meetings

### (1) The first meeting

#### MINUTES OF THE MEETING

ON

#### PROJECT ON LIFE IMPROVEMENT AND LIVELIHOOD ENHANCEMENT OF CONDITIONAL CASH TRANSFER BENEFICIARIES THROUGH FINANCIAL INCLUSION

Honduran side and Japanese side held a series of discussions on the project on life improvement and livelihood enhancement of conditional cash transfer beneficiaries through financial inclusion (hereinafter referred to as "the Project").

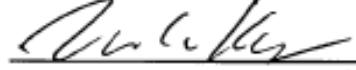
Both sides agreed the following points.

##### (1) Objectively verifiable indicators on the Project

Activities of the Project will be developed to accomplish indicators on the Project Matrix Design (attached).

##### (2) Project Manager

In addition to the Coordinator of Project Coordination Unit, Director on Opportunities for Vulnerable Sectors will be responsible for managerial and technical matters of the Project.



Naoki Kamijo  
Chief Representative  
Japan International Cooperation Agency (JICA) Honduras Office



Akihiro Tsukamoto  
Chief of the Project

Tegucigalpa, 16th October 2015



Zoila Patricia Cruz  
Vice Minister of Social Development  
Integration in charge of Family Allowance Programme

**Annex I.**

**Main Points Discussed**

**1. Indicators on Project Purpose**

The numeric indicator “At least 500 CCT beneficiary households in target municipalities start activities for life improvement and livelihood enhancement” reflects the reality, taking into consideration of difficulty and risk for start-up business for that population.

**2. Promotion on youth generation participation**

Accordance with the policy of the President of Honduras, it is required to analyze to promote the participation on youth generation, between 18 and 30 ages old, in the CCT beneficiary household, in training programmes.

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Annex 2.  
Summary of PDM Version 1 (October 2015)

	Objectively Verifiable Indicators
<b>Overall Goal</b> The model established to promote life improvement and livelihood enhancement of CCT beneficiary households is institutionalized for nationwide delivery.	1. The established model is enacted as a law or ordinance. 2. Budget to implement the established model is secured by SSIS/PRAF, municipality and Inter-municipal Council.
<b>Project Purpose</b> The model is established to promote life improvement and livelihood enhancement of CCT beneficiary households.	1. At least <b>500</b> CCT beneficiary households in target municipalities start activities for life improvement and livelihood enhancement. 2. Guideline in Output 4 is approved by the President's Office.
<b>Output</b> 1. The capacity to manage family budget is enhanced in CCT beneficiary households in target municipalities.  2. The access to financial services is improved for CCT beneficiary households in target municipalities.  3. CCT beneficiary households in target municipalities acquire skills necessary for life improvement and livelihood enhancement.  4. By summarizing Outputs 1 to 3, Guidelines are prepared to promote life improvement and livelihood enhancement of CCT beneficiary households.	1-1. At least <b>2000</b> CCT beneficiary households in target municipalities participate in family budget management training. 1-2. At least <b>1000</b> CCT beneficiary households in target municipalities manage family budget by keeping household accounts, etc.  2-1. At least <b>2000</b> CCT beneficiary households in target municipalities take financial education. 2-2. Examples and number of cases implemented by financial institutions, etc. to provide financial service for beneficiary households 2-3. At least <b>1000</b> CCT beneficiary households in target municipalities open a bank account, and start saving money.  3-1. At least <b>2000</b> CCT beneficiary households in target municipalities participate in training for life improvement and livelihood enhancement. 3-2. At least <b>1000</b> CCT beneficiary households in target municipalities formulate activity plans for life improvement and livelihood enhancement.  4. Guidelines for organizations to promote for life improvement and livelihood enhancement of CCT beneficiary households



## MINUTA DE LA REUNIÓN

### SOBRE

#### EL PROYECTO PARA EL MEJORAMIENTO DE LA CALIDAD DE VIDA Y LA ELEVACION DEL NIVEL DE SUBSISTENCIA DE LOS HOGARES BENEFICIARIOS DE TRANSFERENCIAS MONETARIAS CONDICIONADAS A TRAVES DE SU INCLUSION FINANCIERA

La parte hondureña y la parte japonesa sostuvieron una serie de discusiones sobre el proyecto para el mejoramiento de la calidad de vida y la evaluación del nivel de subsistencia de los hogares beneficiarios de trasferencias monetarias condicionadas a través de su inclusión financiera (en adelante referido como "el Proyecto").

Las ambas partes confirmaron los siguientes puntos.

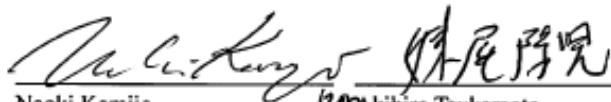
##### (1) Indicadores del proyecto

Las actividades del Proyecto se desarrollarán con miras al logro los indicadores presentados en la hoja adjuntada.

##### (2) Gerente del proyecto

No sólo el coordinador general de la Unidad Coordinadora de Proyectos (UCP) sino también el director de la Dirección de Oportunidades para Sectores Vulnerables (DOSV) asume la responsabilidad sobre el manejo y asuntos técnicos del Proyecto, como gerente del Proyecto.

Tegucigalpa, 16 de octubre de 2015

  
Naoki Kamijo  
Jefe Representante  
Oficina en Honduras  
Agencia de Cooperación  
Internacional del Japón (JICA)

Akihiro Tsukamoto  
Asesor Principal del  
Proyecto

Zoila Patricia Cruz  
Sub Secretaria de Integración  
Social y Encargada del  
Programa de Asignación  
Familiar FRAF



Anexo 1.

**Aspectos Discutidos Relevantes**

1. Indicadores de Objetivo Específico del Proyecto

El indicador numérico de “más de 500 hogares empezaron las actividades para elevar el nivel de subsistencia y mejorar la calidad de vida” se refleja la realidad, tomándose en cuenta la dificultad y el riesgo de emprendimiento de dicha población.

2. Promoción de participación de los jóvenes

Con compatibilidad de la política del Presidente de la República, dentro de los participantes del Proyecto, se requiere analizar la promoción de la participación de los jóvenes de 18 a 30 años de edad de los hogares beneficiarios de Transferencia Monetaria Condicionada a capacitar.

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Anexo 2.

**Resumen del Marco Lógico Versión 1 (Octubre 2015)**

Resumen del proyecto	Indicadores Objetivamente Verificables
<b>Objetivo Global</b>  El modelo establecido para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC se institucionalizará a nivel nacional.	1. Se establece como ley o decreto el modelo definido. 2. Se asegura el presupuesto por SSISPRAF, las municipalidades y las mancomunidades con el fin de llevar a cabo el modelo establecido.
<b>Objetivo Específico del Proyecto</b>  El modelo para promover el mejoramiento de la calidad de vida y el nivel de subsistencia de los hogares beneficiarios de la TMC queda establecido.	1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, más de 500 hogares empezaron las actividades para elevar el nivel de subsistencia y mejorar la calidad de vida. 2. Los lineamientos mencionados en el Resultado 4 se aprueban por la Presidencia.
<b>Metas</b>  1. Queda fortalecida la capacidad administrativa de la economía del hogar de los beneficiarios de la TMC en los municipios objetivo.	1-1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 2.000 hogares asistieron a la capacitación sobre la administración de la economía del hogar.  1-2. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 1.000 hogares administran la economía del hogar con la libreta de cuentas, etc.
2. Queda mejorado el acercamiento y el uso de los servicios financieros de los hogares beneficiarios de la TMC en los municipios objetivo.	2-1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 2.000 hogares recibieron la educación financiera.  2-2. Ejemplos y número de trabajos realizados por las instituciones financieras y otros, para ofrecer los servicios financieros dirigidos a los hogares beneficiarios.  2-3. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 1.000 hogares abrieron la cuenta de ahorro en alguna(s) institución(es) financiera(s) después del inicio del proyecto, y empezaron a ahorrar.
3. Los hogares beneficiarios de la TMC de los municipios objetivo adquieren técnicas necesarias para mejorar la calidad de vida y subsistencia.	3-1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 2.000 hogares recibieron la capacitación para mejorar la calidad de vida y elevar el nivel de subsistencia.  3-2. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos de 1.000 hogares formularon el plan de actividades para mejorar la calidad de vida y elevar el nivel de subsistencia.
4. Los lineamientos se elaboran recopilando los Resultados 1 al 3, para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.	4. Lineamientos para las instituciones relacionadas que promueven el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.

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**(2) The second meeting**

MEETING NOTE

ON

PROJECT ON LIFE IMPROVEMENT AND LIVELIHOOD ENHANCEMENT OF  
CONDITIONAL CASH TRANSFER BENEFICIARIES THROUGH FINANCIAL INCLUSION

Honduran and Japanese sides held a series of discussions on the Project on life improvement and livelihood enhancement of conditional cash transfer (CCT) beneficiaries through financial inclusion (hereinafter referred to as "the Project").

The discussions developed by the both sides include:

**1. Project Progress**

- The Project pilot activities have generated positive changes in the financial and economic situations of the pilot households, thanks to the activities realized by the social agents (*"gestores sociales"* in Spanish language) of the Vice Ministry of Social Integration (SSIS), municipal officials, community leaders and financial institutions.
- The Project has contributed to the development of financial products and services which are appropriate for the CCT beneficiaries.
- The first draft of the Guidelines, which present the methodologies for financial and productive inclusion to be applied in all over the country, has been elaborated.

**2. Activities to be developed in the remaining period of the Project**

- The end line survey will be implemented in the middle of the year 2017, applying Randomized Controlled Trial (RCT), in order to evaluate the impact generated by the Project pilot activities.
- The second draft of the Guidelines will be elaborated by feedback from the end line survey and the lessons learnt from the Project pilot activities, and it will be applied to promote both financial and productive inclusion, with a view to the life improvement and livelihood enhancement of CCT beneficiaries in all over Honduras.
- The Guidelines will be applied by different organizations including central government entities, municipalities, financial institutions and non-governmental organizations (NGOs) in a coordinated manner among them, in order to maximize positive synergy effects and reduce the poverty in Honduras.

Tegucigalpa, February 23, 2017

## ACTA DE LA REUNIÓN

### SOBRE

#### EL PROYECTO PARA EL MEJORAMIENTO DE LA CALIDAD DE VIDA Y LA ELEVACION DEL NIVEL DE SUBSISTENCIA DE LOS HOGARES BENEFICIARIOS DE TRANSFERENCIAS MONETARIAS CONDICIONADAS A TRAVES DE SU INCLUSION FINANCIERA

La parte hondureña y la parte japonesa sostuvieron una serie de discusiones sobre el proyecto para el mejoramiento de la calidad de vida y la evaluación del nivel de subsistencia de los hogares beneficiarios de transferencias monetarias condicionadas a través de su inclusión financiera (en adelante referido como “el Proyecto”).

Las discusiones desarrolladas incluyen:

##### 1. Avances del Proyecto

- Las actividades piloto del Proyecto han generado el cambio positivo en las situaciones financieras y económicas de los hogares piloto, gracias a la labor de los gestores sociales de la Sub-Secretaría de Integración Social (SSIS), funcionarios municipales, líderes comunitarios y entidades financieras.
- El Proyecto ha contribuido para el desarrollo de productos y servicios financieros apropiados a los hogares participantes del Bono Vida Mejor.
- Se ha elaborado el primer borrador de la Guía, que presenta las metodologías de inclusión financiera y productiva a aplicar en todo el país.

##### 2. Actividades a desarrollar en el periodo restante del Proyecto

- Se implementará el estudio de línea final a mediados del año 2017 para evaluar el impacto generado de las actividades piloto desarrolladas, de acuerdo a la metodología; “Prueba Controlada Aleatorizada”.
- El segundo borrador de la Guía se elaborará, retroalimentando el resultado del estudio de línea final y las lecciones aprendidas de las actividades piloto del Proyecto, y el mismo se deberá aplicar para promover la inclusión financiera y productiva, con miras a la mejora de la calidad de la vida y el nivel de subsistencia de los hogares participantes del Bono Vida Mejor en todo Honduras.
- La Guía se aplicará de las diferentes organizaciones, incluyendo entidades del gobierno central, municipalidades, instituciones financieras y organizaciones no gubernamentales (ONG), fortaleciendo la coordinación entre ellos para maximizar los efectos positivos de sinergia con miras a la erradicación de la pobreza en Honduras.

Tegucigalpa, 23 de febrero de 2017

(3) The third meeting

MEETING NOTE  
ON  
PROJECT ON LIFE IMPROVEMENT AND LIVELIHOOD ENHANCEMENT OF  
CONDITIONAL CASH TRANSFER BENEFICIARIES THROUGH FINANCIAL INCLUSION

Honduran and Japanese sides held a series of discussions on the Project on life improvement and livelihood enhancement of conditional cash transfer (CCT) beneficiaries through financial inclusion (hereinafter referred to as "the Project").

The discussions developed by the both sides include:

**1. Project Progress**

- The Project pilot activities have generated positive changes in the financial and economic situations of the pilot households, thanks to the activities realized by the social agents ("gestores sociales" in Spanish language) of the Vice Ministry of Social Integration (SSIS), municipal officials, community leaders and financial institutions. The end line survey implemented in the middle of the year 2017, applying Randomized Controlled Trial (RCT), provides statistical evidence about these positive changes.
- The Project has contributed to the development of financial products and services which are appropriate for the CCT beneficiaries.
- The draft of the Guidelines, which present the methodologies for financial and productive inclusion to be applied in all over the country, has been elaborated, based on the end line survey result and the lessons learned from the Project pilot activities.

**2. Activities to be developed in the remaining period of the Project**

- The Guidelines will be applied by different organizations including central government entities, municipalities, financial institutions and non-governmental organizations (NGOs) in a coordinated manner among them, in order to maximize positive synergy effects and reduce the poverty in Honduras.
- In October 2017 the training course "financial inclusion" will be implemented in Paraguay, inviting public sector officials (SSIS and the other government entities' officials) and leaders of the private financial sector, in order to promote the country's financial inclusion.

**3. Administrative and operational system of the Project**

- The Direction of Opportunities for Vulnerable Sector (DOSV) of the SSIS assumes the operation and technical issues of the Project.

Tegucigalpa, September 26, 2017

## ACTA DE LA REUNIÓN

### SOBRE

#### EL PROYECTO PARA EL MEJORAMIENTO DE LA CALIDAD DE VIDA Y LA ELEVACION DEL NIVEL DE SUBSISTENCIA DE LOS HOGARES BENEFICIARIOS DE TRANSFERENCIAS MONETARIAS CONDICIONADAS A TRAVES DE SU INCLUSION FINANCIERA

La parte hondureña y la parte japonesa sostuvieron una serie de discusiones sobre el proyecto para el mejoramiento de la calidad de vida y la evaluación del nivel de subsistencia de los hogares beneficiarios de transferencias monetarias condicionadas a través de su inclusión financiera (en adelante referido como “el Proyecto”).

Las discusiones desarrolladas incluyen:

##### 1. Avances del Proyecto

- Las actividades piloto del Proyecto han generado el cambio positivo en las situaciones financieras y económicas de los hogares piloto, gracias a la labor de los gestores sociales de la Sub-Secretaría de Integración Social (SSIS), funcionarios municipales, líderes comunitarios y entidades financieras. Dicho cambio positivo se respalda de las evidencias estadísticas formadas del estudio de linea final ya realizado de acuerdo a la metodología; “Prueba Controlada Aleatorizada”.
- El Proyecto ha contribuido para el desarrollo de productos y servicios financieros apropiados a los hogares participantes del Bono Vida Mejor.
- Se ha elaborado el borrador de la Guía, que presenta las metodologías de inclusión financiera y productiva a aplicar en todo el país, retroalimentando el resultado del estudio de linea final y las lecciones aprendidas de las actividades piloto del Proyecto.

##### 2. Actividades a desarrollar en el periodo restante del Proyecto

- La Guía se aplicará de las diferentes organizaciones, incluyendo entidades del gobierno central, municipalidades, instituciones financieras y organizaciones no gubernamentales (ONG), fortaleciendo la coordinación entre ellos para maximizar los efectos positivos de sinergia con miras a la erradicación de la pobreza en Honduras.
- En el mes octubre del año 2017, se implementará el curso internacional “inclusión financiera” en Paraguay, invitando a los funcionarios del sector público (SSIS y otras entidades gubernamentales) y los líderes del sector financiero privado, para promover la inclusión financiera del país.

##### 3. Sistema administrativo y operativo del Proyecto

- La Dirección de Oportunidades para Sectores Vulnerables (DOSV) asume el manejo y asuntos técnicos del Proyecto.

Tegucigalpa, 26 de septiembre de 2017

#### (4) The fourth meeting

#### ACTA DE LA REUNIÓN

#### SOBRE

#### EL PROYECTO PARA EL MEJORAMIENTO DE LA CALIDAD DE VIDA Y LA ELEVACION DEL NIVEL DE SUBSISTENCIA DE LOS HOGARES BENEFICIARIOS DE TRANSFERENCIAS MONETARIAS CONDICIONADAS A TRAVES DE SU INCLUSION FINANCIERA

La parte hondureña y la parte japonesa sostuvieron una serie de discusiones sobre el proyecto para el mejoramiento de la calidad de vida y la evaluación del nivel de subsistencia de los hogares beneficiarios de transferencias monetarias condicionadas a través de su inclusión financiera (en adelante referido como “el Proyecto ACTIVO”).

