

**SPECIFICATIONS****ISBN**

978-92-2-124140-9

Price

CHF 70; USD 70; GBP 45; EUR 54

Trimmed Size

A4

Format

Paperback

Page Count

xx+612 pages

Publication Date

January 2012

Making Microfinance Work

Managing product diversification

Cheryl Frankiewicz and Craig Churchill

This textbook, designed for middle and senior managers in microfinance institutions, is relevant for institutions that have already diversified and are looking for ways to manage their diversification more effectively as well as those that have not yet done so and are looking for guidance on where and how to begin.

This course is also useful to funding agencies and technical assistance providers that are trying to support MFIs diversification efforts. This second volume builds on the highly acclaimed *Making Microfinance Work: Managing for Improved Performance*. The content includes chapters on various product options, including savings, insurance, leasing, money transfers and even grants and non-financial services. It also explores how to combine different product menus to serve specific market segments, such as the ultra-poor, youth, women, SMEs and persons in rural areas and post-crisis environments. The book concludes with discussions about managing partnerships to enable MFIs to expand their product offerings and strategies to overcome the challenges of delivering a diverse product portfolio. It provides specific suggestions for managing diversification, including adapting the institutional culture, redistributing responsibilities, empowering staff, communicating with clients, reengineering systems and managing change.

ABOUT THE AUTHORS

Cheryl Frankiewicz, independent consultant, has been working in microfinance since 1994, collaborating with public and private-sector institutions, cooperatives and microfinance networks in Southeast Asia, South America and East Africa. She is a Master Trainer for the International Training Centre of the International Labour Organization.

Craig Churchill has twenty years of microfinance experience in both developed and developing countries. In his current position as a Senior Technical Officer in the ILO's Social Finance Programme, he focuses primarily on the role of financial services that the poor can use to manage risks and reduce their vulnerability. He serves as the Chair of the Microinsurance Network, on the governing board of the Access to Insurance Initiative, Team Leader for the ILO's Microinsurance Innovation Facility, and teaches at the Boulder Microfinance Training Programme in Turin.

TABLE OF CONTENTS

Acknowledgements

Foreword

Acronyms and Abbreviations

I. Preparing for Diversification

1. Understanding Product Diversification

2. Managing Product Development

3. Developing New Markets

II. Product Options

4. Savings

5. Long-term Savings and Micropensions

6. Microenterprise Loans

7. Housing Loans

8. Emergency and Consumption Loans

9. Microinsurance

10. Leasing

11. Money Transfers

12. Non-financial Services

13. Grants

III. Market Segments

14. Targeting Marginalized Markets

15. Pre-microfinance for the Poorest

16. Microfinance for Youth

17. Microfinance for Women

18. Post-crisis Microfinance

19. Islamic Microfinance

20. Rural Microfinance

21. SME Finance

IV. Diversifying Successfully

22. Building and Managing Partnerships

23. Delivering a Diverse Product Portfolio

24. Product Portfolio Management

Bibliography

Index

FURTHER READINGS

Making Microfinance Work

Managing for improved performance
Craig Churchill and Cheryl Frankiewicz
 2006 434 pp. ISBN 978-92-2-118657-1
 CHF 50; USD 40; GBP 20; EUR 35

Microfinance and Public Policy

Outreach, performance and efficiency
Bernd Balkenhol
 2007 288 pp. ISBN 978-92-2-119347-0
 CHF 115; USD 90; GBP 55; EUR 80
 Also available in Spanish

Making Insurance Work for Microfinance Institutions

A technical guide to developing and delivering microinsurance
Craig F. Churchill; Dominic Liber; Michael J. McCord; James Roth
 2003 260 pp. ISBN 92-2-113544-6
 CHF 50; USD 35; GBP 24.95; EUR 35

NEW!

Protecting the Poor

A microinsurance compendium. Volume II
Craig Churchill and Michal Matul
 April 2012 xxii+640 pp. ISBN 978-92-2-125744-8
 Hardback: CHF 100; USD 110; GBP 70; EUR 85

Protecting the Poor

A microinsurance compendium
Edited by Craig Churchill
 2006 674 pp. ISBN 978-92-2-119254-1
 Hardback: CHF 100; USD 80; GBP 45; EUR 80
 Also available in French and Spanish

Protecting the Working Poor

Annual report 2010
 2010 72 pp. ISBN 978-92-2-124553-7
 CHF 15; USD 16; GBP 10; EUR 11
 Also available in French and Spanish

Contacts

Publicity

Ms. Elvira Lesaffre
 lesaffre@ilo.org

Sales

Ms. Charlotte Beauchamp
 pubvente@ilo.org



Order Acceptance Form

Fastest ways to order:

Contact us: Fax: (+41) 022 799 6938
 Email: pubvente@ilo.org
 Visit our website: www.ilo.org/publns

Write to: ILO Publications
 International Labour Office
 4, route des Morillons
 CH-1211 Geneva 22, Switzerland

YES! Please send me the following items as indicated below (please indicate desired quantity).

ISBN	TITLE	PRICE	QUANTITY	TOTAL
978-92-2-124140-9	Making Microfinance Work: Managing product diversification			
				Subtotal
				Postage*
				TOTAL

* For Europe and the Mediterranean please add 10% for surface mail, 15% for airmail. Rest of world: 15% surface, 25% airmail.

SHIPPING ADDRESS

First Name _____ Last Name _____ Mr./Mrs./Ms. _____
 Organization _____ Dept. _____
 Address _____ Post Code _____
 City _____ Country _____
 Telephone _____ Email _____ Fax _____

METHOD OF PAYMENT

Payment Options: VISA MasterCard American Express Diners
 Card No. _____ Expiry Date _____ CVC/CVV/CID _____
 Signature (order not valid without signature) _____
 Please send me a Pro Forma Invoice (institutions/libraries, please attach a purchase order)
 Signature (order not valid without signature) _____
 The Geneva Office does not accept cheques