

2025-03 | Health Finance Hub (HFH): Testing Innovative Health Financing Products to Reduce Medical Impoverishment, India

Financial Sector Partner (FSP):	Uplift India Association	SCBF Contribution:	CHF 150'000 (23%)
Grantee:	Opportunity International	Matching Contribution:	CHF 478'300 (74%) – Grantee CHF 22'000 (3%) – FSP
Country:	India	Theme:	Financial Resilience
Duration:	Jul 2025 – Jun 2027	Products:	Financial products for Access to Health (Savings, Insurance, Loans)
Potential Outreach:	11'300 (Loans – 3'000/ Savings account– 1'800/ Insurance – 6'500) bundled with outpatient services & 40% reduction in out-of-pocket expenses	Target Group:	Urban slum dwellers / Low Income Clients
Thereof Women:	60%		

CONTEXT

India has made notable progress in financial inclusion, supported by enabling regulations and initiatives like PMJAY (*Pradhan Mantri Jan Arogya Yojana*), which links financial protection with access to primary healthcare. Despite these advances, low-income communities – especially women and informal workers – continue to face challenges in accessing formal financial services. This intervention aims to expand outreach through community-based models, enhancing both financial literacy and access.

This health finance innovation integrates financial and primary health services through digital tools and community networks. Delivered by local agents, it combines financial education, savings, credit, and health protection. Opportunity International, via Uplift India Association, plays a key role in reaching women in urban slums—strengthening household resilience and driving inclusive finance and community health in India.

CURRENT STATUS OF FSP

Uplift India Association is a community-based mutual organisation that provides integrated financial and health protection services to low-income urban communities, especially women. Through local agents and community groups, it offers savings, microinsurance, health loans, and financial education. With a strong presence in urban slums, Uplift is scaling its proven model using digital tools and strategic partnerships.

SCBF's intervention will enable the development of digital infrastructure, training of community agents, and refinement of bundled products that address both financial and health vulnerabilities. This support will accelerate the transition from pilot to scale, strengthen institutional capacity, and enhance outreach to thousands of underserved households.

MAIN OBJECTIVES

The SCBF intervention aims to scale an integrated financial and health service model that improves resilience and economic empowerment among low-income urban households, particularly women. The project will strengthen the capacity of the partners to deliver bundled financial products and primary health services through community-based channels. Key stages include:

1. Institutional assessment to onboard technical experts and review Uplift's systems and priorities.
2. Product refinement, including mapping user journeys and improving uptake and distribution.
3. Operational upgrades to digitise processes, prevent fraud, and embed client protection.
4. Business model development with cost projections and a framework for replication.
5. Health outcomes research focused on maternity financing and impact measurement.

Upon project completion, the financial institution should be in a position to sustainably deliver integrated financial and health services at scale – 11'300 financial products (loans, savings accounts, insurance) bundled with outpatient services with targeted 40% reduction in out-of-pocket expenses

Partnering with:

