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EVALUATING THE EFFECTIVENESS OF THE HUSTLER FUND IN PROMOTING ECONOMIC EMPOWERMENT IN UASIN GISHU COUNTY: A CRITICAL REVIEW

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Abstract: The Hustler Fund is a digital finance initiative by the Kenyan government aimed at providing affordable credit to citizens with low income and vulnerability through mobile technology. This paper evaluates the economic empowerment impact of the Hustler Fund on recipients in Uasin Gishu County in Kenya. The study explores the theories behind financial inclusion and provides empirical evidence on the impact of the Hustler Fund on economic empowerment, feedback on the fund from the recipients in the Uasin Gishu County, and recommendations to improve the initiative. The findings show that the Hustler Fund has been successful in providing financial services to the populace, who had otherwise been excluded for one reason or another. However, certain issues require improvement, such as financial literacy, financial integrity, and financial capability. Furthermore, the Hustler Fund should aim to provide financial services and products fairly and safely, and its operations should aim to eliminate the constraints put by financial systems, especially the mainstream financial services that lead to the discrimination of the vulnerable and marginalised in society. Other recommendations to improve the Hustler fund include the need to provide financial literacy, increase the credit limit and repayment period, guarantee data protection, articulating financial capability and continue public participation. Therefore, the Hustler fund has the potential to increase financial inclusion and empowerment for all citizens irrespective of socioeconomic background in Kenya.

Keywords: Hustler Fund, financial inclusion, economic empowerment, financial literacy, financial integrity, financial capability, Kenya.

1. Introduction

Hustler Fund, also known as Financial Inclusion Fund, is a fund by the Kenyan Government for its Citizens, enabling them to borrow money through their mobile phones. The Government's start-up capital for this fund was KSh. 50 Billion. The objective of the fund is to provide affordable credit up to KSh. 50,000 to Citizens with low income and the vulnerable at an interest rate that is considerably lower than the lowest existing on the market; the Hustler fund charges 8% at present if the loan repayment is made within the 14-day deadline. Otherwise, it increases to 9.5%. The products covered by this fund include:

- Start-up loans,
- Personal finance,
- SME loans, and
- Microloans

The funds are provided by KCB Bank and Family Bank and are distributed through Kenya's three mobile money platforms: M-Pesa, Airtel Money, and T-Kash. By the end of the first month, the fund had five million repeat borrowers who, in total, had made savings amounting to KSh700 million. Some of the goals for 2023 were to open a personal savings option to allow members to deposit money for safekeeping by the government, followed by phase two, where the Hustler fund would start lending Saccos and Chamas; the fund was slated for regularization in February 2023. On 3/2/2023, The President, His Excellency Dr. William Ruto, announced that 6M fund beneficiaries would have their limit reviewed upwards as he pointed out that there would be reviews every four months. Whereas some were yet to honour the loan payment. Payment, payment on time, borrowing, and saving regularly would be used to increase credit rating. This was followed by another announcement in February 2023 that the credit limit had been increased to 100% of the previous amount borrowed and paid. However, the Ksh. 50,000 was still applicable for the maximum amount that could be borrowed by individuals. Some of the general concerns as the fund progresses include the disgruntlement by some Citizens on the relegation of the initial key promise made during the election campaign that the loan would be without interest. Additionally, some Citizens and data privacy experts have concerns about the multiple layers of data collection and processing involved in securing funds which could amount to data breach.

2. Theoretical Framework

The Hustler fund operates on the premise of financial inclusion. Therefore, theories behind financial inclusion could be most suitable in explaining the fund. Ozili (2020) has detailed financial inclusion and its theories. Ozili (2018) in Ozili (2020) defines financial inclusion as 'the provision of, and access to, financial services to all members of the population, particularly the poor and the other excluded members of the population.' Dev (2006) defines it as the delivery of banking services at an affordable cost to the vast sections of disadvantaged and low-income groups. Through the Hustler fund, the Government of Kenya envisages a situation where all its Citizens, regardless of their socio-economic status or demographic factors, can access available financial services at the lowest cost possible through mobile technology. The theories that explain access to available financial services are many and varied. Ranging from Economic theories, Interdisciplinary theories (those influenced by more than one discipline such as Psychology, Economics, Geography, and Sociology), and financial theories. This study will highlight the use of the Institutional theory to explain financial inclusion. It will also use a general classification similar to that of Ozili (2020). However, for the sake of clarity and specificity to the public information available on the Hustler Fund provided by its Originators, this study will limit itself to theories only relevant to this case.

