

Case Study

Hypothesis Validation to Assess the Impact of
Remittance on Financial Inclusion



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About the Client



- A global PR firm that partners with many of the world's largest and emerging businesses and organisations

Client Objectives / Goals



- The client wanted to understand the impact of international remittances on the socio-economic well-being of recipients, with particular focus on understanding the impact of remittance on women empowerment in India
- Also, analyse the correlation between remittances and benefits gained by the recipients directly or indirectly in India

Approach and Methodology



- The team started by building an understanding of the remittance market and the key stakeholders involved across the value chain
- Conducted consumer research in six leading remittance receiving states in India to understand the impact of remittance on the social and economic well being of individuals receiving remittances
- Expert interviews were conducted, covering industry leaders, academicians and regulatory authorities
- Individual consumer stories (on more than 50 remittance recipients and five SMEs) were shared with the client

Sample Output



Results / Value-add



To understand the impact of remittances on the socio-economic well-being of individuals, a detailed analysis was presented looking at five different dimensions - poverty, financial inclusion, health, education and women empowerment