Las discusiones desarrolladas incluyen:

##### **1. Marco del Proyecto ACTIVO**

El Comité Conjunto de Coordinación confirma la modificación del marco lógico del Proyecto ACTIVO, como adjuntado.

##### **2. Avances del Proyecto ACTIVO hasta el fin del Segundo Periodo**

- Las actividades piloto del Proyecto ACTIVO han generado el cambio positivo en las situaciones financieras y económicas de los hogares piloto, gracias a la labor de los gestores sociales de la Sub-Secretaría de Integración Social (SSIS), funcionarios municipales, líderes comunitarios y entidades financieras. Dicho cambio positivo se respalda de las evidencias estadísticas formadas del estudio de línea final ya realizado de acuerdo a la metodología de “Prueba Controlada Aleatorizada”.
- El Proyecto ACTIVO ha contribuido para el desarrollo de productos y servicios financieros apropiados a los hogares participantes del Bono Vida Mejor.
- Se ha elaborado el borrador de la Guía, que presenta las metodologías de inclusión financiera y productiva a aplicar en todo el país, retroalimentando el resultado del estudio de línea final y las lecciones aprendidas de las actividades piloto del Proyecto.
- El Modelo ACTIVO ya se ha aplicado por aproximadamente 2,500 hogares, aplicando la Guía mencionada arriba, y el mismo beneficia a más de 10,000 hogares mediante la extensión del modelo a mancomunidades a través de la SSIS, y también de las entidades financieras participantes en el Modelo.

##### **3. Actividades a desarrollar en el período restante del Proyecto ACTIVO**

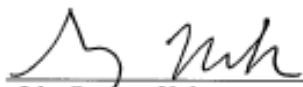
- El Modelo ACTIVO se habrá aplicado, como una meta probable hasta el fin del Proyecto programado para el mes abril 2020, a más de 5,000 hogares en los 5 municipios objetivos originales del Proyecto (Tegucigalpa, Villa de San Francisco, Quimistán, Las Vegas y San Rafael), y además 3,000 hogares en total en los 50 municipios, a través de las Mancomunidades tales como GUISAYOTE, MAVAQUI, CODEMUSSBA, MUNASBAR, CRA, HIGUITO, MANOFM, MAMUCA entre otras.

- El Modelo ACTIVO se retroalimentará de manera explícita en:
  - (i) Estrategia Nacional de salida del programa del BVM con Inclusión Productiva, Financiera y Social
  - (ii) Manuales Metodológicos de Formación
- El sistema de la extensión del Modelo se establecerá dentro de la SSIS.

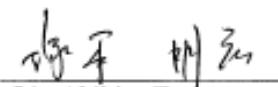
En el mes octubre del año 2018, se implementará el curso internacional “inclusión financiera” en Paraguay, invitando a los funcionarios del sector público (la SSIS y otras entidades gubernamentales) y los representantes del sector financiero privado, para promover la inclusión financiera del país. En esta oportunidad, por parte de la SSIS participarán Dra. Lissi Marcela Matute Cano, Abogada Paola Isel Arriaza Paz, y Lic. Mirta Lizeth Maradiaga Argeñal para promover la aplicación del Modelo ACTIVO.

#### 4. Sistema administrativo y operativo del Proyecto

- Tanto la Dirección de Promoción y Desarrollo humano (PDH) como la Dirección de Oportunidades para Sectores Vulnerables (DOSV) asumen el manejo y asuntos técnicos del Proyecto ACTIVO.
- La Licenciada Mirta Maradiaga, asesora de la SSIS, monitorea el manejo y asuntos técnicos del Proyecto como Gerente de Operación.

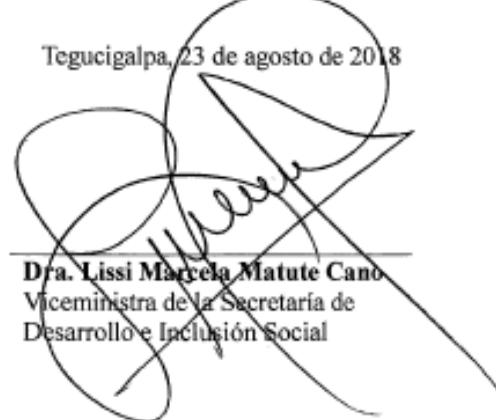


**Lic. Suguru Nakane**  
Director General  
Agencia de Cooperación  
Internacional del Japón  
(JICA)  
Oficina en Honduras



**Lic. Akihiro Tsukamoto**  
Asesor Principal  
del Proyecto

Tegucigalpa, 23 de agosto de 2018



**Dra. Lissi Marcela Matute Cano**  
Viceministra de la Secretaría de  
Desarrollo e Inclusión Social

**Anexo: Marco lógico modificado (Matriz de Diseño del Proyecto)**

**Título del Proyecto:** Proyecto del mejoramiento de la calidad de vida y el nivel de subsistencia de los hogares beneficiarios de las Transferencias Monetarias Condicionadas a través de la inclusión financiera.

**Área del Proyecto:** 5 municipios en 3 departamentos (Tegucigalpa en Francisco Morazán, Quimistán en Santa Bárbara, San Rafael en Lempira, Villa de San Francisco en Francisco Morazán y Las Vegas en Santa Bárbara)

**Grupo objetivo:** Los hogares beneficiarios de la TMC en los municipios objetivo

Sumario narrativo	Indicadores Objetivamente Verificables	Métodos de verificación	Supuestos importantes
<b>Meta Global</b>	El modelo establecido para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC se institucionalizará a nivel nacional.	1. Se establece como ley o decreto el modelo definido. 2. Se asegura el presupuesto por SSIS, las municipalidades y las mancomunidades con el fin de llevar a cabo el modelo establecido.	1. Leyes y/o decretos establecidos. 2. Planes presupuestales correspondientes a SSIS, municipalidades y mancomunidades.
<b>Objetivo del Proyecto</b>	El modelo para promover el mejoramiento de la calidad de vida y el nivel de subsistencia de los hogares beneficiarios de la TMC queda establecido.	1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, más de 500 de hogares empezaron las actividades para elevar el nivel de subsistencia y mejorar la calidad de vida.  2. Los lineamientos mencionados en el Resultado 4 se aprueban por la SSIS.	1. Registro del monitoreo de actividades de los hogares beneficiarios de acuerdo con el plan de actividades. 2. Aprobación de los lineamientos.
<b>Resultados</b>	1. Queda fortalecida la capacidad administrativa de la economía del hogar de los beneficiarios de la TMC en los municipios objetivo.	1-1. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 2000 de hogares asistieron a la capacitación sobre la administración de la economía del hogar.  1-2. Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 1000 de hogares administran la economía del hogar con la libertad de cuentas, etc.	• No cambia notablemente la seguridad pública y la economía de los municipios objetivo. • No declina notablemente el estado financiero de los gobiernos locales.
	2. Queda mejorado el acercamiento y el uso de los servicios financieros de los hogares beneficiarios de la TMC en los municipios objetivo.	2-1. Informe de ejecución de la educación financiera. 2-2. Encuesta por medio de entrevistas con las	• No cambia notablemente el rol y políticas de las instituciones relacionadas, como SSIS, las mancomunidades principales. • No desmejora significativamente la condición de la seguridad pública y la economía de los municipios objetivo. • No cambia notablemente la política del gobierno

	hogares beneficiarios. <b>2-3.</b> Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 1000 de hogares abrieron cuenta de ahorro en alguna(s) institución(es) financieras y empezaron a ahorrar.	instituciones financieras y otros. <b>2-3.</b> Registro del monitoreo del uso de los servicios financieros.	hondureño sobre la TMC • No cambia notablemente la política de otros donantes relacionados con el apoyo a la TMC.
	<b>3.</b> Los hogares beneficiarios de la TMC de los municipios objetivo adquieren técnicas necesarias para mejorar la calidad de vida y elevar el nivel de subsistencia.	<b>3-1.</b> Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos 2000 de hogares recibieron la capacitación para mejorar la calidad de vida y elevar el nivel de subsistencia.  <b>3-2.</b> Entre los hogares beneficiarios de la TMC en los municipios objetivo, al menos de 1000 de hogares formularon el plan de actividades para mejorar la calidad de vida y elevar el nivel de subsistencia.	<b>3-1.</b> Informe de ejecución de la capacitación sobre el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia. <b>3-2.</b> Registro del monitoreo de las actividades que realizan los hogares beneficiarios.
<b>Actividades</b>	<b>4.</b> Lineamientos para las instituciones relacionadas que promuevan el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.  <b>4.</b> Los lineamientos se elaboran recopilando los resultados 1 al 3, para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.	<b>Gobierno japonés</b>  <b>1.</b> Realizar un estudio participativo para revisar el estado actual de la administración de la economía del hogar de los hogares beneficiarios de los sitios piloto. <b>1-2.</b> Planear y dar la capacitación sobre la administración de la economía del hogar a los hogares beneficiarios de los sitios piloto. <b>1-3.</b> Monitorear y evaluar la situación de la administración de la economía del hogar de los hogares beneficiarios de los sitios piloto, para revisar el contenido de la capacitación. <b>1-4.</b> Brindar capacitación a los hogares beneficiarios de los municipios objetivo para mejorar la capacidad de la administración de la economía del hogar. <b>1-5.</b> Apoyar a los hogares beneficiarios de los municipios objetivo en sus prácticas de la administración de la economía del hogar.	<b>Gobierno hondureño</b>  <b>1.</b> Asignación del personal contraparte. <b>2.</b> Presupuesto para capacitación. <b>3.</b> Equipamiento y materiales. <b>4.</b> Administración de la economía del hogar. <b>5.</b> Acceso y uso de los servicios financieros. <b>6.</b> Coordinación de Se asegura constantemente el personal de SSIS y el presupuesto para realizar el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.  <b>7.</b> Se mantiene la presencia y facilidad de las instituciones financieras en los municipios objetivo.  <b>8.</b> No se presentan cambios en las mancomunidades a

<p><b>2-1.</b> Realizar un estudio participativo sobre el uso de los servicios financieros y la alfabetización financiera de los hogares beneficiarios de los sitios piloto.</p> <p><b>2-2.</b> Planear y realizar la educación financiera para los hogares beneficiarios de los sitios piloto.</p> <p><b>2-3.</b> Apoyar a las instituciones financieras y otros de los sitios piloto para que adquieran metodologías financieras (micro financiamiento) de estándar internacional.</p> <p><b>2-4.</b> Compartir con las instituciones financieras y otros de los sitios piloto las necesidades de los servicios financieros de los hogares beneficiarios y apoyarlas para desarrollar los productos financieros dirigidos a los hogares beneficiarios, así como para promover su uso.</p> <p><b>2-5.</b> Brindar capacitación para el mejoramiento del acceso y el uso de los servicios financieros de los hogares beneficiarios de los municipios objetivo.</p> <p><b>2-6.</b> Apoyar las acciones dirigidas al mejoramiento del acceso y el uso de los servicios financieros de los hogares beneficiarios de los municipios objetivo.</p>	<ul style="list-style-type: none"> <li>▪ los trabajos Coordinador/ Planeación de la capacitación.</li> <li>▪ Capacitación en Japón y/o en un tercer país.</li> <li>▪ Provisión de equipos.</li> <li>▪ Costo de actividades del Proyecto (presupuesto para capacitación y contratar ONGs).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Autorización oficial y permisos necesarios para la implementación del Proyecto.</li> </ul>	<ul style="list-style-type: none"> <li>▪ las que pertenecen los municipios objetivo.</li> </ul>
<p><b>Precondición:</b> Las mancomunidades y las municipalidades de la región objetivo cooperan con el Proyecto.</p>			

capacitación y dar nuevamente la capacitación, según sea necesario.
<p><b>3-6.</b> Apoyar la ejecución de capacitación para el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia y poner en práctica las actividades que conduzcan el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios en los municipios objetivo.</p>
<p><b>4-1.</b> Elaborar el plan general de la capacitación de tal forma que los Resultados de 1 a 3 se enlacen entre sí y que se genere un incremento en la efectividad.</p>
<p><b>4-2.</b> Elaborar los lineamientos (propuesta borrador) resumiendo los resultados de 1 a 3 para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares beneficiarios de la TMC.</p>
<p><b>4-3.</b> Compartir los lineamientos (propuesta borrador) con las instituciones interesadas, incluyendo las municipalidades no objetivo, para recoger sus opiniones.</p> <p><b>4-4.</b> Elaborar la versión final de los lineamientos, tomando en cuenta las opiniones de las instituciones interesadas, incluyendo las de las municipalidades no objetivo.</p>

\*1. Aunque es difícil determinar la correlación de causa-efecto generada por el Proyecto, se realizará la medición de calidad he aumentado el pago de los hogares beneficiarios de la TMC de los sitios piloto en dos momentos distintos, seis meses después del inicio y un año antes del término del proyecto.

\*2. "El estudio participativo" tiene el objetivo de transmitir conocimientos y experiencia acumuladas de los habitantes comunitarios que se obtendrán a través del estudio.

\*3. Para los estudios en los sitios piloto, se aprovecharán tanto los datos existentes.

\*4. El personal relacionado con el Proyecto incluye a los coordinadores de SSSIS, el Instituto de Formación Profesional (INFOPI), las mancomunidades y los miembros de las municipalidades objetivo, así como la asistente comunitaria, las ONGs relacionadas entre otras. Estas partes interesadas del Proyecto, según la institución o el contenido de capacitación, podrán ser ejecutantes de capacitación o participantes receptor de la misma.

\*5. "Las instituciones financieras y otros" se refiere a las instituciones financieras, las asociaciones de las instituciones financieras, Comisión Nacional de Bancos y Seguros entre otros. Asimismo, las instituciones financieras formales, tales como instituciones de micro financiamiento, bancos comerciales, cooperativas de ahorro y crédito, etc.

\*6. Plata diversos cursos de capacitación; se aprovecharán el contenido de capacitación ya existente y los ex becarios de la JICA. De igual forma, para las técnicas relacionadas con la capacitación vocacional, se aprovecharán las instituciones relacionadas.

\*7. Para la capacitación en las áreas fuera de los sitios piloto en los municipios objetivo a que se refieren los Resultados, 1-3, se realizará con la iniciativa del personal del lado hondureño relacionado con el Proyecto.

\*8. En los lineamientos, se describirán las metodologías de la administración de la economía del hogar de los hogares beneficiarios de la TMC, del acceso y el uso de los servicios financieros, como para el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia, así como las instituciones relacionadas, el papel que juega cada una de ellas y la información para formular presupuestaria, prestando atención a que estos lineamientos puedan ser aplicados en los demás municipios no objetivo.

\*9. El proyecto asegurará que como mínimo el 50% de los participantes en las capacitaciones para familias beneficiarias de la TMC, será del género femenino, así como incorporar la perspectiva de género en todas las etapas de planeación, implementación, monitoreo y evaluación (ejemplo: participación de la mujer en la toma de decisiones de los procesos, recopilar información tanto de hombres como mujeres en el monitoreo y evaluación).

## (5) The fifth meeting

### MEETING NOTE

ON

### PROJECT ON LIFE IMPROVEMENT AND LIVELIHOOD ENHANCEMENT OF CONDITIONAL CASH TRANSFER BENEFICIARIES THROUGH FINANCIAL INCLUSION

In the Joint Coordination Committee (JCC) meeting held on December 5, 2019, Honduran and Japanese sides had a series of discussions on the Project on life improvement and livelihood enhancement of conditional cash transfer (CCT) beneficiaries through financial inclusion (hereinafter referred to as "the Project"), which are implemented by Vice Ministry of Social Integration (SSIS) and Japan International Cooperation Agency (JICA).

The main points discussed in the meeting are noted below.

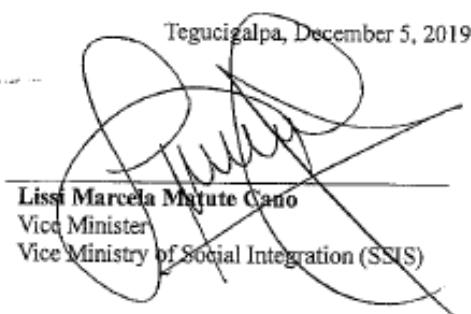
#### 1. Achievements of the Project

- A Model named as "ACTIVO Model" has been developed by the Project as one of the important components of the national strategy for the graduation from CCT program.
- The Model has already been applied in approximately 7,000 households, including more than 2,000 households promoted by SSIS's social agents ("gestor social" in Spanish Language) in the departments of Francisco Morazán, Comayagua, Valle, Santa Bárbara, Intibucá, Copán, Ocotepeque, Cortés, La Paz and Lempira.
- According to the result of the end line study carried out by the Project between May and August 2019, the application of the Model has generated a positive impact on the financial and economic management and livelihood improvement of the CCT beneficiaries.
- Guidebook on the Model has been approved as guidelines to be applied in SSIS to promote life improvement and livelihood enhancement of CCT beneficiary households.

