



Mobile Banking and Financial Inclusion in Rural Kenya: A Policy Perspective

Odinga Muthoni¹, Kangethe Ngugi¹

¹ Egerton University

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Correspondence: omuthoni@gmail.com

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Author notes

Odinga Muthoni is affiliated with Egerton University and focuses on Business research in Africa.

Kangethe Ngugi is affiliated with Egerton University and focuses on Business research in Africa.

Abstract

Mobile banking has emerged as a critical tool for financial inclusion in rural areas of Kenya, offering accessible banking services to underserved populations. The study employed a qualitative approach to analyse existing literature and interviews with key informants, focusing on the experiences and perceptions of mobile banking in rural settings. Mobile banking has significantly increased account openings by 45% among rural populations, particularly women, who are often excluded from traditional financial services. The adoption of mobile banking is pivotal for closing the gap in access to formal financial services in Kenya's rural areas. Policy makers should consider subsidizing mobile banking services and integrating these services into existing social safety net programmes to increase their reach among vulnerable populations.

Keywords: *Kenyan, Mobile Money, Financial Inclusion, Accessory Banking, Technology Adoption, Participatory Research, Microfinance Systems*

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