SUPPORT
MISSION
SENEGAL
■ 18 million inhabitants
■ 164th out of 188 countries*
■ 63% of the population live below the poverty line ($3 per day)
■ 12% of the active population has a qualification

Burkina Faso
Ghana
Sierra Leone
Guinea
France
Haiti
Myanmar
Cambodia
Philippines
Vietnam

*Human Development Index

A region devastated by over 30 years of conflict
Casamance has been devastated by an armed conflict which has lasted more than 30 years. Because of growing insecurity in the villages, significant numbers of the population have moved to bigger towns, where they live in the abandoned, semi-rural outskirts, lacking basic infrastructure. Formal employment is extremely rare, so people usually subsist by running a small shop, a sewing workshop, or by breeding livestock, etc. However, their situation is too precarious to enable them grow and maintain income-generating activities.

Local social microfinance support
Entrepreneurs du Monde decided to contribute to these populations’ socio-economic emancipation. Already active in Senegal since 2008 through local Savings and Loans cooperatives the French NGO created its own social microfinance programme called FANSOTO in Casamance in 2016. The FANSOTO programme provides local financial services (savings and micro-credits) and social support (training, monitoring and mentoring) to help women succeed with their income-generating activities and improve their families’ living conditions.

MAMA SOLLY
an astute shopkeeper!

Mama Solly makes, packs, and sells fruit and flower juices. As an astute shopkeeper, she has been able to build up customer loyalty and set up a sort of subscription service. She knows who buys what and quickly delivers the desired product to them, gets paid and carries on. This means that she only makes the juices that sell well and makes a good profit every day. Mama is supported by Salomon, the facilitator who grants loans and provides training in areas such as calculating the sales price, managing family and business budgets separately, husband-wife relationships, and preventing early pregnancies. Today, Mama provides for the daily lives of her three children, and she doesn’t intend to stop there!

Comprehensive support
The team is here to support vulnerable people who wish to set up or develop a shop, workshop, livestock breeding activity, etc. The facilitator meets the beneficiaries, who are organised into small groups, once or twice a month. After a period of 6 initial training sessions, the beneficiaries receive a first loan according to their situation, without the need for a guarantee. The facilitator will then manage the repayments and savings, and provide training on economic and social aspects to help the beneficiaries strengthen their business as well as their place in their family and the community.

Strong foundations
From the start up period and until FANSOTO becomes autonomous, the local team gets support from Entrepreneurs du Monde’s technical experts on each phase of the mentoring programme, and more specifically on: operations management, information and management systems, social performance, strategic planning, financial management, governance, human resources, risk management, advocacy & fund raising. Ultimately, FANSOTO will become a local and autonomous legal entity able to offer long-term, high-quality support to the most vulnerable members of society.
FANSOTO places social performance management at the heart of its actions. Each year, it delivers a social responsibility report to make sure that its methods effectively address the most vulnerable populations and assess the beneficiaries’ living conditions.

Services adapted to farmers’ needs
To adapt the service offer to the needs of rural populations, the team developed a range of modules on agricultural production techniques. It has also created a specific agricultural loan.

Expansion in rural areas
FANSOTO aims to open service points in two other locations, in Kafountine and Matam, which will further encourage financial inclusion in those rural areas.

Enhanced support for farmers
FANSOTO will hire a technical agricultural adviser to provide beneficiaries with on-site agricultural training and manage the farms’ technical monitoring.

A sustainable partnership FANSOTO – FAWRO REMOBE
FANSOTO is a partner of the ‘Food Security’ project designed by Entrepreneurs du Monde in the region of Matam, in northern Senegal. As part of the project, FANSOTO will develop a new agricultural inventory credit product to enable onion producers to stop losing part of their harvests and to postpone their selling period in order to benefit from a higher return price.

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FANSOTO