



Strategies for reaching and serving very poor people

POWG Presentation

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AlSol Chiapas

- Alternativa Solidaria (AlSol) is a Mexican MFI serving mostly rural indigenous poor women in the highlands of Chiapas, Mexico.
- Current serving approximately 7,000 active clients

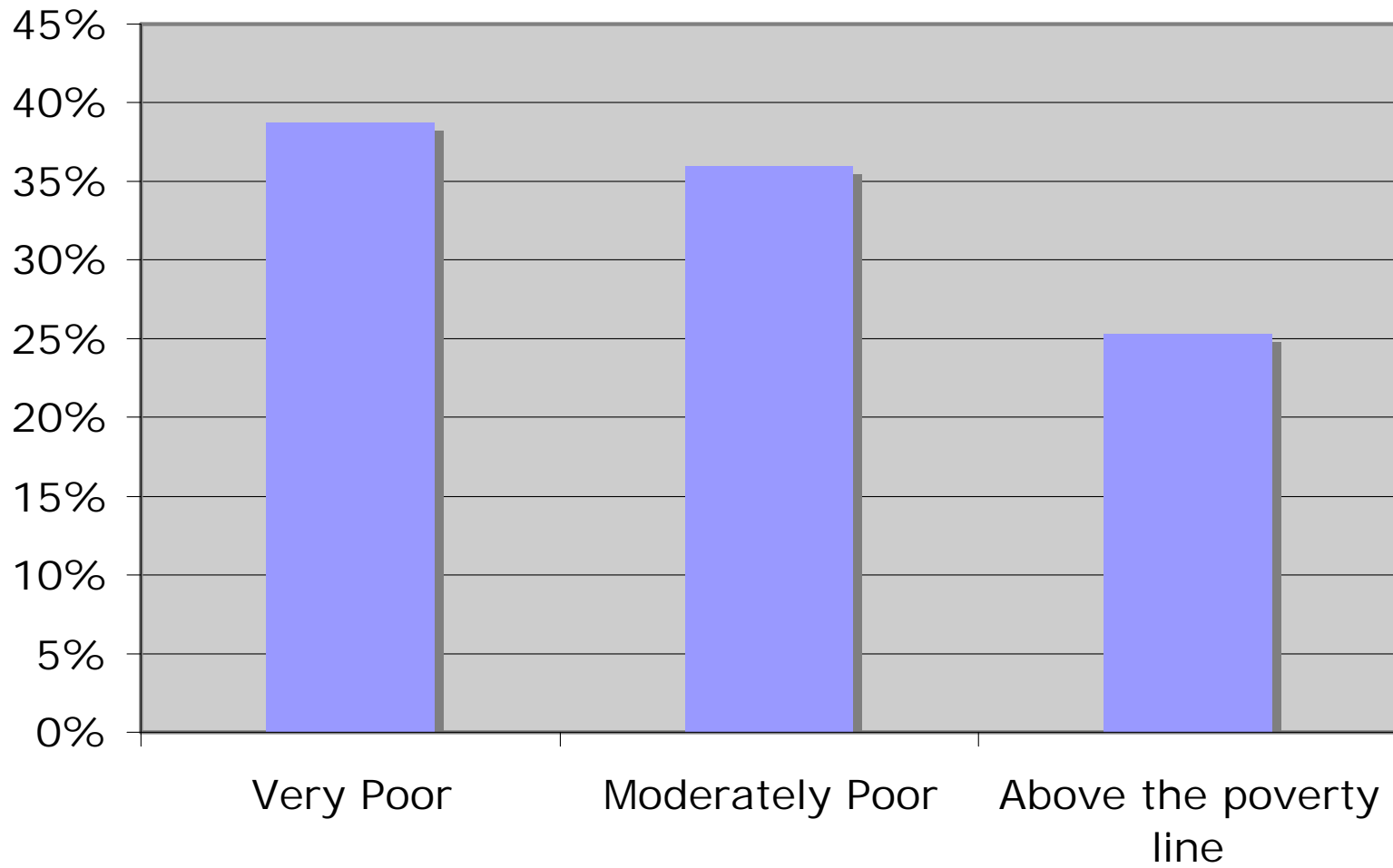


Financial and non-financial services