2.1. Institutional Theory

As captured by Seman (2016), in this theory, the role of institutional settings is used to explain financial inclusion. It describes the deeper and more resilient aspects of how institutions are created, maintained, changed, and dissolved (Scott, 2004). Scott (2001) further explains that this theory, rather than using just finance, incorporates other disciplines such as Economics, Sociology, and political sciences. Institutional theory has the ability to operate at varying levels: society level, organizational field, organization, or individual level. Financial systems play a crucial part in shaping the role of financial institutions toward financial inclusion. Institutional actions and decisions are governed by the regulations adopted by the financial system. Under this, Seman (2016) states the concept of isomorphism, where institutional pillars (i.e., a regulatory/coercive pressure, normative influence, and mimetic factors) and economic factors, as well as competition, influence the top-bottom level of decisions. Therefore, based on their level of influence, these decisions precipitate a relationship in Society and affect either banking, credit, or savings. Every so often, more than one aspect of financial inclusion is affected. Similar to Ozili's classification (Ozili, 2020), the following theories are also considered.

2.2. Theories of Financial Inclusion Beneficiary

These are theories that explain who benefits from financial inclusion outcomes. These include the economy and financial systems, Women, and poor people. These theories include: Public good theory of financial inclusion, which argues that the provision of formal financial services should be treated as a public good (Ozili, 2020) and, therefore, should be provided for all, benefit all at no cost or minimal cost. The cost should be borne by the providers of the financial services as a result of subsidies which should be provided by the government. The Government should also take responsibility for promoting financial inclusion. The downside of this theory is that it may not be sustainable in the long term as the funds will get depleted.

The vulnerable group theory of financial inclusion states that financial inclusion programs should target vulnerable members of society since they suffer the most from economic hardship and crises. The vulnerable here include poor people, young people, women, and elderly people. Government-to-person (G2P) social cash transfers are one such way. The vulnerable are identified by their degree of vulnerability in terms of income level, gender, age, and other demographic characteristics. The downside is that it excludes the non-vulnerable members of society and may lead to inequality in the long term. Also, it groups Women as vulnerable and, therefore, may create resentment from Men. Other theories include:

- Systems theory of financial inclusion, and
- Dissatisfaction theory of financial inclusion

2.3. Theories of Financial Inclusion Delivery

These theories explore the question of who should deliver or provide formal financial services to the people. Arun and Kamath (2015) are among those who advocate for cooperation between the public and private sectors. Chibba (2019) argues that the Government should provide formal financial services, whereas Ozili (2018) contends that private entities should provide the service. One such theory is the financial literacy theory of financial inclusion which indicates that financial inclusion can be achieved through education that increases the financial literacy of citizens (Ozili, 2020). Financial literacy will empower Citizens to seek financial services for their economic empowerment and therefore ease the responsibility of the Government. The downside is that it addresses 'willingness,' not 'capacity' to join financial services, as the latter would require financial resources. The other theory is the Public service theory of financial inclusion which explains that formal financial services should be delivered to all citizens by the government through public institutions; this gives the Government control over these institutions and increases Citizens' level of confidence in the services. The downside is that taxpayers' money may not be sufficient for the provision of those services, and the Government may use its power in the provision of the services to control society. Other theories include:

- Community echelon theory of financial inclusion, and
- Special agent theory of financial inclusion, among others

2.4. Theories of Financial Inclusion Funding

Private money theory of financial inclusion states that financial inclusion programs should be funded using private money. This will decrease the levels of bureaucracy associated with public funding, instill more accountability and ensure competitive skills in management while maintaining high standards. The downside is that the cost may be too high, and private interests may be more paramount amidst the loss of control by the Government on the private entities' activities. On the other hand, the public money theory of financial inclusion argues for taxpayers' money to fund financial inclusion programs. An alternative theory is the Intervention fund theory of financial inclusion.

3. Empirical Framework

Hustler fund is a financial inclusion fund whose main agenda is to address the issue of financial exclusion. What brings about financial exclusion in the first place should be of great concern to Kenya, just as it is all over the world. For instance (Zhijun, 2007) delves deeply into the financial exclusion concerns in the US and

Europe as a whole. According to the World Bank, there is a difference between those who are financially served, formally included, and financially excluded (World Bank, 2005). 'Formally served' refers to those who have access to financial services from a bank and/or other formal providers. 'Financially served' refers to those who are formally served and those who use informal providers (financial services that are not registered as financial intermediaries and are not regulated by the Central Bank). 'Financially excluded' refers to those who have no access at all to financial services, a term believed to have been used first by geographers in 1993 who were concerned about limited physical access to banking services due to bank branch closures (Leyshon & Thrift, 1993) and later delved even further into the issue in US and Britain (Leyshon & Thrift, 1995). Later studies included other factors leading to a financial exclusion rather than geographical access only (Kempson, 2000, Hogarth & O'Donnell, 1999). Devlin (2005) mentions these factors as condition exclusion, access exclusion, marketing exclusion, price exclusion, and self-exclusion, in addition to resource exclusion. On the contrary, Sarma (2008) highlights several dimensions of financial inclusion, namely accessibility, availability, and usage of the financial system. According to the World Bank (2005), the four main types of services essential to society and that People should have access to are; banking transactions, savings, credit, and insurance. It is, however, evident that many People are still excluded from these services Worldwide and in Kenya. Some studies support the use of banking Institutions for financial inclusion (Beck & Levine, 2002; Mehrotra, Puhazhendhi, Nair, & Sahoo, 2009), while others support non-bank Institutions as channels for financial inclusion (Saad, 2012; Morris & Barnes, 2005). Some of the non-bank institutions include SACCOs. Chatain *et al*. (2011, 2008) explain that Mobile money (m-money) has the capacity and reach to be a global game changer for financial inclusion. However, they reiterate that financial inclusion and integrity are complementary and cross-reinforcing policy objectives; hence, policymakers should ensure that pushing access to financial services should not come at the cost of financial stability and integrity. They highlight global concerns on the preparedness of national authorities on how to regulate and supervise such technological innovations most effectively to minimize potential integrity risks without constraining the policy objectives of promoting greater financial access through them.

Based on the Institutional theory, financial exclusion was studied in 14 European Countries, and evidence was presented on financial exclusion. According to Seman (2016), economic factors, coercive factors, normative factors, and mimetic factors were assessed, and their influence on different types of financial services was documented. This gave a clear picture of how financial inclusion is affected. Some of these factors, especially those familiar with the Kenyan setting, are extracted and presented in table 1.

Assessment	**Level of Analysis Involved** [1]	**Possible Relationship**	**Type of Service Affected**
	Economic Factors		
Demographic changes: technological gap	Societal; Organizational population	The ageing population has difficulty in staying up-to-date with all the new ways of dealing with money	Banking; credit
Income inequalities	Societal; organizational population	Bring difficulties in access to financial services	Banking, Credit
	Coercive Factors		
Fiscal policy	Societal; organizational population	Duties and taxes on banking services may represent a heavy burden for people on low incomes people, reducing the	Banking

		convenience of using the services	
Demographic changes: overindebted	Societal; organizational population; individual	Risk of over-indebtedness is higher and may lead to exclusion	Banking, Credit
	Normative Factors		
Geographical access	Societal; organizational population	Location of financial services providers are too far away from potential clients	Banking, Savings
Product design (terms and conditions)	Societal; organizational population; organization	The terms and conditions are not clear, and the target public is not defined	Banking, Credit
	Mimetic Factors		
Concern about costs	Organizational population; individual	Potential clients fear costs might be too high or lack information	Banking, Credit
Mistrust of providers	Organizational population; individual	Fear of bankruptcy or lack of confidence in financial institutions	Banking, Credit, Savings
Belief that not for poor/low self-esteem	Organizational population; individual	Customers perceive that the services are not offered to them.	Banking, Credit, Savings