#### 2. Activities to be carried out even after the end of the Project period

- It is important that SSIS apply the Model in a sustainable way towards reducing extreme poverty, as a part of the national strategy for the graduation from CCT program, to make positive synergy effects with the other social integration programs through promoting the participants' financial and economic activities.
- It is expected that the Model be applied by approximately 3,000 more CCT beneficiary households in the year of 2020.
- It is important to promote and strengthen social and financial inclusion, taking advantage of the positive results generated from the Project.

  
Suguru Nakane  
Chief Representative  
Japan International Cooperation Agency  
(JICA) in Honduras

Tegucigalpa, December 5, 2019  
  
Lisette Marcela Matute Cano  
Vice Minister  
Vice Ministry of Social Integration (SSIS)

## ACTA DE LA REUNIÓN

### SOBRE

#### EL PROYECTO PARA EL MEJORAMIENTO DE LA CALIDAD DE VIDA Y LA ELEVACION DEL NIVEL DE SUBSISTENCIA DE LOS HOGARES BENEFICIARIOS DE TRANSFERENCIAS MONETARIAS CONDICIONADAS A TRAVES DE SU INCLUSION FINANCIERA

En la reunión del Comité Conjunto de Coordinación realizada el 5 de diciembre de 2019, la parte hondureña y la parte japonesa sostuvieron una serie de discusiones sobre el proyecto para el mejoramiento de la calidad de vida y la evaluación del nivel de subsistencia de los hogares beneficiarios de transferencias monetarias condicionadas a través de su inclusión financiera (en adelante referido como "el Proyecto ACTIVO"), que se está implementando por el Viceministerio de Integración Social (SSIS) y la Agencia de Cooperación Internacional de Japón (JICA).

Las discusiones desarrolladas incluyen:

##### 1. Logros del Proyecto ACTIVO

- El "Modelo ACTIVO" se desarrolló del Proyecto como uno de los componentes importantes de la estrategia nacional de la salida de Bono Vida Mejor.
- Dicho Modelo ya se ha aplicado en aproximadamente 7 mil hogares, incluyendo aproximadamente más de 2 mil hogares aplicados por gestores sociales de SSIS en los departamentos de Francisco Morazán, Comayagua, Valle, Santa Bárbara, Intibucá, Copán, Ocotepeque, Cortés, La Paz y Lempira.
- De acuerdo al resultado del estudio línea final realizado del Proyecto entre los meses mayo y agosto 2019, la aplicación del Modelo ha generado el impacto positivo en la gestión financiera y económica y la mejora de la subsistencia de los hogares participantes del Bono Vida Mejor.
- La Guía del Modelo ACTIVO se ha aprobado como lineamientos a aplicar dentro de la SSIS para promover el mejoramiento de la calidad de vida y la elevación del nivel de subsistencia de los hogares participantes del Bono Vida Mejor.

##### 2. Actividades a desarrollar después de finalización del periodo del Proyecto

- Es importante que SSIS aplique el Modelo ACTIVO de manera sostenible para reducir la extrema pobreza, como un componente de la estrategia nacional de la salida de Bono Vida Mejor, para generar la sinergia positiva con los otros programas de la integración social, promoviendo las actividades financieras y económicas de los hogares participantes.
- Se espera que el Modelo ACTIVO sea aplicado por aproximadamente 3,000 hogares participantes de Bono Vida Mejor más en el año 2020.
- Es importante promover y fortalecer la inclusión social y financiera, aprovechando los resultados positivos generados del Proyecto ACTIVO.

Lic. Suguru Nakane  
Director General  
Agencia de Cooperación Internacional del  
Japón (JICA)  
Oficina en Honduras

Tegucigalpa, 5 de diciembre de 2019

Dra. Lissi Marcela Matute Cano  
Viceministra de la Sub-Secretaría de  
Integración Social (SSIS)

**Annex 3. List of participants in the international courses organized by the Project**

**(1) The first course**

SSIS	Carlos Enrique Fiallos Jorge Leonel Alvarez Carlos David Lezama
CNBS	Tania Marlene López Medina Alejandra María Argueta Hernández Josefa Maribel Silva Mendez
INFOP (National institute for professional education)	Maricela Beatriz Ordoñez Mendoza
Banrural	Miriam Yohana Galo Galo Jemmy Mercedes Medina Pavon
FACACH	Cesar Alberto Norales Bent
Pinelejo credit union	Magda Argentina Portillo Mata Nelson Noe Rodriguez Valle
Sagrada Familia credit union	Marthalina Estrada Duron
Pespirense credit union	María Isabel Mejia Martinez
REDMICROH	Carolín Quan
HDH (Microfinance institution)	Alex Giovany Villeda Martinez
FAMA (Microfinance institution)	Kelin Johana Velásquez Caseo
PIRAH (Microfinance institution)	José René Banegas Vides

**(2) The second course**

SSIS	José Javier Ramírez Salguero
CNBS	Rodolfo Álvarez Mejía
CONSUCOOP	José Jorge Peña Fonseca
Banrural	Mae Lindell Osorio Ebanks
Banco de Occidente	Esmelin Sagastume Teruel
FACACH	Daniel Antonio Salgado Sanabria
Sagrada Familia credit union	María Dolores Madrid Paz
Elga credit union	Ricardo Efraín Sanabria Nuñez
San Marqueña credit union	Dania Shadia Soriano Flores
Yoro credit union	José Santiago Lozano Urbina
Yuscaran credit union	Hosman Florencio Ardón Moncada
CREDISOL	Raúl Ernesto Alfaro Iglesias

**(3) The third course**

SSIS	Mirta Lizeth Maradiaga Paola Isel Arriaza Paz
CNBS	Mey Ling Pon
CONSUCOOP	Any Mariana Rodriguez
Occidente Bank	Ludvin Francisco Rivas Corrales
Banco Popular (Popular bank)	Walter Rolando Chávez
FINSOL (Microfinance institution)	Karen Ivette Reyes
CREDISOL (Microfinance institution)	Reynaldo Bautista Argueta
IDH (Microfinance institution)	Victor Manuel Funes
FACACH	Fredy Moradel
Elga credit union	Jimy Romero
San Isidro credit union	Adolfo Armijo Rodriguez
CACEENP credit union	Esther Maria Doblado Fernandez
Campamento credit union	Armando Alexi Duarte

**(4) The forth course**

SSIS	Angie Margarita Villanueva Daysi Marilu Perez Fausto Lazo
BCH (Central bank)	Dunía Paola Escoto Altamirano
CNBS	Ligia Marcela Herrera Salgado
CONSUCOOP	Nancy Barahona
CEPROBAN	Angel Castillo
AHIBA	Ángel Javier Castillo Escoto
Occidente bank	Pamela Ivonne Laínez Barrientos
FACACH	Edgar Hernandez
Elga credit union	Nelly Rodriguez
Sagrada Familia credit union	Gabriela Nuñez

## Annex 4. Copies of articles related to the Project



**Article on the Project opening ceremony  
(May 2015, La Tribuna)**



**Article on the seminar  
(Oct. 2015, La Prensa)**



**Article on the Project progress  
(Sep. 2017, El Heraldo)**



**Article on the Project progress  
(Sep. 2017, La Tribuna)**



**Article on the training course organized by the Project in Paraguay  
(Nov. 2017, La Tribuna)**



**Article on the Project progress  
(Dec. 2019, La Tribuna)**

## **Annex 5. ACTIVO Model's educational material**

The main educational material based on ACTIVO Model is presented here. The material is written in Spanish, so that participating households can develop their technical abilities on household accounting, business planning and so on by reading it.



Proyecto para el Mejoramiento de la Calidad de Vida y la Elevación del Nivel de Subsistencia de los Hogares Beneficiarios de Transferencias Monetarias Condicionadas a través de su Inclusión Financiera

# **PROYECTO ACTIVO**

**Ahorro, Cuenta financiera, Trabajo, Ingreso para la Vida Optimizada**

**MATERIAL EDUCATIVO INTEGRAL  
EMPRENDIMIENTO Y MANEJO FINANCIERO  
PARA LA VIDA MEJOR**

## Introducción: ¡Ahorramos para nuestro futuro!

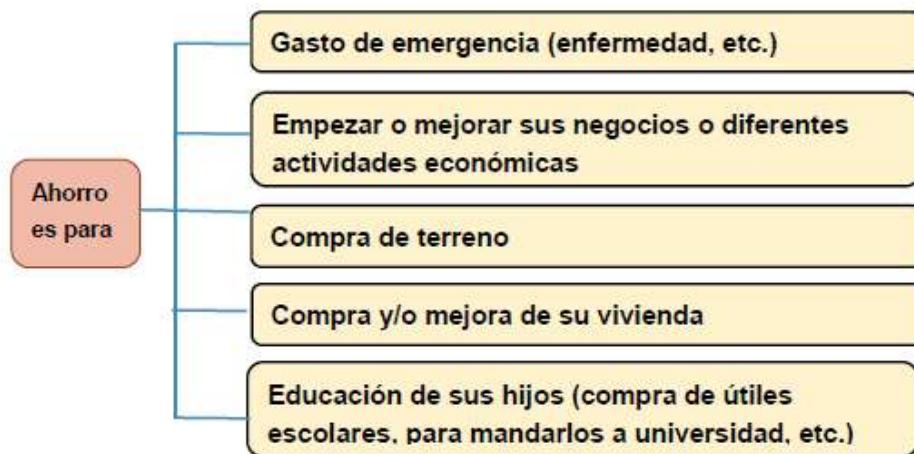
### (1) ¿Qué podemos lograr por el ahorro?

Ejemplos: Con el ahorro, me gustaría

- ✓ Crear / ampliar la huerta familiar
- ✓ Iniciar negocio de cría de cerdos
- ✓ empezar un negocio de vender baleada para escuelas.
- ✓ estudiar computación
- ✓ comprar la comida, aun cuando no tengo el ingreso
- ✓ tener Lps. 1,000.00 siempre para cuando algún miembro de mi familia se enferme.
- ✓ comprar zapatos / calzado /ropa a mis hijos cuando es necesario
- ✓ mandar mi hija al colegio



Ahorro es lo que se guarda para su futuro.



## (2) ¿En qué forma podemos ahorrar?

Hay ventajas y desventajas en cada forma de ahorrar.  
¿En qué forma quiero ahorrar? ¿Por qué?

Ahorro en productos del campo	Ahorro monetario en la casa	Ahorro monetario en la cuenta financiera
 		 <ul style="list-style-type: none"><li>● Realizar depósitos o retiros en cualquier momento</li><li>● Aumentar el saldo con el interés</li></ul>

## (3) ¡Elaboramos la Meta del Ahorro!

Objetivo	
Cantidad meta	
¿Hasta cuándo?	

## Módulo 1: ¡Mejoramos el manejo de la economía de hogar!

### (1) ¿Cómo podemos aumentar el ahorro?

- Aumentar Ingresos
  - ✓ Empezar nuevos negocios o hacer sus negocios más rentables (venta de tortillas, siembra de hortalizas para vender, etc.).
  - ✓ Obtener más trabajo o mejor empleo.
- Reducir los gastos
  - ✓ Consumir menos en artículos no esenciales (consumo menos importantes y derroches)
  - ✓ Economizar el uso de recursos (agua, electricidad, sobrante de comida, etc.)

### (2) ¡Conocemos la estacionalidad del flujo de caja (dinero)!

Meses en que ganamos mucho 	
Meses en que no tenemos ingresos o ganamos menos 	
Meses en que gastamos mucho 	

### (3) ¡Registramos gastos e ingresos del hogar!

Es importante registrar gastos e ingresos del hogar, para:

- Clasificar gastos esenciales y los demás,
- Analizar cómo reducir los gastos no esenciales, y
- Analizar si el ingreso es suficiente para mantener los gastos necesarios
- Analizar cuánto se puede ahorrar mensualmente o semanalmente

#### **Formato del registro de gastos e ingresos mensuales**

(Los lectores pueden usar el formato anexado de este material.)

Ingresos			Gastos		
Fecha	Detalle	Monto	Fecha	Detalle	Monto



#### Ejemplo del análisis de los gastos y los ingresos mensuales

Ingresos		Gastos	
Empleo	5,000	Gastos obligatorios	
Negocio	2,000	Comidas	3,500
Venta de productos agrarios	2,000	Educación	1,200
		Salud	500
		Electricidad y agua	800
		Insumos productivos y comerciales	1,200
		Gastos no obligatorios	800
Ingresos Total	9,000	Gastos Total	8,500
Balance (Montos ahorrados)			500

## Módulo 2: ¡Usamos servicios financieros!

### (1) ¡Aprendemos las características generales de los productos financieros!

Servicios Financieros	Características generales	Ventajas	Desventajas
AHORROS 	<ul style="list-style-type: none"> <li>● Se lleva control con una libreta de ahorro.</li> <li>● Se puede depositar y retirar.</li> <li>● Hay cierta variedad de productos financieros, tales como: cuenta de ahorro, depósitos a plazo, ahorro programado, etc.</li> <li>● La aportación para la cooperativa es diferente de ahorros</li> </ul>	<ul style="list-style-type: none"> <li>● Se puede obtener interés.</li> <li>● Los Ahorros depositados en la cuenta no es posible que sean robados por ladrones.</li> <li>● Ahorros en la cuenta podrán contribuir a reducir los gastos que no son necesarios.</li> </ul>	<ul style="list-style-type: none"> <li>● Se cobran las comisiones en ciertas ocasiones (comisión por inactividad, comisión por bajo promedio, etc.)</li> </ul>
CREDITOS 	<ul style="list-style-type: none"> <li>● Se presta dinero y se debe devolver la cuota en un plazo definido</li> <li>● Hay cierta variedad de productos financieros tales como microcrédito individual, crédito para vivienda, banca comunal, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Se puede aprovechar la oportunidad de comprar o salir adelante en una emergencia.</li> <li>● El interés de las entidades financieras es más bajas que la del servicio informal.</li> </ul>	<ul style="list-style-type: none"> <li>● Se debe cargar del pago del interés.</li> <li>● Hay riesgo en endeudamiento acumulado</li> </ul>
SEGUROS 	<ul style="list-style-type: none"> <li>● Hay cierta variedad de seguros: salud, de vida, de accidentes, de agricultura, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Se puede recuperar la pérdida económica en caso de emergencia..</li> </ul>	<ul style="list-style-type: none"> <li>● En muchos casos, no se recuperan los costos de seguros, cuando no ocurre la emergencia.</li> </ul>
Banca Móvil 	<ul style="list-style-type: none"> <li>● Se puede hacer la remesa, los pagos, y otros sin salir de la casa.</li> </ul>	<ul style="list-style-type: none"> <li>● Se puede ahorrar el tiempo y/o transporte, y no riesgarse por salir afuera con efectivo.</li> </ul>	<ul style="list-style-type: none"> <li>● Se requiere pago de comisión.</li> <li>● En ocasiones, no se tiene la cantidad que se necesita</li> </ul>
Agentes Corresponsales No Bancarios	<ul style="list-style-type: none"> <li>● Se puede depositar y retirar dinero y hacer los pagos de servicios públicos en su comunidad</li> </ul>	<ul style="list-style-type: none"> <li>● Se puede hacer transacción en su comunidad</li> </ul>	<ul style="list-style-type: none"> <li>● En ocasiones, no se tiene la cantidad que se necesita</li> </ul>

## (2) ¡Conocemos más el ahorro en la cuenta!

### (a) Libreta de ahorro:

Es el documento extendido por la Entidad Financiera en el momento de aperturar una cuenta, donde se le asigna un número y sirve para saber el valor del dinero que la persona tiene ahorrada, y en la mayoría de casos, la libreta de ahorro se forma de los siguientes conceptos:

Fecha	Referencia	Depósitos	Retiros	Saldos
03.07.2016	ATM	1,000		8,231
07.07.2016	Interés	56		8,287
21.07.2016	ATM		500	7,787
03.08.2016	Ventanilla	800		8,587

### (b) Depósitos:

Es la cantidad de dinero que se guarda o ahorra en la Institución, y de esta manera se aumenta la cuenta

### (c) Retiros:

Es cierta cantidad de dinero donde el propietario de la cuenta decide usar el mismo, ya sea consumo, gastos eventuales etc.

### (d) Tasa de Interés (recibida):

Es el valor pagado en el tiempo por nuestro dinero ahorrado, por parte de la institución que lo maneja (Bancos, cooperativas, etc.)

### (e) Comisiones:

Son los cobros efectuados por el incumplimiento de algunas de las condiciones pactadas entre la persona que ahorra y la institución que los maneja, y que están contenidas en un contrato, por ejemplo: comisión por inactividad (cuando no realizamos ninguna operación en la cuenta), comisión por bajo promedio( se genera por presentar un saldo menor al pactado) a la apertura de la cuenta.

## Módulo 3: ¡Analizamos cómo aumentar el ingreso!

### 3.1 Parte Básica (Planificación)

#### (1) ¿Qué potencialidades tenemos para mejorar el ingreso?

Es importante saber las potencialidades en los siguientes tres (3) puntos, además de su interés y deseo.

- Capacidad: ¿Es fácil utilizar las técnicas que usted desarrolla?
- Clientes: ¿Hay mucha demanda en la zona donde usted vive?
- Competidores: ¿Hay muchos competidores en la zona donde usted vive?

