



## ANNOUNCING THE WINNERS - FINANCIAL INCLUSION PHOTO CHALLENGE

The Bank of Zambia would like to thank members of the public who took part in the inaugural photo challenge which ran from 1<sup>st</sup> to 28<sup>th</sup> February, 2021 under the theme ***“Financial inclusion in my community – widespread and accessible delivery channels”***.

The photo challenge was one way of getting information on how financial inclusion is affecting people’s lives. Members of the public were requested to share their stories through photographs on how the Financial Inclusion agenda is changing lives in their communities. Delivery channels of financial service providers in the form of branches, agents, Automated Teller Machines (ATMs), point-of-sale devices, internet-and-mobile phone banking are some of the key drivers of Financial Inclusion as they are widespread, convenient and easily accessible. Other informal community-based delivery channels including village banking and Chilimba groups also contribute to financial inclusion.

The photo challenge was about how formal or informal delivery channels of financial products and services are improving lives. Responses were in form of a photograph and a caption of not more than 150 words.

Bank of Zambia has adopted Financial Inclusion as one of its focus areas in its 2020 – 2023 Strategic Plan. This signifies the Bank’s commitment to the advancement of the national financial inclusion agenda in Zambia which is defined as *‘access to and informed usage of a broad range of quality and affordable financial services in the form of savings, credit, payment, insurance, and investment products and services that meet the needs of individuals and businesses.’* Global research has revealed a positive correlation between being financially included and reduction in poverty levels.

The Bank has adopted several initiatives in its strategic plan aimed at contributing towards increasing the number of individuals and businesses that are financially included in Zambia. One of those initiatives is building awareness on the importance of financial inclusion and demonstrating its impact on livelihoods and economic development.

We are delighted to announce the top three (3) winners and their prizes, including their prize-winning photographs:

HD 25FPS 99%

Bank of Zambia

FINANCIAL INCLUSION PHOTO CHALLENGE

# WINNERS

**1** Ms. Faith Simwanza  
Lusaka  
Prize: Apple iPhone 11 + Apple Watch

**2** Mr. Elisha Mwenya  
Lusaka  
Prize: Apple iPad pro

**3** Mr. Phillip Jere  
Nkeyema District  
Prize: HP Pavilion 15 laptop



Hello, my name is Faith. I'm a start-up young fashion entrepreneur. Until last year, I had been interested in setting up my own sewing business but was restrained by access to finances. Fortunately, through the ingress of mobile money services I was able to get a loan that helped me start my business.

Taking advantage of how the world is one global village, I began to advertise and sell my products online using various social media platforms which have widened my target market beyond limitations of physical barriers. Barely a few months into my business, I can pride myself as a self-employed working young woman with potential to do more.

The picture is a depiction of my skill (sewing) and the various easily accessible affordable payment methods I use to transact from the convenience of my mobile phone.

Location: Katungu Market, Libala, Lusaka.



A smile that comes after a successful transaction.

"Financial inclusion matters not only because it promotes growth, but because it helps ensure prosperity is widely shared. Access to financial services plays a critical role in lifting people out of poverty, in empowering women, and in helping governments deliver services to their people." - Sri Mulyani Indrawati

Location: Longacres, Lusaka.



Munkuye village banking group leader with her fellow village bankers, showing off her interest gained from saving.

Location: Western province, Nkeyema District.