Table 1: Factors Associated with Financial Exclusion in European Commission (2008) and Modified for the Present Study

Source: Adopted from Seman (2016) and Modified by Extracting Some Information. Original Source European Commission (2008). [1]The Levels Referred to; World System Level (i.e., Research Comprises of 14 Countries), Societal Level (i.e., Individual Countries Involved In The Research), Organizational Population Level (i.e., Banking Institutions, Credit Institutions, And Savings Institutions), Organization Level (i.e., Particular Banking, Credit And Savings Institution Involved in the Previous Studies), and Individual Level (i.e., An Individual Customer Or A Potential Customer).

Therefore, the Hustler Fund could be enriched by securing public confidence in m-money and exploring the factors associated with financial exclusion in table 1 to increase financial inclusion. As a financial inclusion fund, the four pillars of financial inclusion should be equally accentuated. They are: financial literacy, technology, women inclusion, and regulation. This should be pursued with the realisation that countries that belong to a high level of human development (as per the Human Development Index- HDI) are also countries that relatively have medium to a high level of financial inclusion (according to the Composite Index of Financial Inclusion-CIFI) as highlighted by Seman (2016).

4. Methodology

A Survey was carried out on owners of small Businesses in Uasin Gishu County. A sample of 364 Managers of SMEs was applied and calculated using Yamane's formula (Yamane. 1967). This was derived from a population of 4044 Managers of SMEs in Eldoret as captured by Chebii (2017). Of the total sample, the sample size as per strata was as follows:

- Retail trade (181),
- Wholesale trade (13),
- Service industry (158),
- Production/ Manufacturing (12)

Questionnaires were used to collect primary data. A descriptive research design was used. Data were analysed using descriptive and inferential Statistics and presented using tables and pie charts. The tool of analysis was SPSS Version 23. Reliability was ensured by carrying out a pilot study on a smaller sample derived from Langas area. A Cronbach's alpha >0.7 guided the use of the data collection tool in the survey. An effort was made to ensure that there was a fair representation of input from small Businesses belonging to different sectors of the economy.

5. Findings

The findings for the survey carried out in Eldoret town, Uasin Gishu County, were classified into different sections for ease of presentation. After accessing the response rate, the classification is as follows. First section: Findings for Demographic data will be presented using pie charts to clearly demonstrate the characteristics of the respondents. Second section: Findings for Likert scale questions that involved SA = 1, A =2, N =3, A =4, and SA = 5 will be presented on a single table indicating the outcomes summarized as opposed to individual tables. The individual tables will be available under appendices. Findings on Open-ended questions will be presented on individual tables. This comprises two questions:

- Question 7 (Why did the respondent not seek a loan from the Bank if they have an account?) and
- Question 28 (If the respondent supports the continuation of the Hustlers fund, the suggestions they would give to the Government to improve the Fund)

5.1. Response Rate

The survey comprised 364 questionnaires, out of which 353 questionnaires were completed and submitted for the study. This represents a response rate of (96.98 %), which is deemed sufficient.

5.2. Demographic Information

5.2.1. Age of Respondents

The majority of those who applied for and accessed the Hustler fund were above 36 years old (65.7%**),** whereas those between 18 and 35 years old were 34.3%. This is indicated in table 2.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35	121	34.3	34.3	34.3
	36-55	131	37.1	37.1	71.4
	Above 55	101	28.6	28.6	100.0
	Total	353	100.0	100.0	

Table 2: Age of Respondents

This age bracket represents people who most likely have their own families and are the sole providers in this case but probably do not have employment. Their responsibilities require them to have some sources of income, and hence they have small businesses. By accessing the Hustler fund, they anticipated that it would increase their income, expand their businesses and improve their living standards.

