

MFTransparency, the global leader in pricing transparency, announces its new project, the:

Transparent Pricing Initiative in Pakistan

Launching in April 2013, the *Transparent Pricing Initiative in Pakistan* will provide an opportunity for microfinance service providers in the Pakistani market to demonstrate their commitment to responsible and transparent pricing through the exchange of information and adoption of standard pricing practices. This project complements other client protection and social performance initiatives already underway in the country, such as the work of the Smart Campaign and the Social Performance Task Force.

The main objective of the *Transparent Pricing Initiative Pakistan* is to promote improved social performance and consumer protection principles through microfinance product pricing transparency. The *Initiative* will include the following activities:

- **Project Launch:** In partnership with Pakistan Microfinance Network, MFTransparency will host a launch event, providing training on topics such as responsible pricing, pricing analysis, and product development.
- **Data Collection, Analysis & Dissemination:** We will meet with microfinance institutions to discuss how the *Transparent Pricing Initiative* fits within their social mission and begin collecting product-specific pricing data. We will then publish this data in a standard format alongside market analysis and contextual information.
- **Development of Educational Materials:** As part of the *Transparent Pricing Initiative* we offer educational materials tailored to specific stakeholder groups in the Pakistani context, including consumers of microfinance products and financial institutions' management and staff.
- **Promotion of Pricing Transparency Policy:** As part of the *Initiative* we provide policymakers and regulators with information and skills necessary for developing cost-effective, high-impact policies and programs for responsible pricing and client protection through training, market analysis and the sharing of best practices

MFTransparency's multi-pronged approach of collecting and disseminating pricing data, educating and training microfinance stakeholders, and promoting industry standards at the regulatory level, ensures long-term, sustainable development within the consumer protection sphere. Through the *Transparent Pricing Initiative in Pakistan*, Pakistani institutions can establish themselves on a world stage for their exceptional commitment to social performance and provision of high quality financial services to the poor.

The Transparent Pricing Initiative in Pakistan is delivered in partnership with the Pakistan Microfinance Network (PMN) and sponsored by the State Bank of Pakistan's Financial Inclusion Program, UK Department for International Development (DFID) and the Pakistan Poverty Alleviation Fund (PPAF).

For more information, or to participate in the *Transparent Pricing Initiative in Pakistan*, please contact us at: Pakistan@mftransparency.org.

The *Transparent Pricing Initiative in Pakistan* is sponsored by:



In partnership with:

