

Account Aggregator for Financial Inclusion

Insights, Impact, and Challenges

Project team:

Debdoot Banerjee – Project Manager

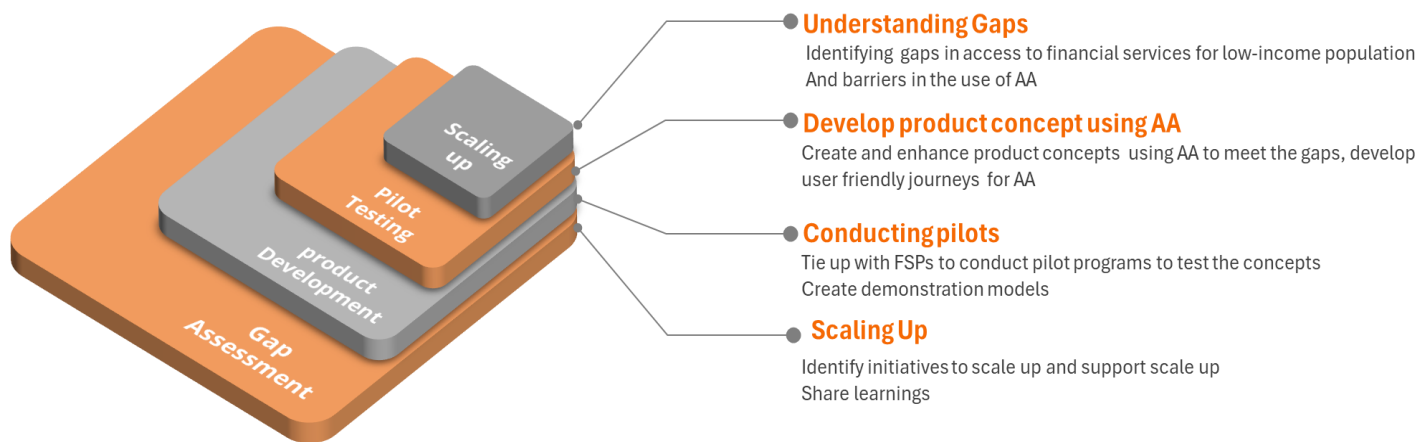
Amit Gupta – Lead, Partnerships

Parth Prajapati-Project Management Support & Partnerships

Project Duration: November 2023- October 2026

Project overview

The main objective of the project is to help develop India's Account Aggregator (AA) ecosystem as an enabler of financial inclusion by identifying and scaling up pro-poor and pro-women use cases for the AA framework. Accion will work closely with Sahamati and other ecosystem players to reach the project objectives and help improve the AA ecosystem.



Stakeholders and Geographies

- Key stakeholders involved in your project.
 - Sahamati
 - Financial Information Users (Banks /NBFCs)
 - Account Aggregators
 - TSPs
 - Derived data providers
- Not specific but the focus is on having a mix of urban , peri-urban and rural areas

Project Outcomes Achieved (incl WIP)

Completed

- Conducted in depth qualitative research with 32 customers across four states to understand challenges in access to finance and tested prototypes of the Account Aggregator journey
- Tie up with 2 Financial Institutions (3 more in the pipeline) for conducting pilots

WIP

- Conduct 4-5 pilots with identified institutions to try and increase the uptake of AA amongst customers
- Explore use of data from Account Aggregator to increase access to financial services
- Recommendations for structural changes in the AA ecosystem(modifications to the schema, types of FIUs, operational bottlenecks)

Gender Intentionality

- The research was conducted with a sample population set with adequate representation from women and the pilots are being conducted with institutions and customer segments with significant representation of women

Key Learnings and Insights

Things that worked

- Coordinated approach with Sahamati
- Accion tapping into its portfolio companies for information as well as pilot
- Having a clear segment focus for pilots

Challenges

- Lenders have tie ups with Account Aggregators and have an existing journey which they are not keen to modify
- Lack of trust on scoring models from AA/AA + alternate data

What could have been done differently?

- Using existing research more extensively
- A TSP (technology Service Provider) led tie-up to create a model AA journey

Opportunities for collaboration

- Tie up with philanthropies providing credit guarantee to encourage lending based on AA data
- Tie up with SIDBI for tapping into existing tie ups
- Work with ONDC to improve the AA experience in ONDC for financial services
- Work with credit scoring experts to develop models for credit appraisal and delinquency management using AA data

Team Information

Debdoot Banerjee is the Senior Director, Digital Strategy & Transformation working with the Accion Advisory team, based in India. Debdoot leads on scoping the digital transformation of Financial Service Providers (FSPs) and is the product lead for Accion . Debdoot has more than 18 years of work experience in banking, financial services and financial inclusion



Parth Prajapati is an Associate for Customer Strategy in the Accion Advisory team, based in India. Parth supports strategic partnerships and project management for the Digital Transformation team. Parth has more than 5 years of work experience in Banking and digital transformation consulting for BFSI clients.



Amit Gupta is the Director Digital transformation and working with financial institutions to improve products and processes .Amit specializes in developing and optimizing credit processes as well as training and mentoring ops and credit teams. Amit has more than 15 years of work experience in inclusive finance and is an alumni of the London School of Economics



Shweta Pereira is the Senior Director, Customer Strategy serving on Accion Advisory, and she oversees Accion's Customer Capability Building practice area. In this role, she advises our partners in design and development of strategies to engage customers on their channels, platforms, and products, She holds an MBA from Indian Institute of Management, Ahmedabad, India