5.2.2. Gender of Respondents

Table 3 shows the majority of the beneficiaries of the Hustler fund were Male (56.9%), whereas Female recipients
accounted for (43.1%).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	201	56.9	56.9	56.9
	Female	152	43.1	43.1	100.0
	Total	353	100.0	100.0	

Table 3: Gender of Respondents

This shows that more Men are willing to take risks than Women, which means Women are more risk-averse than Men. This is corroborated by Eckel and Grossman (2008).

5.2.3. Religion of Respondents

According to the results in table 4, the majority of the recipients of the Hustler fund were Christians (66.9%), 15.6% were Muslims, 12.2% were Hindus, and 5.4% belonged to other religions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	55	15.6	15.6	15.6
	Christian	236	66.9	66.9	82.4
	Hindu	43	12.2	12.2	94.6
	Other	19	5.4	5.4	100.0
	Total	353	100.0	100.0	

Table 4: Religion of Respondents

This shows not only that the population of Christians who are involved in Small Businesses is higher compared to the other religions but also that the Terms and Conditions may not be favourable to mainly the Muslims who prefer Sharia banking conditions. Seman (2016) corroborates the role of Sharia banking in financial inclusion.

5.2.4. Respondents Have Access to a Phone

Table 5 indicates that 94.9% of the beneficiaries had access to a phone, whereas 5.1% did not.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	5.1	5.1	5.1
	Yes	335	94.9	94.9	100.0
	Total	353	100.0	100.0	

Table 5: Respondents Have Access to a Phone

This is an indication that most of those who have Businesses have access to mobile phone services; therefore, this can be used to assist them in accessing banking services, accessing credit, and improving their livelihoods.

5.2.5. The Mode of Communication through Which the Respondents Were Made Aware of the Fund

The majority (68.8%) of the recipients of the Hustler fund were made aware of the existence of the fund through an Audio-visual mode of communication. This comprises campaign rallies, TV, and videos on social media. Table 6 shows these results.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Audio	33	9.3	9.3	9.3
	Visual	72	20.4	20.4	29.7
	Audio-visual	243	68.8	68.8	98.6
	4.00	5	1.4	1.4	100.0
	Total	353	100.0	100.0	

Table 6: Through Which Media the Respondents Learnt of Hustler Fund

The Hustler fund revolved around political campaign promises; hence most people became aware of the same during such functions. It is, therefore, important that this fund is detached from politics and presented to Citizens as a fund intended to improve financial inclusion and improve the socio-economic welfare of all Citizens.

<u>5.2.6. If the Respondents Have a Bank Account</u>

According to table 7, most (87.8%) respondents previously had Bank accounts even before applying for the Hustler fund.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	41	11.6	11.6	11.6
	Yes	310	87.8	87.8	99.4
	3.00	2	.6	.6	100.0
	Total	353	100.0	100.0	

Table 7: The Respondents Had a Bank Account Prior to Applying for a Loan from Hustler Fund

This is an indication that most people who have Businesses (Including Small Businesses) have Bank accounts. However, having a bank account does not necessarily mean that it is being utilized or that financial services are being accessed.

<u>5.2.7. Why the Respondents Did Not Instead Take the Loan from the Bank</u>

Table 8 indicates various reasons why the respondents did not seek funding from Banks instead of the Hustler fund. These reasons vary from Banks being costly (18.4%), prior blacklisting due to default (4.3%), and some do not trust Banks (29.7%). The fear of losing collateral in case of default is another reason (16.1%), whereas 30.9% consider the products provided by the Banks not suitable to their financial needs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bank loans are costly	65	18.4	18.4	18.4
	Prior blacklisting due to default	17	4.8	4.8	23.2
	Lack of trust in bank processes	105	29.7	29.7	53.0
	Fear of losing collateral on default	57	16.1	16.1	69.1
	Lack of suitable products	109	30.9	30.9	100.0
	Total	353	100.0	100.0	

Table 8: If Yes, Why Did the Respondents Not Seek a Loan from the Bank?