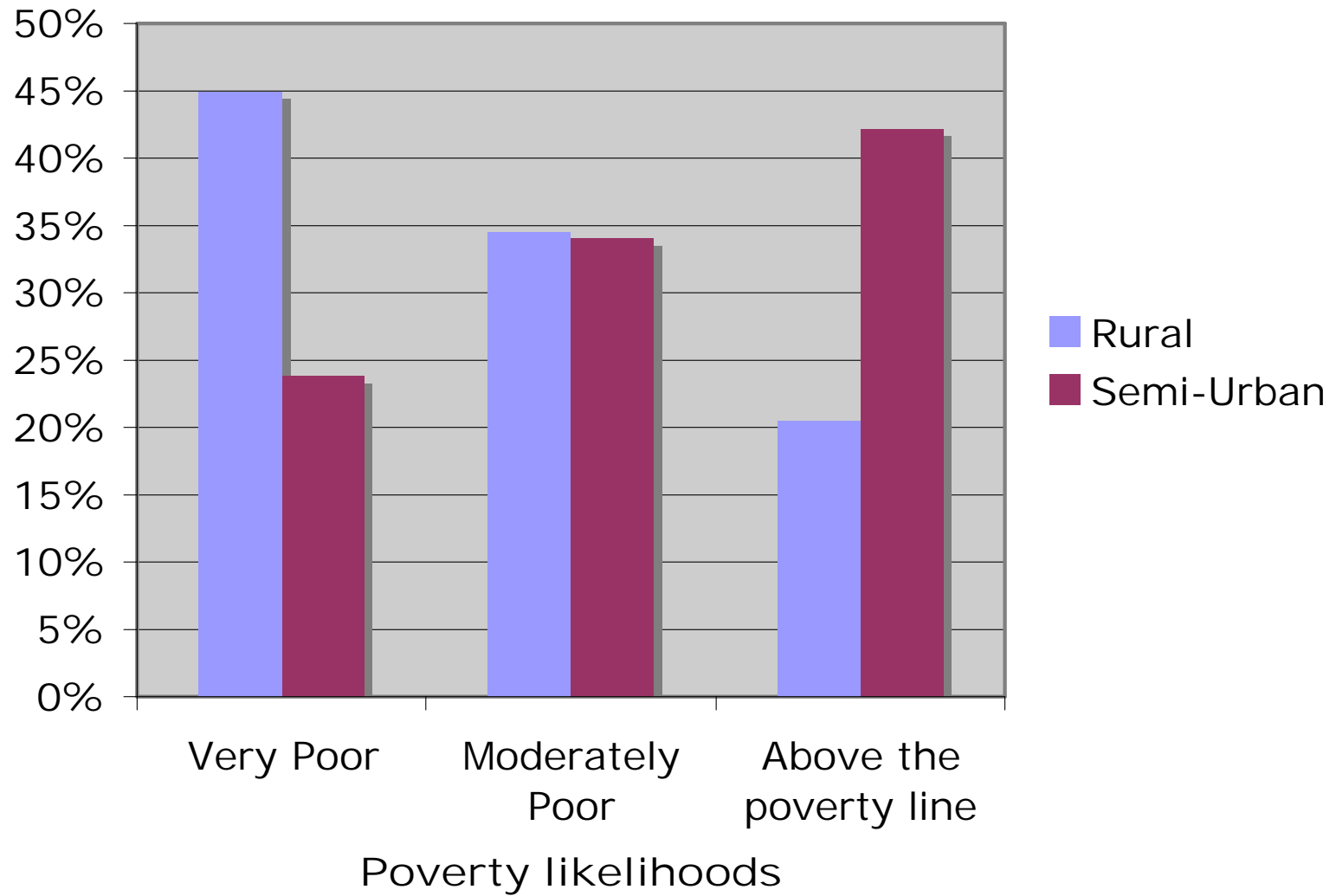
- Solidarity group and individual loans
- Microinsurance
- Literacy and nutrition programs

Poverty levels of entering clients

n=1,265



Poverty likelihoods: rural vs semi-urban



Outreach: client characteristics



- Female
- Indigenous
- Monolingual
- Concentrated community authority
- High concentration of poverty in indigenous communities of Chiapas