

**PYES (Telecom Wallet)**  
**Leasing(Ended by Ownership) product**  
**Youth Finance Fund model**  
**Yemen**

<b>Implementing Agency/organization</b>	<b>Al-Amal Microfinance Bank</b>	<b>Al-Amal Microfinance Bank</b>	<b>Al-Amal Microfinance Bank</b>
<b>Implementation Period</b>	<b>6 Months</b>	<b>6 Months</b>	<b>6 Months</b>
<b>Location ( City and Country)</b>	<b>Yemen</b>	<b>Yemen</b>	<b>Yemen</b>
<b>Total Cost to implement the Project</b>	400,000\$	100,000\$	30,000,000\$
<b>Contact Person</b>	Mohanad A. Al-Maktary <a href="mailto:malmaktary@alamalbank.com">malmaktary@alamalbank.com</a> ; <a href="tel:+9671449731">Tel:+9671449731</a> ; <a href="tel:+9671449721">Fax:+9671449721</a> ; <a href="tel:+967714140998">Mobil:+967714140998</a>		

<b>Project Title</b>	<b>PYES (Telecom Wallet)</b>	<b>Leasing(Ended by Ownership) product</b>	<b>Youth finance fund model</b> <b>Youth financial inclusion (My savings My future)</b>
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<b>The Challenge</b>	<ul style="list-style-type: none"> <li>- High cost to change cash culture and substitute it with the digital money concept among the clients.</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of good dealers to provide after sale and maintenance services.</li> <li>- Lack of vehicles insurance services.</li> </ul>	<ul style="list-style-type: none"> <li>- Youth are a risky segment.</li> <li>- Lack of self-employment culture and preferring jobs as an income sources.</li> </ul>
<b>The Innovation</b>	<ul style="list-style-type: none"> <li>- Providing banking services 100% through mobiles.</li> </ul>	<ul style="list-style-type: none"> <li>- Providing leasing (Ended by Ownership) product in the form of SME and Mico-loans</li> </ul>	<ul style="list-style-type: none"> <li>- Youth friendly loans and savings products .</li> <li>- Banks in schools.</li> <li>- Banks in universities</li> </ul>
<b>The Impact</b>	<ul style="list-style-type: none"> <li>- Reducing the cost of Financial services access</li> <li>- Access to service points at the village level especially in the remote areas.</li> </ul>	<ul style="list-style-type: none"> <li>- Suitable youth income sources</li> </ul>	<ul style="list-style-type: none"> <li>- Financing more than 27,000 youth project.</li> <li>- Instilling and enhancing saving culture to more than 2,0000 young male and female.</li> </ul>