This indicates that the financial services available in the market, in one way or another, facilitate the financial exclusion of middle to low-income Citizens and others who are vulnerable in Society. This, therefore, makes it necessary for an alternative means to provide financial services to the public.

5.3. Effect of Hustler Fund Implementation on Economic Empowerment

The subsequent results were extracted and presented in summary in a single table below.

A	**Public Participation**	**SD**	**D**	**N**	**A**	**SA**	**Summary**	
							YES	**NO**
1	Public participation informed the Government's decision to set up the Hustler fund	5.4	12.7	7.1	38.0	36.8	74.8%	18.1%
2	Respondent was aware of the Hustler fund Terms & Conditions to allow an informed borrowing decision	15.3	17.6	22.1	30.0	15.0	45%	32.9%
3	The information on Institutions to deliver the fund was made available publicly.	14.4	23.8	12.2	28.6	21.0	49.8%	39.2%
4	Respondent was aware that the fund was for all Kenyans despite political affiliations	7.91	11.6	2.5	52.7	25.2	77.9%	19.51%
B	**Fund Accessibility**							
5	The procedure required for accessing the fund was relatively simple	10.5	14.4	15.6	45.0	14.4	59.4%	24.9%
6	The information required during the procedure of registration for the fund was acceptable	20.1	13.9	18.7	40.2	7.1	47.3%	34%
7	Accessibility to the actual funds was within the expected period	17.8	20.1	9.6	39.1	13.3	52.4%	37.9%
8	Respondent had basic financial literacy such as FM and Business Plan before accessing the fund	32.3	39.5	17.8	19.0	19.5	38.5%	71.8%
C	**Fund Utilization**							
9	Respondent utilized the funds as per their business plan	20.1	24.9	18.1	34.0	2.8	36.8%	45%
10	The amount was sufficient for the Business Plan items	18.1	24.1	20.4	31.7	5.7	37.4%	42.2%
11	Fund utilization yielded some profit/returns	7.1	12.5	17.6	41.4	21.5	62.9%	19.6%
12	Some of the profit was ploughed back into the Business	5.4	17.6	22.1	36.5	18.4	54.9%	23%
D	**Fund Repayment**							
13	Respondent was able to repay the funds within the expected period	16.1	23.5	10.8	41.1	8.5	49.6%	39.6%
14	Respondent was able to repay the fund from the resulting profits made	19.0	20.4	20.4	28.9	11.3	40.2%	39.4%
15	The mode of repayment was relatively simple	8.2	9.6	19.0	48.7	14.4	63.1%	17.8%
16	The interest accrued on the principal amount was acceptable	8.2	8.5	17.8	50.1	15.3	65.4%	16.7%

E	**Economic Empowerment**							
17	The implementation of the fund improved respondent's financial literacy	14.2	18.7	24.4	30.0	12.7	42.7%	32.9%
18	The fund improved the living standards of the respondent's family	15.9	19.0	19.0	33.1	13.0	46.1%	34.9%
19	The fund led to an increase in the respondent's daily income	11.9	14.4	19.5	39.1	15.0	54.1%	26.3%
20	There was an increase in purchasing power because of the fund	13.3	21.0	17.0	32.6	16.1	48.7%	34.4%

Table 9: Summary of Findings Related to Variables

Table 9 shows the summary of findings on variables, with the last two columns showing cumulative percentages for those who support and those who do not support the statements in the questionnaire meant to derive their opinions; (YES - Agree and Strongly Agree, NO - Disagree and Strongly Disagree). While observing that most respondents were in support of the statements, the contrary opinions expressed by the respondents are particularly important for the sake of improving the fund. These are presented in table 10.

	Respondents Do Not Support that	**Implications**
1	They had basic financial literacy such as FM and Business Plan before accessing the fund	The funds would have been utilized more efficiently if they had basic financial literacy
2	They utilized the funds as per their business plan	Many did not even have a business plan, and those who had could not keep to the allocations.
3	The amount was sufficient for the Business Plan items	The funds were much less than they expected. The savings aspect reduced the funds further.

