

**GHANA FINANCIAL SECTOR DEVELOPMENT PROJECT (GFSDP)**

**TERMS OF REFERENCE**

**FOR THE**

**SHORT TERM TECHNICAL ASSISTANT TO DEVELOP AND IMPLEMENT A GEOSPATIAL  
MAPPING OF FINANCIAL ACCESS POINTS AS WELL AS DEVELOPMENT OF ONLINE  
DATABASE AND VISUAL DISPLAYS**

**(CONSULTANT / FIRM SELECTION)**

**Loan No./Credit No./Grant No.:** IDA Credit No. 6310 GH

Project ID Reference No

MOF-FSD-CS-047

**BENEFICIARY INSTITUTION**

**MINISTRY OF FINANCE**

# **MINISTRY OF FINANCE**

## **GHANA FINANCIAL SECTOR DEVELOPMENT PROJECT**

### **SHORT TERM TECHNICAL ASSISTANT TO DEVELOP AND IMPLEMENT A GEOSPATIAL MAPPING OF FINANCIAL ACCESS POINTS AS WELL AS DEVELOPMENT OF ONLINE DATABASE AND VISUAL DISPLAYS IN GHANA**

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#### **1. Background**

The Ministry of Finance (MoF) has received financing from the World Bank towards the cost of the Ghana Financial Sector Development Project, with the objective to promote financial sector soundness and access to financial services by individuals. Ghana has a population of 30.83 million according to the 2021 National Census, of which about 60 percent are adults. According to the Global Findex database (2021), 68 percent of Ghanaian adults now have access to formal financial services; still, access is not universal, with rural areas and low income individuals lagging behind.

As a result, the Government of Ghana seeks to reduce economic vulnerability and income inequality through promotion of financial inclusion. In this context, the MoF, in collaboration with Financial Sector Regulators and other key stakeholders, developed a National Financial Inclusion and Development Strategy (NFIDS) to address the fundamental barriers preventing the underserved population from accessing financial products and services which would enable them to generate income, build assets, manage financial risks, and become economically empowered.

To support ongoing financial inclusion efforts, the Ministry of Finance, Bank of Ghana, Securities and Exchange Commission, National Insurance Commission, National Pension Regulatory Authority, GHAMFIN and the member associations have expressed the need for and importance of mapping physical locations of financial service providers within the country. Therefore, as part of this project, the government seeks to undertake a Geospatial Mapping exercise to identify all financial institutions in the country, given that distribution of these services has an impact on financial inclusion. The Geospatial Mapping will be designed to gather data to show population densities, location of financial service providers, and accessibility to the population. Efforts to extend access to finance into underserved areas will be assessed and identified challenges will be addressed by the appropriate authorities.

The geospatial mapping will build on an earlier initiative by GHAMFIN, and its member associations completed in 2014/ 2015 under the Rural Agricultural Finance Programme (RAFiP) financed by IFAD/ MoF. It will also build on Bank of Ghana's Fintech and Innovation Office initiative which has mapped out all mobile money vendors. These two initiatives will provide initial input to the geospatial mapping exercise. Additional/updated data will be collected from financial institutions and other service providers, including Microfinance Institutions, Mobile Money operators, Forex Bureaus, Credit Bureaus, Insurance, Pensions, Asset Management Companies and Village Savings and Loans Associations (VSLAs).

## **2. Objectives**

The aim of the geospatial mapping exercise is to get a full picture of the financial access points throughout the country to begin to understand how providers can adapt their operational strategies to reach areas that are underserved. This will assist in exploring the potential growth of the ecosystem opportunities, including those in rural areas, that may provide both a social and commercial rationale for expansion, understanding of some of the key challenges, and making a significant impact on financial inclusion.

A geospatial map of financial access points is also expected to provide a reliable national database for users of financial services to locate service providers, provide data for research and guidance for policymaking. It will also serve as a tool for regulators and industry associations by supporting their supervision and monitoring strategy, performance monitoring, support membership services, and enhance client services and feedback. In addition, it will provide input into the financial inclusion strategy of the government and generate accurate data for reporting.

The assignment is a total enumeration of the ‘existing’ financial institutions, services, and access points across all the regions of the country, especially in those where there is a limited or /inadequate database on the financial service providers.

## **3. Scope of the Assignment**

The selected consulting firm will be required to support the Government of Ghana in mapping the locations of financial service providers to help update their databases and inform policymaking.

The firm will help:

- i. Review existing mapping databases by GHAMFIN and the Bank of Ghana as well as any databased and mapping exercises by regulatory bodies and industry associations and propose a roadmap for the mapping exercise
- ii. Develop a methodology, strategy, and survey instrument for the successful mapping of financial services providers and submit it for approval by the Technical Working Group set up by the Ministry of Finance
- iii. Complete the mapping of financial services providers based on the approved methodology and strategy, as well as roadmap
- iv. Create a comprehensive database/directory of financial and non-financial service providers in Ghana, including banks, specialized deposit-taking institutions, micro-credit institutions, credit unions, Mobile Money operators, Forex Bureau, Credit Bureaus, Insurance Companies, Pensions Funds, Asset Management Companies, and others
- v. Design and develop an interactive web map platform to visualize the geography of financial service providers to enable users locate access points

- vi. Train key stakeholders on how to update the database of financial services providers to ensure continuous ownership and usage. This should be done after the mapping tool has been tested and gone live.
- vii. Facilitate two (2) workshops to gather stakeholder inputs and disseminate the results.

