

2025-04 | Savings Pool Model for Health Insurance Premium Payment, Bangladesh

Financial Sector Partners (FSPs):	World Vision Bangladesh (WVB); bKash ; Milvik	SCBF Contribution:	CHF 88'880 (32%)
Grantee:	VisionFund International	Matching Contribution:	CHF 148'746 (54%) – FSP (WVB) CHF 38'796 (14%) – Grantee
Country:	Bangladesh	Duration:	Sep 2025 – Aug 2027
Potential Outreach:	Insurance – 5'500 families (covering 20'000 individuals); Savings accounts opened – 5'000 families	Product:	Nano Savings for Health Insurance
Thereof Women:	50% women & 60% children	Target Group:	Low-income families

CONTEXT

Bangladesh has advanced financial inclusion over the last decade, driven largely through mobile services like bKash (70M users), but access to formal savings and insurance remains limited. Health shocks still drive poverty, with over 64% of health spending out-of-pocket. While the central bank has adopted policies to support digital financial inclusion, there is limited penetration of inclusive savings products tailored to specific life risks such as health emergencies. Inclusive savings products and micro-health insurance remain scarce, with uptake below 0.5% due to low awareness, trust, and affordability.

The Savings Pool Model being piloted through this project introduces a catalytic innovation by integrating Digital nano-savings (via mobile wallets), Micro health insurance (Milvik) with telemedicine and life Insurance into a single model that addresses both savings instrument and healthcare access targeting previously excluded segments of the population.

CURRENT STATUS OF FSP / GRANTEE

World Vision Bangladesh (WVB), is one of the country's largest international NGOs, working with Most Vulnerable Children (MVC) and their families on health, education, and livelihoods. These registered children and their families constitute the target group for this programme. In this pilot, WVB will reach families across two areas, with plans to scale nationally and potentially include Non-RC families.

VisionFund International (VFI), the microfinance arm of World Vision, operates in 28 countries with a mission to empower families to create incomes and jobs through financial services, thereby improving the well-being of children. They have served over 1 million clients – 70% women and 28% in fragile contexts. As a Tier 2 social impact investor, VFI blends microfinance with insurance, savings, and livelihood services to improve family incomes and children's well-being.

The SCBF grant will help VFI/WVB co-develop a scalable savings model that builds savings habits among poor families while providing health and life insurance. It will also support product development, implementation, and staff capacity building.

MAIN OBJECTIVES

The overall goal of the SCBF intervention is to strengthen the design, delivery, and long-term sustainability of a nano-savings-linked digital health insurance model for low-income and vulnerable families in Bangladesh. The intervention aims to bridge the gap between social protection and financial inclusion by building the capacity of VFI, WVB and their partners to offer bundled financial products for informal sectors that also provide social protection from health-related financial shocks.

Major Steps to Be Taken:

1. Engage partners and co-develop the nano-savings product and all the required Governance and institutional structures
2. Pilot, test and refine the savings product as a sustainable and facilitating tool to enable clients to renew and continue to access the health and life insurance and associated services
3. Provide training and capacity building to staff and partners
4. Document and share learning to enable replication and scale up

By the end of the pilot, WVB aims to implement, replicate, and scale a digitally enabled nano-savings product linked to health insurance and telemedicine for vulnerable families – demonstrating a viable pathway to self-sustaining microinsurance coverage. The project will be implemented in Gaibandha and Gangachara in northern Bangladesh, targeting to reach 20,000 individuals through 5,500 policies with around 5,000 opening the savings accounts.