Table 10: The Contrary Opinions from Respondents

The other areas worth noting are those where the difference in the cumulative percentage between YES and NO is less than 20% and where the ones who are neutral are relatively high.

5.4. Suggestions to the Government on the Fund If the Respondents Support Its Continuation

All the respondents for the questionnaires submitted supported the continuation of the Hustler fund but with some suggestions. 13.9% of the recipients suggested that the Government should provide financial literacy to Citizens. 13.9% suggested that the Government should guarantee data protection of the information collected for the fund. 15.0% suggested that the Government should increase the credit limit and repayment period. 13.6% suggested that the fund is fine, but instead, the Government should decrease taxes on small businesses. The majority (43.6%) gave more than one but less than four of the suggestions mentioned. This is represented in table 11.

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Government should provide financial literacy	49	13.9	13.9	13.9
	Government should guarantee data protection	49	13.9	13.9	27.8
	Government should increase the credit limit and the repayment period	53	15.0	15.0	42.8

	Government should decrease tax on small businesses	48	13.6	13.6	56.4
	At least three of the suggestions	154	43.6	43.6	100.0
	Total	353	100.0	100.0	

Table 11: If Funds Should Proceed, Suggestions to Government

This is a clear indication that although the Hustler fund may be a great initiative by the Government, many improvements require to be done in order to deliver the financial inclusion intended within the most favorable conditions possible. This will distinguish it from the other financial services already available in the market.

6. Summary, Conclusion, and Recommendations

Although the quote 'Intelligence is no measure of susceptibility' applies, financial inclusion, financial literacy, and financial integrity are concepts that go hand in hand. As captured in OECD (2013), the working definition of financial literacy for PISA 2012 is 'Financial literacy is knowledge and understanding of financial concepts and risks, and the skills, motivation, and confidence to apply such knowledge and understanding in order to make effective decisions across a range of financial contexts, to improve the financial well-being of individuals and society, and to enable participation in economic life.' From the findings discussed above, the Hustler fund has been instrumental in providing financial services to the populace which had otherwise been excluded for one reason or another; most Kenyans support the continuation of the financial inclusion fund, as expressed by respondents in this study. It should not, however, escape the Noble Originators of the fund that certain issues are important.

- Financial literacy is now globally acknowledged as an important element of economic and financial stability and development (OECD, 2013). Therefore, it is not enough to provide financial services to all; it is equally important to educate and/or empower them on how to utilize the services to the optimum. This is more crucial for the Youth since they are more likely to face ever-increasing complexity in financial products, services, and markets and are more likely to bear more financial risks in adulthood than their parents. The availability on a need-to-know basis may not be effective any longer. Instead, financial literacy should be made compulsory.
- The Hustler fund, in its operations, should endeavour to increase its efforts in eliminating the very constraints put by financial systems, especially the mainstream financial services that lead to the discrimination of the vulnerable and marginalised in society. It should aim to provide financial services and products not only at an appropriate low cost but also fairly and safely. Additionally, Islamic banking aspects in the fund should be expounded on in order for Muslims to fully embrace the fund.
- Financial integrity should be the measure of safety for the users of the Hustler fund.

The Government should develop policies and a framework that strikes a balance between innovation and effective regulation. Given the complexity of digital finance processes and m-money, Citizens can only rely on the Government to do due diligence and protect them, hoping that moral hazard does not stand in the way.

- Financial capability has been determined to be an important determinant of mental health (Taylor *et al*., 2011). Therefore, the Government should give this priority to Hustler Fund. Social welfare starts with individual welfare. Therefore, the well-being of its Citizens should be illumined. Other than increasing the financial information available to its Citizens, the environment within which they act should also be changed for the better. Financial capability should be clearly articulated and endorsed in the Hustler Fund operations and priorities.
- Continued public participation is important, especially the type that intends to give clarifications and answers to the concerns raised by the recipients and potential users of the Hustler fund. This will increase confidence in the fund, a factor that is fundamental for its growth.

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