The implementation of the geospatial mapping survey will entail the following phases:

- i Planning
- ii. Field Work and
- iii. Completion (output/reporting)

**a) Planning Stage**

The consultant will confirm with stakeholders such as MoF, Bank of Ghana (BoG), National Insurance Commission (NIC), Securities and Exchange Commission (SEC), National Pensions Regulatory Authority (NPRA) and GHAMFIN, the variables for the survey instrument and then follow up with the design of the survey instrument. The consultant will also undertake the design of the database using appropriate software agreed upon with MoF. The form the database will take will be agreed upon during the planning phase of the assignment.

**b) Field Work**

The consultant will lead the field work in all the sixteen regions and coordinate all the field activities by mobilizing the enumerators to reach out to the locations of financial service providers. The consultant will be responsible for field monitoring to ensure that quality data are collected. The field activities will be planned by the consultant in consultations with the Technical Working Group integrating representatives from the Regulators, GHAMFIN, and MoF. The data cleaning and data entry will be done by the consultant after the field work. The Technical Working Group will undertake independent monitoring to assess progress of the field mapping exercise.

**c) Completion (output/reporting)**

The consultant shall be responsible for reporting on the mapping exercise and the development of the database. The developed database will be subjected to verification by Technical Working Group. The consultant will facilitate a workshop to disseminate the findings to major stakeholders and assist in the dissemination to the Financial Institutions especially MFIs, mobile money agents and VSLAs.

## **4. Duration and Deliverables**

### **4.1 Duration**

The anticipated timing of the assignment is 12 months.

The consultant will deliver the following outputs;

<b>S/N.</b>	<b>Description of Output</b>	<b>Period After Commencement</b>	<b>Payment (%)</b>
<b>1.</b>	An inception report detailing the Consultant's understanding of the assignment including a methodology and strategy to be applied, likely outcomes / outputs and preliminary findings and work plan	<b>2 weeks after contract signature</b>	<b>30</b>
<b>2</b>	Roadmap for the mapping exercise and survey instrument design	<b>2 months after contract signature</b>	
<b>2.</b>	Submit database in excel format and a draft report on designed database and geo-spatial mapping of Financial Service providers (including Microfinance Institutions, Mobile Money operators, Forex Bureau, Credit Bureau, etc.), Insurance, Pensions, Asset Management Companies	<b>8 months after contract signature</b>	<b>25</b>
<b>3</b>	Interactive web map platform	<b>2 months after submission of database</b>	
<b>4.</b>	Conduct stakeholders' validation workshop to disseminate the findings to major stakeholders.	<b>9 months after contract signature.</b>	<b>15</b>
<b>5.</b>	Submit final report on designed database and geo-spatial mapping of Financial Service providers	<b>12 months after contract signature</b>	<b>30</b>

## **5. Profile of the Consulting Firm**

The assignment will be delivered by a firm with the following qualifications:

- At least 10 years of experience in the provision of analytical studies based on surveys and/or conducting nationally representative household surveys

- At least two (2) financial services surveys completed in the last six years
- Demonstrated balance of international and local experience and expertise in Data collection, database management and analysis, Statistical computer software programs and geospatial mapping, Qualitative data research, Quantitative data sets and Project management

The key personnel and expertise required to undertake the assignment are indicated below:

### **1. Team Leader**

The Team Leader should have the following qualifications:

- Degree in Economics, Statistics, MIS, Engineering, Geography, or related discipline
- Minimum of 10 years of relevant work experience, including leading analytical studies based on surveys and/or conducting nationally representative household surveys
- Experience in geospatial mapping with ability to interpret and analyse geospatial data (data relating to geographic position on the earth's surface) and use leading edge digital technology such as laser scanning, Geographic Information Systems, remote sensing, and imagery.
- Ability to undertake data analysis and provide advice for mapping, satellite navigation systems (Satnavs), Global Positioning Systems (GPS), infrastructure, the identification of local, district, regional or international boundaries, for a wide range of purposes.
- Good knowledge of the financial sector landscape in Ghana
- Excellent communications skills
- Must have team leader experience in similar assignment

### **2. Research Manager/Statistician (1)**

**The research manager will work and supervise research field officers for the assignment and must have:**

- A degree in statistics, social science, economics, monitoring and evaluation, MIS, or a related field with 10 years' relevant work experience
- Skill in developing analytical and survey instruments
- Demonstrated ability to conduct field surveys, analyze data and report on findings
- Knowledge of operations of financial sector players
- Experience in determining survey specifications, including sources of information and procedures for obtaining the necessary information and design the survey instrument and lead the field testing of the survey instrument
- Ability to monitor and evaluate progress of the survey including the productivity of the field staff.
- Demonstrated experience in analyzing survey data and in data input
- Must have experience in training and supervision field officers

### **3. Database Design Manager (1)**

- At least a Degree degree in computer science, MIS, or related field with at least 5 years of relevant working experience
- Excellent skills in designing web-based applications compatible with Microsoft Office, including web mapping platforms
- Must have proven experience in similar assignment
- Demonstrated experience in database products, services, protocols, and standards in support of the intended use of the data from the mapping exercise
- Demonstrated experience in design and deployment of data table structures, forms, reports, and queries
- Experience in coordination and working with other technical staff to develop the database for the mapping exercise
- Demonstrated ability to plan and coordinate data migrations between systems and other interfaces
- Experience in the development and maintenance of the database stored procedures, views, and functions for hosted web applications

#### **4. Data Analyst**

- At least a degree in computer science, engineering and/or statistics or business administration with at least 5 years of relevant working experience
- Must have at least 5 years' experience in the gathering and interpretation of data
- Analytical and logical thinking skills.
- Ability to present findings in the form of graphs, tables, charts, and multimedia presentations
- Familiar with the finding patterns and trends in the analyzed data
- Working knowledge of reporting software, such as Crystal Reports, Microsoft Access Reports, Teradata, or SQL Server Reporting Services
- Must have experience in the development and maintenance of the database stored procedures, views, and functions for hosted web applications