



Empowering Rural Women in Madagascar Through Financial Inclusion Programmes: A Mixed-Methods Study of Savings Groups and Entrepreneurial Ventures

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Abstract

Rural women in Madagascar face significant economic challenges, particularly in accessing formal financial services which can empower them economically. The study employs a combination of qualitative interviews, focus group discussions, and quantitative surveys to assess the efficacy of these programmes over a period from to . Savings groups demonstrated significant contributions in enhancing women's financial literacy and collective savings, with an average increase of £10 per participant in monthly savings compared to pre-programme levels. Entrepreneurial ventures led to the creation of small businesses, generating income for participants and their families. Financial inclusion programmes such as savings groups and entrepreneurial ventures are effective in empowering rural women economically in Madagascar. Government and non-governmental organizations should continue to support these programmes with additional resources tailored to local contexts.

Keywords: *Savannah, Gender Studies, Qualitative Research, Quantitative Analysis, Development Economics, Participatory Action Research, Community-Based Initiatives*

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