		¿Es fácil para su hogar empezar?	¿Hay Muchos clientes en la zona?	¿Hay Pocos Competidores en la zona?	¿Usted quiere hacerlo?
Alimentos	Verduras				
	Frutas				
	Carne (res, cerdo, pollo, etc.)				
	Huevos				
	Lácteos (queso, leche, etc.)				
	Pan, torta				
	Pupusa, Tamal, Tortilla, etc.				
	Venta de comidas				
	Encurtidos				
	Postres y dulces				
	Vino				
	Hierbas (menta, orégano, etc.)				
	Miel				
	Mermelada y jugo				
Artículos	Ropa y uniforme				
	Bordado				
	Sombrero				
	Muebles de madera				
	Cerámicas				
	Flores (viveros)				
Servicios	Salón de belleza y barbería				
	Lavandería y plancha				
	Sastrería				
	Mecánico automotriz				
	Mecánico electrónico y eléctrico				
	Soldadura				
	Albañil y fontanero				
	Ferretería				
	Pulpería				
Empleo	Oficios Domésticos				
	Empleo en la finca				
	Empleo en la empresa				
	Empleo en el sector público				
Otros ( )					

## (2) ¡Elaboramos el plan de mejora del ingreso del hogar!

Es importante concretar su idea para mejorar el ingreso, a través de llenar el siguiente formato:

**Formato del Plan de Mejora del Ingreso (= Plan de Negocio)**

Artículo	Ejemplo	su respuesta
Idea de trabajo	Panadería	
Nuevo negocio o negocio que ya tiene	Nuevo negocio	
¿Quién se dedica?	Yo y mi marido	
Insumos y ¿cuánto costará para la apertura y/o mejora del negocio?	Fogón Materias primas Leña Lps. 5,000.00	
¿Cuáles son los clientes?	Los alumnos de la escuela	
¿Cuánto quiere ganar?	Lps. 3,000.00 al mes	
Conocimientos y técnicas	Hacer varios tipos de panes	
¿Ya tiene experiencia en eso?	Un poco	
Si hay necesidad, ¿hay alguna entidad que les enseña esa técnica?	Programa de la alcaldía	
¿Cuánto va a ahorrar para iniciar su negocio?		
Monto (Lempiras) de meta para ahorrar		
Monto mensual para ahorrar		
Hasta cuándo		

## 3.2 ¡Desarrollamos el negocio rentable!

### (1) ¡Aprendemos el plan de negocio!

En muchos casos, la persona quien tiene la visión empresarial planifica la operación de su negocio, de la siguiente manera. Si producieramos más que el volumen que se puede vender, perderíamos el dinero. Por esta razón es muy importante planificar la venta, antes de la producción y también de los recursos financieros.



## (2) ¡Analizamos la aplicación de los productos financieros para desarrollar su negocio!

Ahorro	Crédito	Seguro
 <p>Contar con el dinero suficiente para iniciar y/o ampliar el negocio / la agricultura</p>	 <p>Satisfacer las necesidades de efectivo para el capital de trabajo / inversión</p>	 <p>Proteger del riesgo de la sequía y las otras emergencias para mantener sus actividades económicas</p>

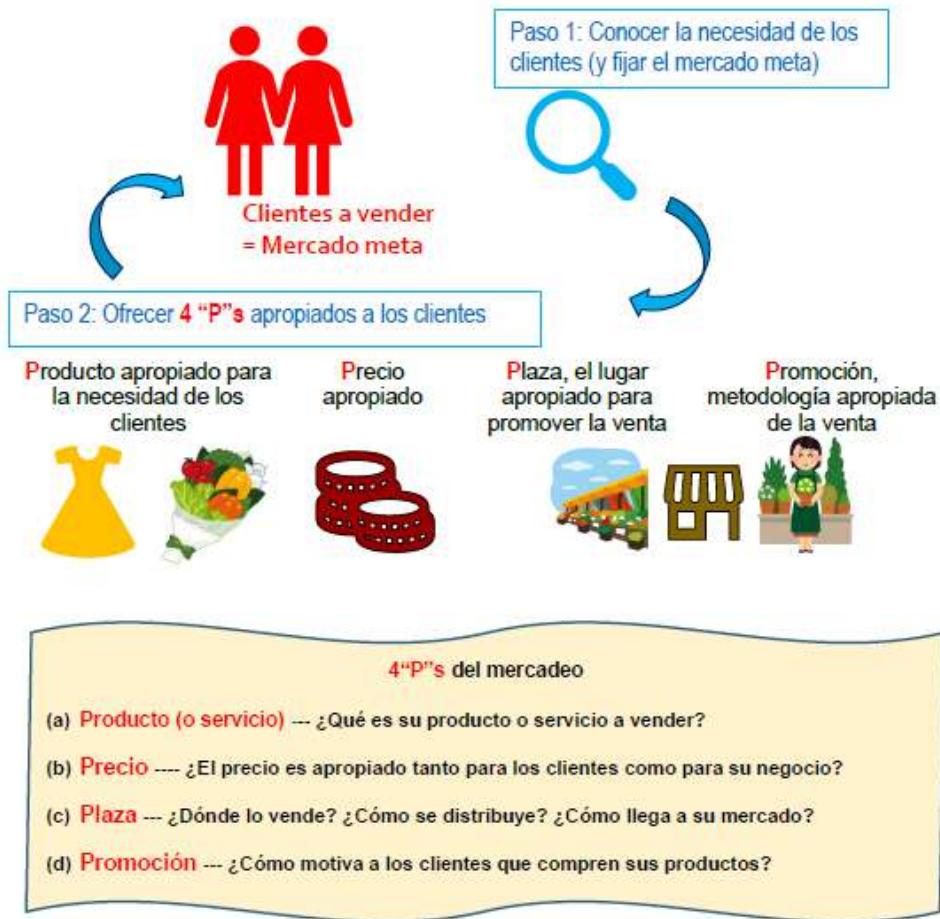
Es importante decir que muchos programas de crédito atienden necesidades de capital de corto plazo. Por tanto, el solicitante deberá analizar su plan de reembolso de manera cuidadosa y prudente antes de solicitar el crédito, para poder reembolsar el monto solicitado dentro del plazo y condiciones de tiempo establecidas.

Ejemplo de reembolso del crédito

	Hoy	1 mes después	2 meses después	3 meses después	4 meses después	5 meses después
Crédito recibido	5,000					
Devolución Principal		1,000	1,000	1,000	1,000	1,000
Pago del Interés		150	120	90	60	30
Pagos totales (cuota)		1,150	1,120	1,090	1,060	1,030

### 3.3 Mercadeo

Cuando usted desarrolla su propio negocio, es importante considerar de mercadeo, que son las actividades para saber demandas de sus clientes y aprovechar las oportunidades económicas. El flujo de mercadeo contiene los siguientes pasos.

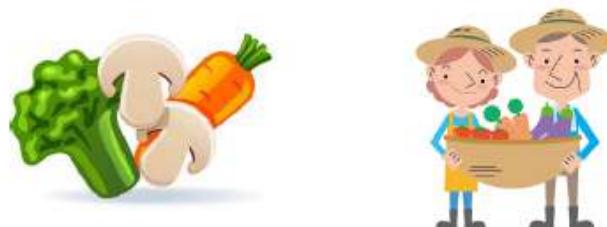


## ¿Cómo se aplican 4“P”s?

Suponemos que usted vive en la zona rural y produce las hortalizas. Se presenta abajo un ejemplo de la aplicación de 4Ps para este caso.

Mercado Meta	Ejemplo: Consumidores de hortalizas <b>en la zona urbana, población rural que tienen niños, etc.)</b>
Tácticas sobre el <b>Producto</b>	Ofrecer los productos que puedan satisfacer las necesidades y demandas de los clientes (Eje: Ropa Usada, piñata, hortaliza)
Tácticas sobre el <b>Precio</b>	1) Vender al precio aceptable para los consumidores 2) Adaptarse a la capacidad económica de la zona 3) Producir y vender en épocas de precios altos
Tácticas sobre la <b>Plaza</b>	1) Vender los productos en diferentes mercados como ser feria organizada de la municipalidad, mercaditos, pulperias.
Tácticas sobre la <b>Promoción</b>	1) Presentar sus productos de manera atractiva para los consumidores 2) Colocar viñeta para los productos que digan "Fresca" "Orgánico", "Producto Local", etc. 3) Mantener buenas relaciones con diferentes tipos de clientes: mayoristas, distribuidores, consumidor final los microempresarios quienes desarrollan comedores y mercaditos. 4) Usar publicidad apropiada de acuerdo a los tipos de sus clientes (eje: volantes, anuncio, mantas publicitarias, persona a persona. Mensajitos)

La combinación apropiada de 4“P”s podrá mejorar su negocio.

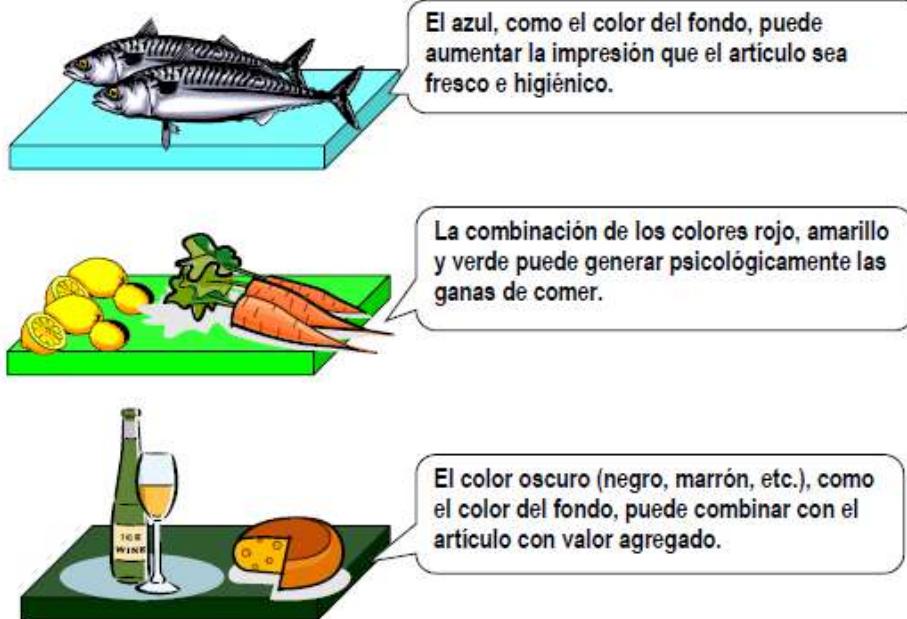


### 3.4 Técnicas de la presentación de artículos

Con frecuencia los consumidores vienen al mercado y a la feria sin haber decidido qué comprar, por tanto, los vendedores necesitan exponer sus artículos de manera que generen las ganas de comprar. ¿Cómo podemos lograrlo?

Es importante tener en cuenta los colores que pueden ser utilizados al exhibir los productos, ya que éstos influyen en la presentación de los mismos. Algunos ejemplos son ilustrados en los siguientes dibujos:

#### (i) Uso del color adecuado para la presentación de nuestros productos



Cuando queremos vender la leche fresca, ¿qué color del fondo será el más adecuado? Y, eso, ¿por qué? Y, en caso de la venta de la ropa, ¿con qué color se puede combinar?

Por otra parte, en algunos casos, la tarjeta de explicación puede apoyar la venta. Sin embargo, la aplicación inadecuada de la misma perjudica la presentación. Vamos a ver los siguientes dibujos. ¿La aplicación de la tarjeta en los siguientes casos es adecuada o inadecuada? En caso que considere las mismas como inadecuadas, ¿cómo se podrá mejorar la presentación?

**(ii) Uso de la tarjeta de la explicación del artículo**

Caso 1



Caso 2



## 3.5 Técnicas productivas

### 3.5.1 Técnicas de elaboración de pan y postre

Al conocer y elaborar las principales recetas básicas de repostería y panadería utilizando los ingredientes básicos.

#### Materiales para preparar:

Horno, tazas medidoras en gramos y mililitros, Batidora, Bandejas,

#### Receta: PAN BLANCO

##### Ingredientes:

1 libra harina, 1 huevo, 4 onzas manteca, 1 cucharada levadura,  $\frac{1}{2}$  taza agua ,  $\frac{1}{2}$  litro leche  
 $\frac{1}{4}$  cucharada sal

##### Procedimiento:

Paso 1: Pesar y medir los ingredientes correctamente

Paso 2: Colocar la levadura en un poco de agua para que crezca y dejarla durante 1-2 horas. Agregar en un bol (paila) todos los ingredientes con el agua tibia, y se amasan bien y se deja reposar.

Paso 3: Cuando ya creció la levadura se agrega a lo que está mezclado y seguir amasando muy bien con las manos, hasta lograr que la masa este compacta, suave y brillante.

Paso 4: Dejar a descansar la masa por 20 minutos y proceder hacer los panecillos y se dejan descansar en la bandeja durante 10 minutos.

Paso 5: Precalentar el horno a 350°. Colocar el molde en el horno durante 45 minutos, y luego dejarlo enfriar

Paso 6: Sacar, enfriar y servir



Paso 2: Amasando la masa



Paso 3: Descansando la masa



Paso 6: Sacar, enfriar y servir

## **Receta: Quequitos de Vainilla**

### **Ingredientes:**

1 lb de harina semifuerte , 4 onz de manteca, 8 onz de margarina, 1 lb de azúcar, 5 huevos, 1 cdta de sal, 1 cda  $\frac{1}{4}$  cdta de vainilla, 1  $\frac{1}{4}$  taza de líquido (puede ser agua, leche, jugo de naranja)

### **Procedimiento:**

**Paso 1:** Pesar y medir los ingredientes correctamente

**Paso 2:** mezclar manteca, margarina, y azúcar, sal hasta que vuelva cremosa y cambiar de color

**Paso 3:** Agregar los huevos 1 a 1 (con intervalos de tres minutos) Luego agregar la vainilla

**Paso 4:** Agregar la harina y la soda previamente cernidas en forma envolvente, alternándola con el líquido, batir por 5 minutos más hasta lograr una mezcla uniforme

**Paso 5:** Agregar ralladura de limón

**Paso 6:** Formar con cubiletes o moldes engrasados y enharinados

**Paso 7:** hornear por 25 minutos a 360F

**Paso 8:** Sacar, enfriar y servir.



## **Receta: Pastel Tradicional**

### **Ingredientes:**

Para la torta: 2 cajas de harina preparada del sabor que se desee, 1 libra de aceite vegetal 1 litro de leche, 15 huevos, 2 libras azúcar, 2 limones, 1 cartón para pastel, 1 papel aluminio 1 soda, Colores para pastel

### **Procedimiento para la torta:**

**Paso 1:** Mezclar las dos cajas de harina preparada con media taza de aceite y 6 huevos con todo y yema, una cucharada de soda, 4 tazas de leche batir por unos 10 minutos hasta que mezcle bien.

**Paso 2:** Engrasar el molde y enharinar el molde.

**Paso 3:** Verter la mezcla de harina batida y hornear por 45 minutos a 350 grados.

### 3.5.2 Técnicas de huerta familiar

Al contar con huerta familiar, las actividades agropecuarias brindan la salud y economía familiar. Asimismo la huerta tiene propósitos de enseñanza y alimentación, para aprender a consumir los diferentes productos que se obtienen.

#### Paso 1: Preparación del espacio

Elegir una parte que reciba sol la mayor parte del día. Organizar espacios suficientes para desplazar, regar, arar la tierra, Mover la tierra para que se ablande y oxigene, con la ayuda de una pala, picota y rastrillo. Limpie el lugar para que quede libre de piedras, malezas y pasto y quedar solo tierra suelta.

#### Paso 2: Preparación de semilleros

La mejor forma del semillero depende del clima y el suelo que del cultivo de referencia particular. Agregar tierra de hoja y compost a la huerta bien, la capa tiene que ser desde 2 a 10 cms. de alto. Si quieres mezclar abono con su semillero, los alimentos tendrán más nutrientes

#### Paso 3: Siembra de Semillas



Los semilleros ya están listos y ahora tiene que sembrar. Para sembrar la semilla, no puede estar tan profunda y es necesario mantener una distancia suficiente entre cada semilla para que puedan crecer sin quitarle el agua y los nutrientes a otros cultivos.

Distancia de plantación					
Lechuga	20 cm	Tomate	30 cm	zanahoria	8 cm
Repollo	45 cm	Patatas	20 cm	Apio	30 cm
Cebolla	10 a 15 cm	Perejil	15 cm		

Lo más fácil son los tomates, perejil, espinaca, berenjenas cebollas, papas, pero puede sembrar lo que quieras.

#### **Paso 4: Controles de plagas y enfermedades**

Las plagas y enfermedades son factores que limitan el cultivo de su huerta. Por eso, tiene que controlarlos para evitar los daños en los cultivos.

Una forma de evitar las plagas es poner en huerta plantas aromáticas: salvia, romero, orégano, menta, ruda, albahaca, y flores como margaritas y copetes, en los bordes de los canteros. Además, puede dejar florecer algunas plantas (apio, brócoli, perejil, acelga) que atraen insectos benéficos para la huerta.

#### **Paso 5: Cosecha**

El producto final de todo el esfuerzo que ha hecho en su huerto.

