



The UK and India in partnership

As well as the domestic drive to reduce financial exclusion, the UK's Department for International Development (DFID) has also been involved in a number of projects in India and other countries. Examples include the Indian Credit and Savings for Household Enterprise (ICASH), which is delivered through NGOs, and work on providing micro-finance and access to credit across DFID's 150 global financial centres in 400 poor rural locations in India.

In addition, DFID runs the Financial Education Fund, which supports financial education projects in 180 UK that improve the financial capability of people in low-income countries. These include projects in India that provide the financial education and support that a million small rural producers in Tamil Nadu are seeking to establish and grow. DFID also provides support for a range of financial education and loan funds for a range of small business programmes in Maharashtra.

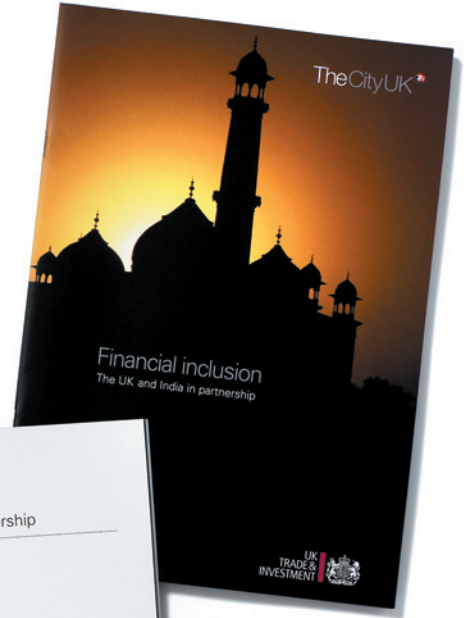
The Department has already been encouraging the sharing of ideas between the UK and India. Sir Usha Thorpe, Deputy Governor, Reserve Bank of India, said: "Access to affordable financial services... especially credit and insurance... empowers the poor to take charge of their lives, just empowerment goes that far."

In another example of dialogue between the two countries, David Lewis, the then Lord Mayor of the City of London, led an exchange of business development officials in Mumbai in 2003. "This exchange of business development officials at local and regional level is an important step in building an individual level. It's a first step towards the right age."

Many UK companies are already active in India to support financial inclusion. Tata Services in Chennai is running a small business programme in Maharashtra.

DFID is committed to helping the UK and India work together to reduce the number of financial exclusions in both countries and across the world. Progress towards this goal will be monitored and reported. It is essential to work together to ensure that the financial inclusion programme is not just the UK's.

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UK Trade & Investment

The ask

How to stay one step ahead in the global economy? UKTI commissioned us to tackle this problem with a huge re-emerging market – India. Based on the premise of improving bilateral trade between the UK and India, UKTI wanted a brochure promoting financial inclusion (FI) – the ability to access necessary mainstream financial services – to British financial institutions, Indian business, trade agencies, government departments and financial media.

The task

To generate two-way dialogue, our brochure emphasised Indian achievement on FI and outlined how the UK could help. We employed stunning, strategically- and culturally-relevant imagery to best express the bilateral nature of the partnership. The layout and narrative were in complete harmony, as we briefed the UKTI copywriter to complement our visual delivery of the message. We also procured and managed the print process, from artwork approval through to on-time delivery in New Delhi, making life easier for UKTI whilst ensuring quality control throughout the life of the project.

The proof

A huge success! When introduced, the brochures were snapped up by all stakeholders, and continue to be used today in a variety of situations, by both governments, the UK financial industry and the Indian business community. They have also been a valuable source of information for the financial media.

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