Cultivos	Madurez y Recolección	Cultivos	Madurez y Recolección
Cebollina	15 a 20 días	Berenjena	130 a 140 días
Cebolla	120 a 150 días	Acelga	60 días
Ajo	30 a 40 días	Perejil	30 a 40 días
Remolacha	80 a 90 días	Pepinos	100 días
Zanahoria	90 a 110 días	Tomate	90 a 110 días

#### **\*\*REGISTROS BÁSICOS\*\***

Para organizar un control adecuado de las actividades que se realizan en su huerta y es importante registrar en un libro los siguientes datos:

Crecimiento de las plantas, Lluvia, Estado de senderos, Presencia de insectos benéficos y dañinos, Cantidad de frutos por planta, metro y parcela, Tipo de malezas, Días y horas trabajadas, Inversión

### 3.5.3 Técnicas de costura



En esta sección, se presentan las técnicas básicas de la confección.

Materiales y herramientas básicos para trazar patrón

Aguja de mano	Aguja de maquina	Dedal	Tijeras
Alfileres de cabeza	Rodo	Hilo	Regla metro
Lapiz	Cinta metrica	Plancha	Planchador

#### Trazar una falda recta

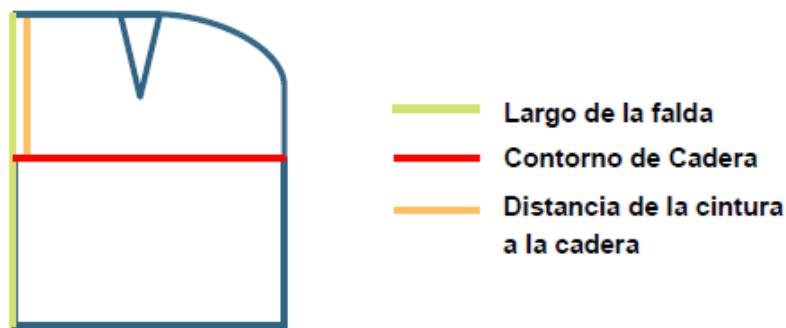
Las medidas necesarias :

Contorno de cintura: Es la medida que se toma alrededor de la cintura

Contorno de cadera: Es la medida que se toma alrededor de la parte más pronunciada de las caderas

Contorno de cadera chica: Es la medida que se toma en la parte menos pronunciada de las caderas

Largo de la falda: Este se toma partiendo de la cintura hacia abajo



### **Procedimiento:**

**Paso1:** Se toma las medidas de contorno de cintura, contorno de cadera y largo de falda.

**Paso 2:** El margen del papel, de punto de partida para el trazo de la línea de cintura, se marca la cuarta parte del contorno de la cintura agregándole 3 cms. que corresponden a la pinza que se formará.

**Paso 3:** Se marca el centro para trazar la pinza, en la mitad de la cuarta parte del contorno de cintura y  $1\frac{1}{2}$  cms. a cada lado de éste. La medida del largo es de 8 a 11cms. , si la persona es baja, en caso contrario el largo medirá entre 11 y 15 cms.

**Paso 4:** Se baja  $1\frac{1}{2}$  cms. yendo en disminución hacia el costado partiendo del centro de la cintura,

**Paso 5:** De la línea de la cintura se miden 20 cms. hacia abajo y se traza la línea de contorno de cadera.

**Paso 6:** Para el ancho se mide la cuarta parte de la misma.

**Paso 7:** Al largo de la falda se le agregarán 8 cms. para el ruedo. Para que la falda quede recta, se mide en el largo, la cuarta parte del contorno de cadera.

### **Conocer parte de la máquina de coser:**

- 1) Control de la puntada: Una rueda que permite cambiar el tipo de puntada (recta, zigzag)
- 2) Control de la longitud: Un disco que avance más o menos la tela, regula el ancho de la puntada
- 3) Control de la tensión: Un disco en la parte superior de la máquina, controlando la tensión del hilo superior
- 4) Dispositivo de bobinado de la canilla: Esta devanadora enrolla el hilo en la bobina que se utiliza para el hilo inferior de la máquina de coser.
- 5) Eje de carreta: un lugar donde se coloca la bobina de hilo
- 6) Palanca prensatelas: esta plancha sube y baja el pie del prensatelas
- 7) Rueda de costura manual: permitiendo a avanzar o retroceder la aguja manualmente
- 8) Palanca de retroceso: una palanca permitiendo hacer puntadas hacia atrás
- 9) Pedal: controlar la velocidad de cosido
- 10) Portador de canilla inferior: la bobina que proporciona el hilo de la parte inferior

### **3.5.4 Técnicas de cría de pollos**

#### **Construcciones:**



Es necesario tener instalaciones que cumplan con los requisitos indispensables de economía, comodidad, resistencia y facilidad para el trabajo. Así mismo, ofrecer al pollo un ambiente adecuado, donde éste muestre todo el potencial genético. Se recomienda que el eje largo del galpón esté en dirección norte-sur en climas fríos y oriente-oeste en climas cálidos. El piso puede ser en cemento o tierra, siendo preferible en cemento ya que garantiza condiciones adecuadas de higiene.

#### **Alistamiento:**

1. Desinfectar todas las áreas del galpón.
2. Lavar con agua a presión todo el galpón, incluir detergentes durante el lavado. Lavar a fondo techo, cortinas y andenes
3. Flamear el galpón haciendo énfasis en mallas, ranuras y grietas.
4. Encalar pisos, muros y paredes; preferiblemente usar cal viva, así: en una caneca metálica con capacidad para 200 Litros; adicione 130 litros de agua.
5. Barrer a fondo el galpón y de ser necesario raspar las costras o empastes que hayan quedado del lote anterior.
6. Desinfectar tanques y tuberías
7. Implementar un estricto control de roedores
8. Sacar todo el equipo del galpón para lavarlo y desinfectarlo.
9. Retirar la pollinaza inmediatamente después de sacar los pollos.

### **Manejo del pollito en primera semana:**

Existe una estrecha relación entre el peso de la primera semana y el peso al sacrificio. Debemos recordar que la primera semana de vida es del 17 al 20% del tiempo total del ciclo y en esta semana el pollo debe ganar aproximadamente 4 veces su peso inicial en ninguna otra semana el crecimiento es tan alto.

Previo a la recepción de los pollitos

- Coloque el agua 3 o 4 horas antes de la llegada de los pollitos, para que cuando comiencen a beber no este demasiado fría.
- Coloque alimento en todos los comederos.
- Durante la primera semana la iluminación varía con la raza del pollito,
- Una vez lleguen los pollitos a la granja, ubíquelos en el círculo en el menor tiempo posible, la demora en la descarga ocasiona deshidratación.
- Estímule los pollitos para que estén activos, generando algún tipo de ruido moviéndolos permanentemente

### **Manejo del alimento:**

1. Mientras no estén armados los comederos o se estén utilizando las bandejas de cría o el comedero bebe es necesario suministrar alimento “**MUCHAS VECES POCO Y NO pocas veces mucho**”
2. Se debe eliminar la materia fecal y los restos de cama presentes en el comedero, raspar las bandejas o cocas diariamente con el fin de mantener el alimento fresco.
3. Nunca suministre alimento fresco encima del viejo, se debe juntar el alimento viejo en algunos comederos y en los demás comederos desocupados servir el alimento nuevo.
4. Usar el comedero bebe garantiza un consumo de concentrado sin contaminación de materia fecal y orina de los mismos pollitos.
5. Durante la primera semana de vida el suministro de alimento es a voluntad.

**ANEXO: Formato de registro de gastos e ingresos  
(para la contabilidad del hogar)**

**Registro de Ingresos**

Fecha	Detalle de Ingresos	Monto

**Meta de Ahorros**

- Objetivo de ahorros (*¿Para que usaremos?*):
- Monto a ahorrar (monto meta):
- *¿Cuándo logramos a ahorrar el monto meta?*

Notas:

**Registro de Gastos**

<b>Fecha</b>	<b>Detalle de Gastos</b>	<b>Monto</b>

**Comparación (balance) de ingresos y gastos mensuales**

<b>Ingresos</b>		<b>Gastos</b>	
<b>Ingresos Total</b>		<b>Gastos Total</b>	
<b>Balance (Montos ahorrados)</b>			

## **Annex 6. Questionnaire of the baseline survey**

This questionnaire was elaborated in Spanish language to interview pilot households in 2015.

### **Encuesta**

Encuesta y Colección de datos para un Estudio de Línea Base del Proyecto “el Mejoramiento de la Vida y la Elevación del Nivel de Subsistencia de los Hogares Beneficiarios de Transferencias Monetarias Condicionadas a través de su Inclusión Financiera”

<b>IDENTIFICACIÓN</b>	
<b>INFORMACIÓN GEOGRÁFICA</b>	
Número de encuesta:	/____/____/____/____/
Departamento:	
Municipio:	
Caserío:	

Nombre del entrevistado/a:
No. De Identidad
No. Teléfonos del Entrevistado: Fijo_____
Celular_____
Referencia (Nombre y teléfono de su vecino(a) o pariente que viva en el Barrio, colonia o comunidad
Nombre_____
Teléfono_____

Fecha de la Entrevista:	/____/____/____/____/____/
	D D M M A A

Nombre y código del Supervisor/a:	/____/
Nombre y código del Encuestador/a:	/____/
Resultado de la entrevista: 1 = Finalizada; 2 = No finalizada (P)	/____/
Hora de inicio de la aplicación del cuestionario	/____/
Hora de finalización de la aplicación del cuestionario	/____/

#### **Clasificación de las preguntas**

**A = Preguntas relacionadas a los indicadores en que se espera el cambio de muchos participantes**

**B = Preguntas relacionadas a los indicadores en que se espera el cambio de algunos participantes**

**C = Preguntas relacionadas a los indicadores en que se espera el cambio de un poco de participantes**

**D = Preguntas relacionadas a la información general y actual de los participantes**

Orden (0) <b>D</b>	Nombre completo	SEXO 1 M 0 H	EDAD (2) <b>D</b>	Miembro Hogar 1. Jefe(a) 2. Pareja 3. Hijos 4. Padres 5. Suegro 6. Hermano 7. Cuñado 8. Sobrino 9. Otros ( )	Estado civil 1. Unión libre 2. Casado(a) 3. Separado(a) 4. Divorciado(a) 5. Viudo(a) 6. Soltero(a)	(5) <b>D</b>
01						
02						
03						
04						
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06						
07						
08						
09						
10						
11						
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16						
17						
18						



<b>RESULTADO 1: Alfabetización Financiera y conocimientos relevantes</b>		
<b>No.</b>	<b>PREGUNTAS</b>	<b>CÓDIGOS</b>
16 A	¿Puede sumar $8 + 16$ mentalmente sin usar calculadora? (Suma del número de un dígito y el de dos dígitos)	1. Correcto (24) 2. Incorrecto
17 A	¿Puede sumar $24 + 38$ mentalmente sin usar calculadora? (Suma de los números de dos dígitos)	1. Correcto (62) 2. Incorrecto
18 A	¿Puede restar $35 - 16$ mentalmente sin usar calculadora? (Resta de los números de dos dígitos)	1. Correcto (19) 2. Incorrecto
19 A	¿Cuánto tendremos dentro de un año, si ahorramos hoy 100 lempiras y la tasa de interés anual es de 4%? (Entendimiento básico de la tasa de interés y multiplicación)	1. Correcto (104) 2. Incorrecto
20 A	¿Sabe usted, qué servicios (productos) suministra un banco?  Favor marcar todas las opciones correspondientes.	A. No sabe B. Contesta ahorro C. Contesta créditos D. Contesta los otros servicios (pagos, remesas, etc.)
21 A	¿Sabe usted qué es una cuenta de ahorro?	0. No sabe 1. Sabe parcialmente (Sabe la función de depósito ordinario, al menos, sabe el interés y el retiro.) 2. Sabe bien: Sabe (i) el uso de tarjeta débito y (ii) diferentes tipos tales como cuenta corriente, depósito a plazo fijo, etc.)
22 A	¿Conoce usted qué documentos son necesarios para abrir la cuenta de ahorro en un banco u otros tipos de entidades financieras?	1. Sí (Copia de la Tarjeta de Identidad, Referencias bancarias o personales, etc.) 2. No

23	A	<p>¿Conoce usted las condiciones requeridas para solicitar créditos a un banco u otros tipos de entidades financieras?</p>	<p>1. Sí (Hipotecario, Presentación de la Fotocopia de la Tarjeta de Identidad, Fotocopia de recibo de servicios públicos si hubiere, Constancia o Documento que certifica sus puestos laborales, etc.) 2. No</p>
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<b>RESULTADO 2: Gestión Financiera del Hogar / Acceso al servicio financiero</b>			
24	A	<p>¿Usted ha registrado sus gastos e/o ingresos en alguna forma en un cuaderno (libreta) especial en los últimos 12 meses?</p>	<p>1. Sí 2. No <b>Pase a la pregunta 26</b></p>
25	A	<p>¿Cada cuánto acostumbra usted anotar los gastos e ingresos en la libreta?</p>	<p>1. Casi nunca 2. Una vez por mes 3. Una vez cada 15 días 4. Una vez por semana 5. Cada vez que hay un gasto o ingreso</p>
26	B	<p>(1) La última vez que usted experimentó una emergencia, ¿Qué ocurrió?</p> <p>(2) ¿Cuándo se ocurrió?</p> <p>(3) ¿Con qué medida(s) salió usted de dicha situación emergente? <b>Favor marcar todas las opciones correspondientes.</b></p>	<p>A. Accidentes y enfermedades graves de usted B. Accidentes y enfermedades graves de su familia C. Muerte de su familia D. Daños de productos agrícolas por desastres naturales E. Robo de los activos F. Otros ( )</p> <p>Hace ( ) meses</p> <p>A. (Retiro del) Ahorro en la casa B. (Retiro del) Ahorro en la caja rural C. (Retiro del) Ahorro en la entidad financiera formal D. Venta de Animales u otras cosas <u>Especifique:</u> ( )</p>

		<ul style="list-style-type: none"> <li>E. Busca de trabajos inmediatos para el ingreso</li> <li>F. Ayuda no pagable a sus familias y amigos</li> <li>G. Crédito de familia/amigos</li> <li>H. Crédito/préstamo de la caja rural</li> <li>I. Crédito/préstamo de la entidad financiera formal</li> <li>J. Seguro</li> <li>K. Otro ¿Cuál? (_____)</li> </ul>
<b>27</b>	<b>B</b>	<p>(1) ¿Usted prevé que tendrá algún gasto mayor en los próximos 6 meses? (eventos especiales tales como casamiento, cumpleaños, inicio escolar) Caso sí, ¿qué es?</p> <p>1. Sí (Evento: _____) 2. No <b>Pase a la pregunta 28</b></p> <p>(2) (Caso Sí) ¿De dónde sacará el efectivo? <b>Favor marcar todas las opciones posibles (correspondientes).</b></p> <p>A. No tiene idea. B. (Retiro del) Ahorro en la casa C. (Retiro del) Ahorro en la caja rural D. (Retiro del) Ahorro en la entidad financiera formal E. Vender los activos (animales, tierra, etc.) <u>Especifique:</u> _____ F. Buscar los trabajos inmediatos para el ingreso G. La ayuda no pagable a sus familias y amigos H. Solicitar el préstamo a su familia y amigos I. Solicitar el préstamo a la caja rural J. Solicitar el préstamo a la entidad financiera formal K. Otro (Especifique: (_____))</p>

**RESULTADO 2: Gestión Financiera del Hogar / Acceso al servicio financiero**

28	C	<p>¿Quién se encarga de manejo del dinero que se gana en el hogar?</p>	<ol style="list-style-type: none"> <li>1. Usted</li> <li>2. Su padre</li> <li>3. Su madre</li> <li>4. Sus hermano (hombre)</li> <li>5. Su hermana (mujer)</li> <li>6. Su marido (a)</li> <li>7. Su hijo hombre</li> <li>8. Su hija mujer</li> <li>9. Otros</li> </ol> <p>especifique:            ( )</p>																																
29	B	<p>Favor clasificar cuánto dinero entra y cuánto dinero sale mensualmente, excluyendo los ingresos y los gastos derivados de sus actividades económicas (negocios, agricultura, trabajo laboral, etc.) de manera aproximada.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2"><b>Entrada Mensual (Lempiras)</b></th> <th colspan="2"><b>Salidas Mensuales (Lempiras)</b></th> </tr> <tr> <th><b>Créditos</b></th> <th><b>Lps</b></th> <th><b>Ahorros</b></th> <th><b>Lps</b></th> </tr> </thead> <tbody> <tr> <td>Remesa</td> <td>Lps .</td> <td>Comidas</td> <td>Lps .</td> </tr> <tr> <td>Otros(Especifique)</td> <td>Lps .</td> <td>Educación</td> <td>Lps .</td> </tr> <tr> <td></td> <td>Lps .</td> <td>Salud</td> <td>Lps .</td> </tr> <tr> <td></td> <td>Lps .</td> <td>Teléfono</td> <td>Lps .</td> </tr> <tr> <td></td> <td>Lps .</td> <td>Actividades sociales</td> <td>Lps .</td> </tr> <tr> <td></td> <td>Lps .</td> <td></td> <td>Lps .</td> </tr> </tbody> </table>	<b>Entrada Mensual (Lempiras)</b>		<b>Salidas Mensuales (Lempiras)</b>		<b>Créditos</b>	<b>Lps</b>	<b>Ahorros</b>	<b>Lps</b>	Remesa	Lps .	Comidas	Lps .	Otros(Especifique)	Lps .	Educación	Lps .		Lps .	Salud	Lps .		Lps .	Teléfono	Lps .		Lps .	Actividades sociales	Lps .		Lps .		Lps .	
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	Lps .		Lps .																																

		Lps	Electricidad	Lps	
		Lps	Agua	Lps	
		Lps	Combustible	Lps	
		Lps	Devolver los créditos	Lps	
		Lps	Otros(Especifique)	Lps	
		Lps		Lps	
30	A	¿Puede estimar los gastos del hogar que se necesitan trimestralmente? <b>En caso afirmativo, ¿cuánto?</b>	1. Sí Lempiras ( _____ _____ )  2. No		
31	D	¿En cuál mes del año sus gastos son más elevados? Y, eso, ¿Por qué? ¿Qué evento tiene en dicho mes?	Mes _____ Evento que genera los gastos ( _____ )		

32 A		(1) Por favor, indique su uso de los siguientes entidades/actores financieros.					
		Caja Rural	Entidad de microfinancieras	Bancos	Cooperativa de Ahorro y Crédito	Otras entidades	Informal (Créditos de parte de Amigos, intermediarios, compra a créditos, etc.)
	¿Tiene una cuenta su hogar?						
	1. Si tiene una cuenta 2. Sí tiene cuentas múltiples 3. No						
	En caso afirmativo a la pregunta anterior, ¿Quién tiene la cuenta? A. Usted B. Su padre C. Su madre D. Su marido (a) E. Su hijo hombre F. Su hija mujer G. Otros (especifique: )						
	Especifique el nombre de la entidad financiera que usted ha utilizado.		(Ej. IDH)				
	Ahorros 1. Si (una cuenta) 2. Sí (cuentas múltiples) 3. No						
	Cantidad actual de ahorros (Lps.) (Caso Usted tiene más de 1 cuenta, sumense el total de cada entidad/actor).						
	Remesa en los últimos 12 meses Si =1, No=0						
	Pago a los servicios públicos en los últimos 12 meses Si =1, No=0						
	Nivel de su Confianza a la entidad financiera 1. no confiable 2. moderado 3. confiable						

	<p>4. altamente confiable</p> <p>Frecuencia de la visita a la entidad</p> <ol style="list-style-type: none"> <li>1. Ninguno</li> <li>2. Semanalmente o más</li> <li>3. Quincenalmente o más</li> <li>4. Mensualmente o más</li> <li>5. Semestralmente o más</li> <li>6. Anualmente o más</li> </ol>						
33 A	<p><b>(2) ¿Usted tiene el ahorro en la casa? En caso afirmativo, ¿cuánto?</b></p>		<p>1. Sí</p> <p>2. No</p>	Lempiras ( _____ )			
34 A	<p><b>[Preguntas exclusivamente para los hogares que no tienen una cuenta financiera]</b></p> <p>En caso de que usted no tiene la cuenta de ahorro, ¿desea usar el servicio de depósitos por una entidad financiera formal en el futuro?</p> <p>Y, ¿por qué?</p> <p><b>Favor marcar única opción.</b></p> <p><b>Pase a la pregunta 41</b></p>		<ol style="list-style-type: none"> <li>1. No, ya que no tengo suficiente dinero sobrante para hacer los depósitos.</li> <li>2. No, ya que tengo miedo en depositar el dinero en una entidad financiera que no puedo confiar.</li> <li>3. No, ya que no es conveniente ir a la entidad financiera para abrir la cuenta y depositar.</li> <li>4. No, por otros motivos ( Especifique _____ )</li> <li>5. Sí, para un negocio</li> <li>6. Sí, para ahorrar el costo de la educación de los hijos</li> <li>7. Si, para evitar malgastar dinero</li> <li>8. Sí, para ahorrar fondos de emergencia</li> <li>9. Sí, para cuidado de la salud</li> <li>10. Sí, para mejorar la producción</li> </ol>				

		<p>11. Sí, para depositar el Bono Vida Mejor      12. Sí, para comprar algo      (Especifique: _____ )      13. Sí, para las otras razones      ( Especifique _____ )</p>
35 A	<p><b>[Preguntas exclusivamente para los hogares que cuentan con la cuenta financiera]</b>      ¿Cuáles son las razones por las que tiene una cuenta de ahorro en la entidad financiera formal?  <b>Favor marcar todas las opciones correspondientes.</b></p>	<p>A. Ahorrar para un negocio      B. Educación de los hijos      C. Evitar malgastar dinero      D. Fondos de emergencia      E. Cuidado de la salud      F. Para mejorar la producción      G. Para recibir el Bono Vida Mejor      H. Otro ¿Cuál?</p>
36 A	<p>¿Tiene usted una cantidad meta para ahorrar?      En caso afirmativo, ¿cuánto?</p>	<p>1. Sí Lempiras      ( _____      _____ )      2. No</p>
37 D	<p>¿Hace cuánto tiempo que abrió o tiene la cuenta de ahorro de la entidad financiera formal? En caso de que usted tenga más de 1 cuenta responda cuál es la cuenta más antigua.</p>	<p>Años /_____/____/      Meses /_____/____/</p>
38 A	<p><b>(Preguntas exclusivamente para los hogares que cuentan con una cuenta financiera)</b>      En los últimos 12 meses, ¿Cuántas veces depositó usted en su cuenta de ahorro?</p>	<p>( _____ ) veces al año</p>
39 A	<p><b>(Preguntas exclusivamente para los hogares que cuentan con una cuenta financiera)</b>      ¿En promedio cuánto deposita cada vez?</p>	<p>Lempiras      ( _____      _____ )</p>
40 A	<p><b>(Preguntas exclusivamente para los hogares que cuentan con una cuenta</b></p>	<p>1. Sí. ( _____ ) %      2. No conoce</p>

	<b>financiera)</b> ¿Usted conoce cuánto es la tasa de interés anual de su ahorro? En caso de que usted tenga más de 1 cuenta de ahorro, conteste cual es la cuenta que tiene mayor cantidad de ahorro.	
41 B	¿Durante los últimos 12 meses Usted ha solicitado crédito/préstamo?	1. Sí. 2. No <b>Pase a la pregunta 48</b>
42 B	¿Su solicitud fue aprobado?	1. Sí. El monto total solicitado. 2. Sí, parcialmente. 3. No.
43 B	¿Qué dificultades usted tiene en devolver los préstamos?  <b>Favor marcar todas las opciones correspondientes.</b>	A. No tiene ninguna dificultad. B. La frecuencia de repago es alta. C. El interés es alto. D. El monto total de la deuda es muy alto. E. No tiene fuentes de ingreso suficiente para pagar los préstamos. F. Necesita solicitar los otros préstamos para cancelar la deuda. G. Otros ( Especifique ( _____ ____ )
44 B	¿Usted tiene interés en solicitar otro préstamo? En caso afirmativo, ¿por qué?	1. Sí (Razón: _____ ) 2. No

**45-47. POR CADA PRÉSTAMO REALIZADO EN EL HOGAR EN LOS ÚLTIMOS 12 MESES, ESPECIFIQUE DONDE LO ADQUIRIÓ, EL MONTO Y EN QUÉ SE USÓ NP B**

	45. Información general de créditos					46. Solicitante	47. Uso
	¿De quién obtuvieron préstamos que aún están pendientes de pagarse?	¿Cuál fue el monto de ese préstamo? (monto en lempiras)	Cantidad total de los balances de préstamos e intereses a cancelar	Frecuencia de pagos	¿Cuál fue la tasa de interés brindada?	¿Quién solicitó los créditos?	¿Para que usó principalmente el préstamo?
	(A)	(B)	(C)	(D)	(E)	(F)	(G)

(1)							
(2)							
(3)							

<b>CODIGOS</b>	
(PARA COLUMNA A) 1 = Banco 2 = Gobierno 3 = Prestamista / Encargado de tienda 4 = Caja Rural 5 = Familia/amigo/vecino 6 = Microfinanciera 7 = Cooperativa 8 = Comprador de cosecha 9 = Otros (Especificar)  (PARA COLUMNA D) 1.Diario 2.Semanal 3.Quincenal 4.Mensual 5.Otros(Especifique )  (PARA COLUMNA F) 1. Usted 2. Su padre 3. Su madre 4. Su marido (a) 5. Su hijo hombre 6. Su hija mujer 7. Otros (especifique: )	(PARA COLUMNA G) 1=Viviendas 2=Capital de negocios (IGA) 3=Invertir en máquinas e instrumentos para el negocio existente (Ej. Computadora) 4=Comprar los insumos para el negocio existente (ej. Artículos) 5=Invertir las máquinas e instrumentos para las actividades agropecuarios (Ej. Tractor) 6=Comprar los insumos para las actividades agropecuarios (ej. Semillas, Fertilizante) 7=Ganado 8=Compra de tierras / finca 9=Compra de utensilios / muebles... 10=Educación de los niños 11=Compra de alimentos 12=Gastos médicos 13=Ropa 14=Gastos de funeral 15=Otro ¿cuál?

48      B	¿Usted ha solicitado crédito en pulperías, casas comerciales o agropecuarias para pagarlos entregando todos o parte de los productos que cosechará en los últimos 12 meses?	1. Sí 2. No
49      B	¿Usted ha comprado a crédito en los últimos 12 meses? En caso sí ¿qué compró en la última oportunidad?	1. Sí (¿Qué compró? ) 2. No

50 C	<p>(En el caso de que no haya usado los créditos)</p> <p>¿Usted desea solicitarlos en el futuro?</p> <p>Y, ¿por qué?</p>	<p><b>Esta pregunta se deberá aplicar aun cuando la contesta a la pregunta anterior 49 es afirmativa.</b></p> <p><b>Favor marcar todas las opciones correspondientes.</b></p> <ul style="list-style-type: none"> <li>A. No, ya que tengo suficiente dinero.</li> <li>B. No, ya que tengo miedo en tener la deuda.</li> <li>C. No, ya que no es conveniente ir a la entidad financiera para solicitar los créditos.</li> <li>D. No, por los otros motivos ( )</li> <li>E. Sí para funciones ceremoniales tales como boda, cumpleaños de 15 años, funeral, etc.</li> <li>F. Sí, para Iniciar el negocio</li> <li>G. Sí, para Invertir las máquinas e instrumentos para el negocio existente (Ej. Computadora)</li> <li>H. Si, para Comprar los insumos de negocios existentes (ej. Artículos)</li> <li>I. Si, para Invertir las máquinas e instrumentos para las actividades agropecuarios (Ej. Tractor)</li> <li>J. Si, para Comprar los insumos de las actividades agropecuarios (ej. Fertilizante)</li> <li>K. Si, para la educación de los hijos</li> <li>L. Si, para el cuidado de la salud</li> <li>M. Si, para Compra de alimentos</li> <li>N. Sí, Para mejorar la vivienda</li> <li>O. Sí, Para comprar una moto</li> <li>P. Sí, Para comprar electrodomésticos</li> <li>Q. Sí, Otro ¿Cuál? (_____)</li> </ul>
51 D	<p>¿Normalmente qué medio de transporte utiliza cada vez que va desde su casa al banco o institución financiera más</p>	<ol style="list-style-type: none"> <li>1. Vehículo o moto propio</li> <li>2. Taxi</li> <li>3. Bus</li> <li>4. A pie</li> </ol>

	cercana?	5. Otros (Especifique: _____)
52 D	¿En cuánto tiempo llega desde su casa al banco o institución financiera más cercana?	Horas / ____ / ____ / Minutos / ____ / ____ /
53 D	¿Cuánto gasta en transporte cada vez que va desde su casa al banco o institución financiera más cercana? (Ida y Vuelta)	Lempiras ( _____ . _____ )
54 C	¿Usted conoce de Tigo Money?	1. Sí 2. No
55 C	¿Usted ha utilizado Tigo Money en los últimos doce meses?	1. Sí 2. No <i>Pase a la pregunta 57</i>
56 C	(Caso Sí) ¿Para qué lo usa?	1. Remesa 2. Pago a los servicios públicos 3. Otros (Especifique: _____)
57 C	¿Usted ha usado algún seguro?	1. Sí 2. No <i>Pase a la pregunta 60</i>
58 C	(Caso Sí) ¿Qué tipo de seguro? <i>Favor marcar todas las opciones correspondientes.</i>	A = Seguro de vida B = Seguro de salud C = Otros (Especifique: _____)
59 C	(Caso Sí) ¿Con qué institución tiene este seguro?	(Especifique: _____)

#### BONO VIDA MEJOR (Bono 10 mil)

60 D	¿De qué manera usted recibe el Bono Vida Mejor?	1. En efectivo en la ventanilla de una entidad financiera o banco 2. Con la apertura de la cuenta bancaria 3. Tigo Money 4. Otros (Especifique: _____)
61 A	¿Deposita parte del valor del bono recibido en la cuenta de	1. Siempre que lo recibe 2. A veces

	ahorro del banco?	3. Nunca = 4. No tiene cuenta de ahorro																
62 A	¿Cuánto recibió del bono en las últimas 3 ocasiones?	<u>Ultima vez: Pago en Lps. _____</u> ) <u>Penúltima: Pago en Lps. _____</u> ) <u>Tercera última: Pago en Lps. _____</u> )																
63 A	¿Qué cantidad del bono depositó en la cuenta de ahorro del banco en las últimas tres ocasiones?	<u>Ultima vez: Ahorro en Lps. _____</u> ) <u>Penúltima: Ahorro en Lps. _____</u> ) <u>Tercera última: Ahorro en Lps. _____</u> )																
64 A	¿En qué gasta o utiliza el dinero del bono 10 mil (bono vida mejor) en los últimos tres ocasiones?  Favor identificar % aproximado.	<table border="1" style="float: right; margin-left: 10px;"> <tr><td>Alimentos (%)</td><td></td></tr> <tr><td>Educación (%)</td><td></td></tr> <tr><td>Salud (%)</td><td></td></tr> <tr><td>Compra de activos productivos (%)</td><td></td></tr> <tr><td>Alquiler de vivienda (%)</td><td></td></tr> <tr><td>Mejora de vivienda (%)</td><td></td></tr> <tr><td>Ahorro (%)</td><td></td></tr> <tr><td>Otros (especifique: _____)</td><td></td></tr> </table>	Alimentos (%)		Educación (%)		Salud (%)		Compra de activos productivos (%)		Alquiler de vivienda (%)		Mejora de vivienda (%)		Ahorro (%)		Otros (especifique: _____)	
Alimentos (%)																		
Educación (%)																		
Salud (%)																		
Compra de activos productivos (%)																		
Alquiler de vivienda (%)																		
Mejora de vivienda (%)																		
Ahorro (%)																		
Otros (especifique: _____)																		

<b>RESULTADO 3 (Actividades Económicas), incluyendo los temas de activos fijos</b>		
<b>RESULTADO 4 (Vida)</b>		
65 C	¿Este hogar tiene acceso a tierra?	1. Sí 2. No <i>Pase a la pregunta 83</i>
66 C	¿Cuánto es el área total a la que tiene acceso?	( _____ ) Manzanas
67 B	¿Qué área de tierra puede ser utilizada para la agricultura?	( _____ ) Manzanas
68 D	¿A partir de qué año se tuvo acceso a la tierra?	Año /_____/_____/_____/_____/
69 C	(1) ¿La mayor cantidad de tierra que tiene la posee en calidad de?  <b>Favor marcar única alternativa.</b>	1. Propietario 2. Propietario pagando 3. Ocupante sin título 4. Propietario en tierras con títulos comunales 5. Arrendatario pagando un alquiler (en dinero, cosecha o trabajo) 6. Prestatario sin pagar nada 7. No Sabe

	(2) Si su contesta a la pregunta (1) mencionada arriba es 1, 2, 4, 5 o 6, ¿quién de su hogar posee o alquila la tierra?	A. Usted B. Su padre C. Su madre D. Su marido (a) E. Su hijo hombre F. Su hija mujer G. Otros (especifique: )
70 <b>B</b>	(1) ¿Ha estado el hogar involucrado en actividades agrícolas en su tierra disponible durante los últimos 12 meses?	1. Sí 2. No <i>Pase a la pregunta 83</i>
	(2) En caso afirmativo, ¿quiénes de su hogar se dedican a las actividades agrícolas? <b>Marque todas las opciones correspondientes.</b>	A. Usted B. Su padre C. Su madre D. Su marido (a) E. Su hijo hombre F. Su hija mujer G. Otros (especifique: )
71 <b>C</b>	¿Ha producido su hogar los granos básicos en su tierra disponible en los últimos 12 meses?	1. Sí 2. No
72 <b>B</b>	<b>(Preguntas a los hogares que desarrollan las actividades agrícolas)</b> En los últimos 12 meses, ¿SIEMBRA cultivos <b>distintos a los granos básicos</b> en su tierra en acceso?	1. Sí 2. No
73 <b>C</b>	<b>(Preguntas a los hogares que desarrollan las actividades agrícolas)</b> ¿Cuál es la razón por la que usted NO SIEMBRA cultivos <b>distintos a los granos</b>	A. Falta de agua B. Falta de conocimientos C. Falta de capital D. Miedo a perder E. Falta Mano de obra

	<b>básicos?</b> <b>Favor marcar todas las opciones correspondientes.</b>	F. Otra: _____																					
74 <b>B</b>	(Preguntas a los hogares que desarrollan las actividades agrícolas) ¿Cuántos lempiras necesitan para sus actividades productivas <u>anualmente</u> ?	<table border="1"> <tr><td>Semillas</td><td></td><td>Lps.</td></tr> <tr><td>Fertilizante</td><td></td><td>Lps.</td></tr> <tr><td>Químicos</td><td></td><td>Lps.</td></tr> <tr><td>Costos por usar la tierra</td><td></td><td>Lps.</td></tr> <tr><td>Costos por usar la máquina productiva</td><td></td><td>Lps.</td></tr> <tr><td>Pastos / cebo para los animales</td><td></td><td>Lps.</td></tr> <tr><td>Otros</td><td></td><td>Lps.</td></tr> </table>	Semillas		Lps.	Fertilizante		Lps.	Químicos		Lps.	Costos por usar la tierra		Lps.	Costos por usar la máquina productiva		Lps.	Pastos / cebo para los animales		Lps.	Otros		Lps.
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Pastos / cebo para los animales		Lps.																					
Otros		Lps.																					

**(Para los hogares que producen los productos agrícolas)**

Produc to agrícol a	Área cultivada en Manzanas	¿Cosechó en los últimos doce meses? 1. Si 2. No <i>Si es no Pase al siguiente producto</i>	Cantidad producida en los últimos doce meses	Unidad de medida de la producción <b>(anotar)</b>	¿Cuánto de lo que produjo vendió?	Precio promedio de venta (Lempiras)	¿A quién vendió? /1
75 <b>B</b>	76 <b>B</b>	77 <b>B</b>	78 <b>B</b>	79	80 <b>B</b>	81 <b>B</b>	82 <b>B</b>

/1 Códigos

1. Intermediario
  2. IHMA
  3. Asociación de productores
  4. Mercado mayorista
  5. Vecino
98. Otro: (especifique)

83 <b>B</b>	<p>(1) ¿En los últimos 3 meses ha criado especies menores en su hogar (gallinas, pollos, patos, jolotes, cabras)?</p> <p>(2) En caso afirmativo, ¿quiénes de su hogar se dedican a las crías?</p> <p><b>Marque todas las opciones correspondientes.</b></p>	<p>1. Sí</p> <p>2. No <i>Pase a la pregunta 92</i></p> <hr/> <p>A.      Usted</p> <p>B.      Su padre</p> <p>C.      Su madre</p> <p>D.      Su marido (a)</p> <p>E.      Su hijo hombre</p> <p>F.      Su hija mujer</p> <p>G.      Otros</p> <p>(especifique: _____)</p>										
84 <b>C</b>	<p>¿Cuál es la razón por la que NO ha criado especies menores en su hogar?</p> <p><b>Favor marcar todas las opciones correspondientes.</b></p>	<p>A. Falta de dinero para comprar las especies menores</p> <p>B. Falta de dinero para comprar los insumos tales como alimentos y pastos para los animales</p> <p>C. Falta de conocimientos</p> <p>D. Miedo a perder</p> <p>E. Falta Mano de obra</p> <p>F. Otra: _____</p>										
85 <b>B</b>	<p>¿Cuántos lempiras necesitan para sus actividades de cría de especies menores <u>anualmente</u>?</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Compra de especies menores</td> <td style="width: 10%;"></td> <td style="width: 10%;">Lps.</td> <td rowspan="3" style="width: 10%;"></td> </tr> <tr> <td>Pastos / cebo para los animales</td> <td></td> <td>Lps.</td> </tr> <tr> <td>Otros</td> <td></td> <td>Lps.</td> </tr> </table>	Compra de especies menores		Lps.		Pastos / cebo para los animales		Lps.	Otros		Lps.
Compra de especies menores		Lps.										
Pastos / cebo para los animales		Lps.										
Otros		Lps.										

**(Para los hogares quienes han criado especies menores)**

Especie <b>(anotar código)</b>	Cantidad de animales en existencia	Número de animales consumidos en el hogar en los últimos tres meses	Número de animales vendidos en los últimos tres meses	Precio obtenido por animal (Lempiras)	¿A quién vendió?
86 <b>B</b>	87 <b>B</b>	88 <b>B</b>	89 <b>B</b>	90 <b>B</b>	91 <b>B</b>

<b>Código de especies menores:</b>	<b>Código de tipo de albergue:</b>	<b>Código de a quien vendió</b>
1. Gallinas	1. Gallinero tradicional	1. Intermediario
2. Pollos	2. Gallinero mejorado	2. Asociación de productores
3. Patos	3. Corral	3. Mercado mayorista
4. Jolotes	4. Chiquero tradicional	4. Vecino
5. Cerdos	5. Porqueriza mejorada	
6. Cabras	6. Jaulas	
7. Conejos	7. Cajas	
8. Peces	8. Estanque	
9. Abejas	<b>9. Galeras</b>	
10. Iguanas		98. Otro: (especifique)
11. Codornices		
12. Ovejas		
96. Otros (especifique):		

92 <b>B</b>	(1) ¿El hogar tiene su propio negocio (actividad económica no agrícola)?	1. Sí 2. No <i>Pase a la pregunta 100</i>
	(2) En caso afirmativo, ¿quiénes de su hogar se dedican a las crías? <b>Marque todas las opciones correspondientes.</b>	A. Usted B. Su padre C. Su madre D. Su marido (a) E. Su hijo hombre F. Su hija mujer G. Otros (especifique: )
93 <b>D</b>	¿Cuál es la razón por la que el hogar NO ha desarrollado su propio negocio? <b>Favor marcar todas las opciones correspondientes.</b>	A. Es mejor ser empleado más que emprender B. Falta de conocimientos C. Falta de capital D. Miedo a perder E. Falta Mano de obra F. Otra: _____
94 <b>B</b>	¿Cuánto dinero se necesita <u>mensualmente</u> para sus actividades productivas?	Compra de materias primas   Lps. Compra de artículos a vender   Lps. Otros gastos operativos   Lps.

**(Para los hogares que desarrollan el negocio)**

Rubro de negocio	Promedio de venta mensual (Lempiras)	Utilidad (ganancia) mensual <i>(Favor calcular como la cantidad presentada en la pregunta 96 – la cantidad presentada en 94)</i>	Valor estimado del inventario	¿A quién vende?
95 <b>B</b>	96 <b>B</b>	97 <b>B</b>	98 <b>B</b>	99 <b>B</b>

Tenencia de Activos fijos relacionados al negocio (Tienda, máquina de coser, Computadora, etc.)	Cantidad de activos fijos	Valor estimado unitario
100 <b>C</b>	101 <b>C</b>	102 <b>D</b>

103 <b>B</b>	¿Los miembros del hogar obtienen sus puestos de trabajo de manera suficiente?	1. Sí 2. No
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104 <b>B</b>	<p>¿Cuál es la razón por la que los miembros del hogar no tienen suficientes puestos de empleo?</p> <p><b>Favor marcar todas las opciones correspondientes.</b></p>	<p>A. Falta de la oportunidad            B. Falta de conocimientos y experiencias requeridas por las ofertas laborales            C. Miedo a los puestos            D. Falta Mano de obra            E. Falta de medios de transporte            F. Otra: _____</p>
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#### Vivienda y otros activos

105 <b>B</b>	<p>Sin contar baños ni pasillos, ¿Cuántas piezas en total tiene la vivienda?</p>	<p>/ ____ / ____ /</p>
106 <b>B</b>	<p>¿Cuántas piezas utiliza este hogar para dormir?</p>	<p>/ ____ / ____ /</p>
107 <b>B</b>	<p>¿Cuál es el principal tipo de alumbrado que utiliza?</p> <p><i>Favor marcar única opción.</i></p>	<p>1. Electricidad del sistema público            2. Electricidad del sistema privado            3. Electricidad de motor propio            4. Candil o lámpara de gas            5. Veladora o candela            6. Ocote            7. Panel solar            8. Otro (especificar: _____)</p>
108 <b>B</b>	<p>¿Cuál es la principal fuente de energía para cocinar?</p> <p><i>Favor marcar única opción.</i></p>	<p>1. Leña            2. Carbón            3. Gas            4. Gas propano (Chimbo)            5. Electricidad            6. Otro (especificar: _____)</p>
109 <b>B</b>	<p>¿En su hogar, los alimentos se cocinan en?</p>	<p>1. Fogón o Cocina            2. Estufa            3. Otro (especificar: _____)</p>

110	<b>B</b>	<p><b>ENCUESTADOR ANOTE:</b> ¿Cuál es el material predominante en las paredes exteriores de la vivienda?</p>	<ol style="list-style-type: none"> <li>1. Sin Paredes 1 <b>Paredes Rudimentarias</b></li> <li>2. Palma/bambú</li> <li>3. Piedra cantera</li> <li>4. Adobe</li> <li>5. Madera aserrada</li> <li>6. Bahareque / Rajones</li> <li>7. Material de desecho <b>Paredes Acabadas</b></li> <li>8. Ladrillo de barro (carterón)</li> <li>9. Bloque de cemento o concreto</li> <li>10. Madera pulida</li> <li>11. Piedra con cemento</li> <li>12. Material prefabricado</li> <li>13. Otro (especificar): _____</li> </ol>
111	<b>B</b>	<p><b>ENCUESTADOR ANOTE:</b> ¿Cuál es el material predominante en el techo de la vivienda? (50% o más. En caso de que hay dos materiales con igual cobertura, seleccionar el de más valor)</p>	<p><b>Material Natural</b></p> <ol style="list-style-type: none"> <li>1. Paja, palma o similar</li> </ol> <p><b>Material Rudimentario</b></p> <ol style="list-style-type: none"> <li>2. Madera</li> <li>3. Material de desecho</li> <li>4. Material acabado</li> <li>5. Lámina de zinc</li> <li>6. Lámina de aluzinc</li> <li>7. Concreto</li> <li>8. Lámina de fibrocemento/asbesto</li> <li>9. Teja de barro</li> <li>10. Teja de cemento</li> <li>11. Otro (especificar): _____ _____ )</li> </ol>
112	<b>B</b>	<p><b>ENCUESTADOR ANOTE:</b> ¿Cuál es el material predominante en el piso de la vivienda? (50% o más. En caso de que hay dos materiales con igual cobertura, seleccionar el de más valor)</p>	<ol style="list-style-type: none"> <li>1. Tierra</li> <li>2. Plancha de cemento</li> <li>3. Madera aserrada</li> <li>4. Ladrillo de barro</li> <li>5. Embarrada / lodo</li> <li>6. Madera pulida</li> <li>7. Ladrillo de cemento/mosaico</li> <li>8. Granito</li> <li>9. Cerámica =</li> <li>10. Otro (especificar): _____</li> </ol>

<p>113    <b>B</b></p> <p>(1) La vivienda que ocupa este hogar es:  <i>Favor marcar única opción.</i></p>	<ol style="list-style-type: none"> <li>1. Propia pagada completamente</li> <li>2. Propia y pagándola</li> <li>3. Alquilada</li> <li>4. Prestada o cedida sin pago</li> <li>5. Cedida por servicios de trabajo</li> <li>6. Construida en terreno invadido</li> </ol>
<p>(2) En caso de que la contesta a la pregunta anterior es 1, 2, 3, 4, o 5, ¿quién de su hogar posee o alquila?</p>	<ol style="list-style-type: none"> <li>A. Usted</li> <li>B. Su padre</li> <li>C. Su madre</li> <li>D. Su marido (a)</li> <li>E. Su hijo hombre</li> <li>F. Su hija mujer</li> <li>G. Otros</li> </ol> <p>(especifique:                      )</p>

#### Otros activos que el hogar tiene para la vida

Rubros de los activos (Motos, mueble, etc.)	Cantidad
114	115
<b>B</b>	<b>B</b>

**116 ¿Qué dificultades tiene su hogar? A**  
**(Favor seleccionar los 5 temas en que su hogar tiene las mayores dificultades entre las siguientes opciones.)**

Operación del negocio / agricultura	Productividad baja de su negocio / agricultura	A1
	Falta de máquinas productivas / instalaciones para su negocio / agricultura	A2
	Dificultades en la aplicación de nuevas tecnologías productivas	A3
	Dificultad en la planificación de ventas y producción en su negocio / agricultura	A4
	Dificultad en la contabilidad	A5
	Dificultad en el manejo de recursos financieros (dinero) para el negocio / agricultura	A6
	Inestabilidad de la venta	A7
	Dificultad en buscar y tener los clientes que compren los productos	A8
	Dificultad en las condiciones de la venta con los clientes (método de pago, entrega, etc.)	A9
	Dificultad en la compra de los insumos del negocio / agricultura y sus condiciones (método de pago, entrega, etc.)	A10
	Dificultad en conocer la demanda de los clientes	A11
	Dificultad en el transporte para vender los productos al mercado	A12
	Falta de oportunidades del empleo	A13
	Falta de conocimientos y técnicas requeridas para obtener el empleo	A14
Elementos externos	Impacto negativo del clima para sus actividades agropecuarias	B1
	Impacto negativo de enfermedades de animales domésticos	B2
	Inestabilidad del empleo	B3
	Falta de asistencia del sector público	B4
	Inseguridad (Mucha delincuencia)	B5
	Dificultad en acceso a los servicios financieros	B6
Vida	Costos altos para la vida	C1
	Dificultades en las relaciones con sus vecinos	C2
	Problemas con la educación de los niños	C3
	Problemas de salud	C4
	Dificultad en el acceso al agua potable	C5
	Conflictos entre los miembros de la familia	C6
	Falta de nutrición	C7
	Malas condiciones de la vivienda	C8
	Falta de medios de transporte	C9
	Posición difícil de su persona (de usted) como mujer en el hogar	C10
	Dificultad en registrar los gastos y los ingresos de la familia	C11
	Falta del ingreso de dinero, sobre todo, cuando el hogar lo necesita	C12
Otras dificultades (Especifique: )		C13

### Vida social / Satisfacción de la vida

117 <b>D</b>	¿Usted es conocido del alcalde?	1. Sí 2. No
118 <b>D</b>	¿Usted participa en algunas organizaciones?	1. No 2. Actividades comunitarias 3. Cooperativas 4. Grupos religiosos 5. Grupos de mujeres 6. Otros (_____)
119 <b>B</b>	¿Usted está satisfecho de la vida con sus familias en su hogar?	1. Altamente satisfecho 2. Satisfecho 3. Moderado 4. Insatisfecho
120 <b>B</b>	¿Usted está satisfecho de la vida con sus vecinos en su comunidad (caserío)?	1. Altamente satisfecho 2. Satisfecho 3. Moderado 4. Insatisfecho
121 <b>B</b>	¿Usted está satisfecho del ingreso económico del hogar?	1. Altamente satisfecho 2. Satisfecho 3. Moderado 4. Insatisfecho

### Capacitaciones recibidas en los últimos 12 meses

122 ¿Han recibido algunos de su hogar las capacitaciones sociales, productivas, comerciales y financieras?

1. Sí                  2. No *Pase a la pregunta 129*

Miembros del hogar	Tema de la capacitación	Entidad ejecutora	Duración de capacitación (Días)	Lugar de la capacitación	Utilidad
123 A	124 A	125 A	126 A	127 A	128 B

### **Asistencia técnica y transferencia no monetaria recibida**

129 ¿Han recibido algunos de su hogar la asistencia técnica y/o la transferencia no monetaria?

1. Sí                  2. No *Pase a la pregunta 134*

Miembros del hogar	Tipo del Servicio de la Asistencia técnica productiva y comercial recibidas / transferencia no monetaria (viviendas, activos, comidas, etc.) en los últimos 12 meses	Entidad ejecutora	Utilidad
130 A	131 A	132 A	133 B

134 B ¿Usted desea recibir Capacitaciones, Asistencia técnica y transferencia? En caso afirmativo, especifique qué asistencia y/o la capacitación desea recibir.	1. Sí  (especifique: _____)
	2. No

### Conocimientos prácticos para la empleabilidad y el emprendimiento

Pregunta: ¿Qué sabe hacer?	135 Usted (mujer) Sí=1, No=0 <b>A</b>	136 Su conyuge o compañero Sí=1, No=0 <b>B</b>	137 Su hijo hombre Sí=1, No=0 <b>B</b>	138 Su hija mujer Sí=1, No=0 <b>B</b>
Manualidades				
Costurar ropa para otros				
Hacer tortillas para vender				
Hacer comida para vender				
Hacer dulces para vender				
Criar ganado				
Hacer queso, quesillo, mantequilla				
Sembrar granos básicos				
Sembrar hortalizas				
Sembrar frutas				
Sembrar flores				
Criar peces				
Carpintería				
Albañil				
Vender mercadería				
Manejar el inglés básico				
Contabilidad básica				
Manejo básico de la Computadora				
Otros ( )				

### Entendimiento y tenencia del plan de negocio

139. <b>A</b>	Para elaborar el plan de negocio, ¿cuál tiene que considerarse como el primero?	1. Plan de producción 2. Plan de venta 3. Plan de compra de insumos necesarios 4. Plan de recursos financieros
140 A	¿Tiene un plan de negocio?	1. No necesito el plan de negocio 2. No he elaborado el plan, aunque lo necesito 3. Tengo la visión, aunque no he elaborado el plan 4. He elaborado el plan, pero no lo he realizado 5. He elaborado y realizado el plan

## Annex 7 Questionnaire of the Endline survey (the second Endline survey)

The Project have carried out two (2) end-line surveys. The questionnaire applied for the first end-line survey in 2017 is very similar to one applied for baseline survey presented above.

The questionnaire applied for the second end-line survey in 2019 is presented below. The questionnaire is written in Spanish language, so as to be able to interview households participating in ACTIVO Model activities.

0	<p>Información general de la persona quien contesta</p> <p>Llave ( ), Fecha de aplicación de la encuesta ( )</p> <p>Información de la zona donde el hogar vive</p> <p>Zona (Urbano o Rural), Municipio ( ), Aldea ( ), Caserío ( ) Número de guías de familia en la zona (caserío) ( ) personas</p> <p><b>Distancia:</b> ( ) kilómetros al alcaldía, ( ) kilómetros a la agencia de la entidad financiera más cercana ( ) kilómetros a la agente corresponsales de la entidad financiera más cercano ( ) Kilómetros a la agente de Tigo Money, más cercano</p>
	<p>Información básica del participante (quien contesta a la encuesta)</p> <p>Grupo (Ex tratamiento, Ex control, Participante Nuevo, No participante) Identidad ( ), CEL ( ) Nombre ( ) Género (1. Mujer, 0 Hombre)</p>
	<p>Temas relacionados al genero de la persona quien contesta</p> <p>Estado civil: 0 Soltera(o), 1 Unión libre, 2 Casada (o) ¿Usted puede salir del caserío en que vive, sin el permiso de su padre y esposo? 1. Si, 0 No</p>
	<p>Nivel de educación de la persona quien contesta a la encuesta</p> <p>1. No ha cumplido hasta 6to grado 2. Ha cumplido hasta 6to grado 3. No ha cumplido hasta 9no grado 4. Ha cumplido hasta 9no grado 5. Ha cumplido hasta 12vo grado (colegio) 6. Educación superior (universidad)</p>
	<p>Número de familias</p> <p>( ) personas en total, incluyendo ( ) personas cuyo edad es 15 o más y ( ) bebes y niños antes de la educación básica</p>
	<p>¿Su hogar participa en algún grupo?</p> <p>1. Caja rural, 2. Grupo de emprendedoras (res), 3. Grupo de agricultores, 4. Cooperativa 5. Directorio de patronato, 6. Otros ( ) 7. Ninguno ( )</p>

	<p>¿Qué tipos de asistencia, que no sea del Modelo ACTIVO, su hogar ha recibido en estos últimos 24 meses?</p> <ol style="list-style-type: none"> <li>1. Merienda Escolar</li> <li>2. Donación de comidas y otros abastecimientos fundamentales (ej. Obsequio de harinas, pan, cuadernos y los otros)</li> <li>3. Apoyo para la vivienda (techo, piso, y los otros)</li> <li>4. Asistencia de Mejores familias</li> <li>5. Programas especiales relacionados a educación tal como Educa todo</li> <li>6. Programas especiales relacionados a salud</li> <li>7. Otros ( )</li> <li>8. Ninguno</li> </ol>
0	<p>¿Cuándo se inició la aplicación del Modelo ACTIVO?</p> <p>Mes ( ) Año ( )</p> <p>(Marque <b>todas las opciones</b> correspondiente.)</p> <ol style="list-style-type: none"> <li>1. Bono Vida Mejor (Bono 10,000)</li> <li>2. Capacitaciones sobre la contabilidad del hogar (registro de gastos y metas de ahorro)</li> <li>3. Educación financiera</li> <li>4. Capacitaciones sobre la planificación del plan de mejora del ingreso (o plan de negocio)</li> <li>5. Capacitaciones técnicas sobre una o varias de las siguientes: cría de animales, agricultura, desinfectante, piñata, encurtido, panadería, cocina, confección, venta de ropa, jalea, peluquería u otros</li> <li>6. Asesoramientos (seguimiento) del líder comunitario, gestor social y los otros</li> <li>7. Capital semilla (efectivo)</li> <li>8. Capital semilla (Insumos productivos, incluyendo gallos, puerquitos, semillas de hortaliza, eco fogón, productos a vender u otros)</li> <li>9. Asistencia para el acceso al mercado (feria, intermediación, etc.)</li> </ol>
1	<p>¿Su hogar tiene la meta (plan) del ahorro?</p> <p>1. Si, 0 No</p>
	<p>(1) ¿Su hogar registra los gastos (e ingresos) en la libreta? (puede ser en cuadernos o hojas también)</p> <p>2. Sí registramos mensualmente o más</p> <p>1. Sí, pero la frecuencia es menos que mensualmente</p> <p>0. No</p>
2	<p>(2) Que medidas del control de gastos su hogar ha aplicado en estos últimos doce meses?</p> <p>(Marque <b>todas las opciones</b> correspondientes.)</p> <ol style="list-style-type: none"> <li>1. Clasificar los gastos necesarios y los innecesarios</li> <li>2. Reducir los gastos innecesarios</li> <li>3. Economizar los gastos necesarios</li> <li>4. Intentar a equilibrar los gastos y los ingresos (mantener el flujo de caja)</li> <li>5. Planificar bien el presupuesto del hogar (estimación de los gastos e ingresos)</li> <li>6. Usar el dinero ahorrado para la emergencia</li> <li>7. Participación de la mujer en la toma de decisión de gastos en el hogar</li> <li>8. Otros (Especifique: )</li> </ol>

	(1) ¿Su hogar está ahorrando?	<b>(Marque todas las opciones correspondientes.)</b> 0. No estamos ahorrando el dinero. 1. Estamos ahorrando el dinero en la casa (en la almohada) 2. Estamos ahorrando el dinero en la cuenta financiera 3. estamos ahorrando el dinero de forma de billetera electrónica 4. Estamos ahorrando el dinero de otra forma. (Especifique: )
3	(2) En caso afirmativo, ¿qué es objetivo del ahorro?	<b>(Marque todas las opciones correspondientes.)</b> 1. Para prepararse frente a emergencias y/o a la temporada en que el hogar no tiene suficiente ingreso 2. Para mejorar y/o construir la vivienda 3. Para mejorar y/o iniciar las actividades productivas y comerciales, incluyendo micronegocio, agricultura y cría de animales. 4. Para invertir en la educación de sus hijos 5. Otros (Especifique: )
	(1) ¿Su hogar tiene la cuenta financiera? (en bancos, cooperativas o microfinancieras)	3. Si, Tenemos cuenta, y depositamos y/o retiramos una vez al trimestre o más 2. Si, tenemos la cuenta, pero no la hemos usado por el último 3 meses 1. No, pero, nos gustaría tener la cuenta. 0. No, y no nos interesa tener la cuenta financiera.
4	(2) En caso afirmativo, cuál es la entidad de su cuenta principal?	<b>(Marque solo una entre las opciones.)</b> 1. Banrural 2. Banco de Occidente 3. Banco de Atlántida 4. Coop. Pinalejo 5. Coop. Sagrada Familia 6. Otros (Especifique: )
	(3) ¿El saldo total en las cuentas financieras, que su hogar tiene, se ha aumentado, en comparación con el saldo de hace 12 meses?	2. Aumentado 1. Casi igual 0. Reducido
	(4) ¿Cuánto es el monto total del saldo en las cuentas financieras?	( ) Lempiras
5	¿Su hogar utiliza el servicio financiero móvil? (Tigo Money, Tengo, banco de occidente, u otros)	3. Sí, tenemos la billetera electrónica móvil, y hemos realizado la remesa o pago mediante la billetera electrónica en estos 12 meses. 2. Sí, hemos hecho el pago o recepción de la remesa en la agente corresponsal de Tigo Money o TENGO en estos 12 meses, aunque no tenemos (o no usamos) la billetera electrónica móvil. 1. No hemos usado el servicio financiero móvil en estos 12 meses, pero, nos interesa usarlo en el futuro. 0. No hemos usado, ya que no nos interesa.
	En caso que su hogar tiene la billetera electrónica móvil, ¿cuál es proveedor del servicio?	1. Tigo Money 2. TENGO 3. Entidades financieras tales como Banco de Occidente, y los otros

		(Marque <b>todas las opciones</b> correspondientes.) 1. enviar remesa 2. recibir remesa por el motivo del negocio 3. Recibir remesa por su familia o pariente quien vive en Honduras 4. Recibir remesa por su familia o pariente quien vive en un país extranjero 5. pago de servicios públicos (ENEE, CEL, Agua, etc.) 6. Créditos (aprobados) 7. Seguros (asegurados) 8. Otros (Especifique: )
7	(1) ¿Su hogar ha desarrollado nuevas actividades económicas en estos últimos 12 meses?	(Marque <b>todas las opciones</b> correspondientes.) 1. Nuevos rubros de agricultura 2. Nuevas especies de animales (puede incluir apicultura y piscicultura) 3. Nuevos negocios (Especifique: ) 4. Nuevos empleos (Especifique: ) 5. Ninguno
	(2) ¿Cuántas actividades nuevas se han desarrollado por su hogar en total en estos últimos 12 meses?	(       ) actividades
8	(1) ¿Su hogar ha fortalecido sus actividades económicas existentes en estos últimos 12 meses?	(Marque <b>todas las opciones</b> correspondientes) 1. Ha fortalecido agricultura y/o aumentado área de cultivo 2. Ha fortalecido o aumentado la cría de animales (puede incluir apicultura y piscicultura) 3. Ha fortalecidos o expandidos sus negocios 4. Ha mejorado el ingreso por su empleo o condiciones laborales 5. Ninguno
	(2) ¿Cuántas actividades su hogar ha fortalecido en total en estos últimos 12 meses?	(       ) actividades
9	(1) ¿El ingreso actual del hogar se ha aumentado, en comparación con hace 12 mes?	2. Aumentado 1. Casi igual 0. Reducido
	(2) ¿Cuántas actividades económicas su hogar está implementado en total?	(       ) actividades implementándose, sumando todos los especies del animal, productos agrícolas, negocios propios y empleos
10	¿Cuál es el ingreso anual de su hogar?	(1) Ingreso por los empleos (       ) Lps. (2) Ganancia por la agricultura propia (       ) Lps. (3) Ganancia por la cría de animales (       ) Lps. (4) Ganancia por los beneficios del negocio propio (       ) Lps.

## Annex 8 Project design matrix (revised 2018)

### Project Design Matrix

Project Title: Project on Life Improvement and Livelihood Enhancement of Conditional Cash Transfer Beneficiaries through Financial Inclusion

Implementing Agency: Vice-Ministry of Social Integration (SSIS)

Target Group: CCT beneficiary households in targeted municipalities

Period of Project: FEB. 2015 - ABR 2020

Project Site: 5 municipalities (Tequicigalpa in FRANCISCO MORAZAN, Quimistán in SANTA BARBARA, San Rafael in LEMPIRA, Villa de San Francisco in FRANCISCO MORAZAN, Las Vegas in SANTA BARBARA)

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Important Assumption
<b>Overall Goal</b>			
The model established for promoting life improvement and livelihood enhancement of CCT beneficiary households is institutionalized for nationwide delivery.	i) The established model is enacted as a law or ordinance.  ii). Budget to implement the established model is secured by SSIS/PRAF, municipality and Inter-municipal Council.	i) Enacted law/ordinance  ii) Budget plans by SSIS/PRAF, municipality, and Inter-municipal Council	NIL
<b>Project Purpose</b>			
The model is established to promote life improvement and livelihood enhancement for CCT beneficiary households.	i) At least 500 CCT beneficiary households in targeted municipalities start the project activities for life improvement and livelihood enhancement.  ii) Guideline in Output 4 is approved by SSIS	i) Activity monitoring record based on activity plans of CCT beneficiary households  ii) Approval of the Guidelines	- Security and economic situation in Honduras do not deteriorate significantly.  - Financial situations of the local governments do not deteriorate significantly
<b>Outputs</b>			
1. The capacity to manage family budget is enhanced for CCT beneficiary households in targeted municipalities.	1-1. At least 2,000 CCT beneficiary households in targeted municipalities participate in family budget management training.  1-2. At least 1,000 CCT beneficiary households in targeted municipalities manage family budget by keeping household accounts, etc.	1-1. Family budget management training implementation report  1-2. Monitoring the status of family budget management	- Roles and policies of such relevant organizations as SSIS/PRAF and Inter-municipal Council do not change significantly.  - Security and economic situation in targeted municipalities do not deteriorate significantly.
2. The access to financial services is improved for CCT beneficiary households in targeted municipalities.	2-1. At least 2,000 CCT beneficiary households in targeted municipalities take financial education.  2-2. Examples and number of cases implemented by financial institutions, etc. provide financial service for CCT beneficiary households.  2-3. At least 1,000 CCT beneficiary households in targeted municipalities open a bank account, and start saving money.	2-1. Financial education implementation report  2-2. Interview survey on financial institutions, etc.  2-3. Monitoring records on the condition of utilizing financial service	- The Honduran government policy on CCT does not change significantly.  - Policies on CCT support by other donors concerned do not change significantly.
3. CCT beneficiary households in targeted municipalities acquire skills necessary for life improvement and livelihood enhancement.	3-1. At least 2,000 CCT beneficiary households in targeted municipalities participate in training for life improvement and livelihood enhancement.  3-2. At least 500 CCT beneficiary households in targeted municipalities formulate activity plans for life improvement and livelihood enhancement, including their business plan	3-1. Implementation report on training for life improvement and livelihood enhancement  3-2. Record of monitoring the activities of CCT beneficiary households	
4. By summarizing Outputs 1 to 3, Guidelines are prepared to promote life improvement and livelihood enhancement for CCT beneficiary households.	4. Guidelines for organizations to promote for life improvement and livelihood enhancement for CCT beneficiary households	4. Guidelines	

Activities	Inputs		Pre-Conditions
	The Japanese Side	The Side of Honduras	
<p>1-1. Conduct a participatory survey to confirm the current status of family budget management among beneficiary households in pilot areas.</p> <p>1-2. Plan and Implement family budget management training for beneficiary households in pilot areas.</p> <p>1-3. Monitor/ evaluate the status of family budget management among beneficiary households in pilot areas to revise training contents. Retraining is conducted as needed.</p> <p>1-4. Conduct training to improve the capacity to manage family budget for beneficiary households in target municipalities.</p> <p>1-5. Support family budget management among beneficiary households in target municipalities.</p> <p>2-1. Conduct a participatory survey regarding the status of utilizing financial service/financial literacy among beneficiary households in pilot areas.</p> <p>2-2. Plan and implement financial education for beneficiary households in pilot areas.</p> <p>2-3. Support to acquire international-standard financial technique (microfinance) for financial institutions, etc. in pilot areas.</p> <p>2-4. Share the needs for financial service among beneficiary households with financial institutions, etc. in pilot areas. The project supports development and promotion of use of financial products for beneficiary households by financial institutions, etc..</p> <p>2-5. Conduct training to improve financial access for beneficiary households in target municipalities.</p> <p>2-6. Support actions of beneficiary households in target municipalities to improve financial access.</p> <p>3-1. Conduct a participatory survey on the status of living/livelihood of beneficiary households in pilot areas.</p> <p>3-2. Identify organizations that can provide support necessary for the life improvement and livelihood enhancement and coordinate them for gaining support.</p> <p>3-3. Conduct training for the life improvement and livelihood enhancement for beneficiary households in pilot areas.</p> <p>3-4. Support beneficiary households in pilot areas in order to conduct activities for life improvement and livelihood enhancement.</p> <p>3-5. Monitor/evaluate activities for beneficiary households in pilot areas for life improvement and livelihood enhancement, revises training contents and conduct retraining as needed.</p> <p>3-6. Support training for life improvement and livelihood enhancement of beneficiary households in target municipalities, and activities that lead to the life improvement and livelihood enhancement.</p> <p>4-1. Prepare an overall plan for training for activities in Outputs 1 - 3 to mutually interact and enhance the effect.</p> <p>4-2. Prepare guidelines (draft) to summarize Outputs 1 - 3 and promote the life improvement and livelihood enhancement of CCT beneficiary households.</p> <p>4-3. Share guidelines (draft) to relevant organizations including areas other than the target municipalities to collect comments.</p> <p>4-4. Finalize guidelines in reference to comments from relevant organizations including areas other than the target municipalities, etc.</p>	<ul style="list-style-type: none"> <li>(i) Experts <ul style="list-style-type: none"> <li>• Chief advisor/Life improvement and livelihood enhancement</li> <li>• Family budget management</li> <li>• Financial access</li> <li>• Business Coordination</li> <li>• Coordinator /Training plans</li> </ul> </li> <li>(ii) Training in Japan and/or third countries</li> <li>(iii) Provision of Equipment</li> <li>(iv) Project Activity Cost (budget for Training and hiring NGO)</li> </ul>	<ul style="list-style-type: none"> <li>(i) Assignment of counterparts</li> <li>(ii) Budget for training</li> <li>(iii) Equipment and materials necessary for the Project activity</li> <li>(iv) Project office with necessary equipment</li> <li>(v) Official authorization and permits necessary for the implementation of the project</li> </ul>	Inter-municipal Council and municipality in the targeted area cooperate for the project.

(END)