

United Beyond Recovery

How REVIVE united funders, harnessed collective power, and evolved beyond a post-covid response

At the start of the COVID-19 pandemic, Samhita-CGF set out to support the informal sector, which was hit hard by the crisis. We knew we needed innovative financial tools and strong partnerships in philanthropy to make a difference.

Our initial anchor catalyst partners, the **Michael & Susan Dell Foundation (MSDF)** and **Omidyar Network India (ONI)**, were crucial in launching this ambitious initiative. They helped us get off the ground and start making a real impact.

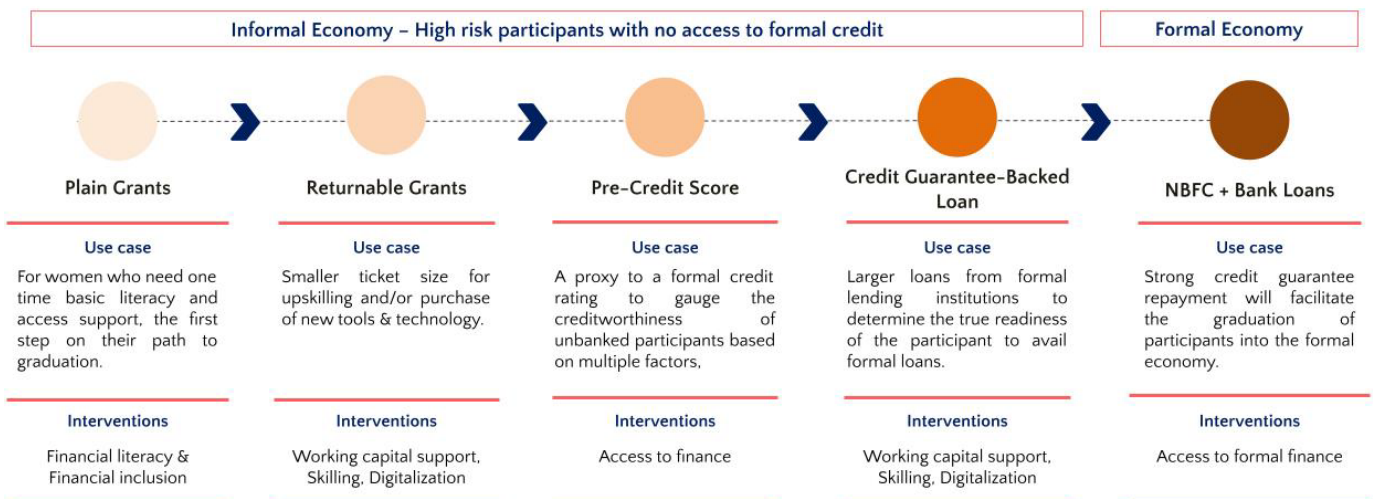
Our journey gained momentum with additional support from the **United Kingdom's Foreign, Commonwealth, and Development Office (FCDO)** and the **United Nations Development Programme (UNDP)**. We focused on vulnerable groups like sanitation and construction workers, while FCDO also provided grants to help small retailers who were left out of the digital shift happening across the country.



The credibility and support of our anchor catalyst partners were crucial. They helped us build solid operational processes and strengthen our partners' financial management, impact tracking, and compliance capabilities. This allowed us to attract major organizations like **Google, Microsoft, and Godrej**, who helped us revive supply chains disrupted by the pandemic.

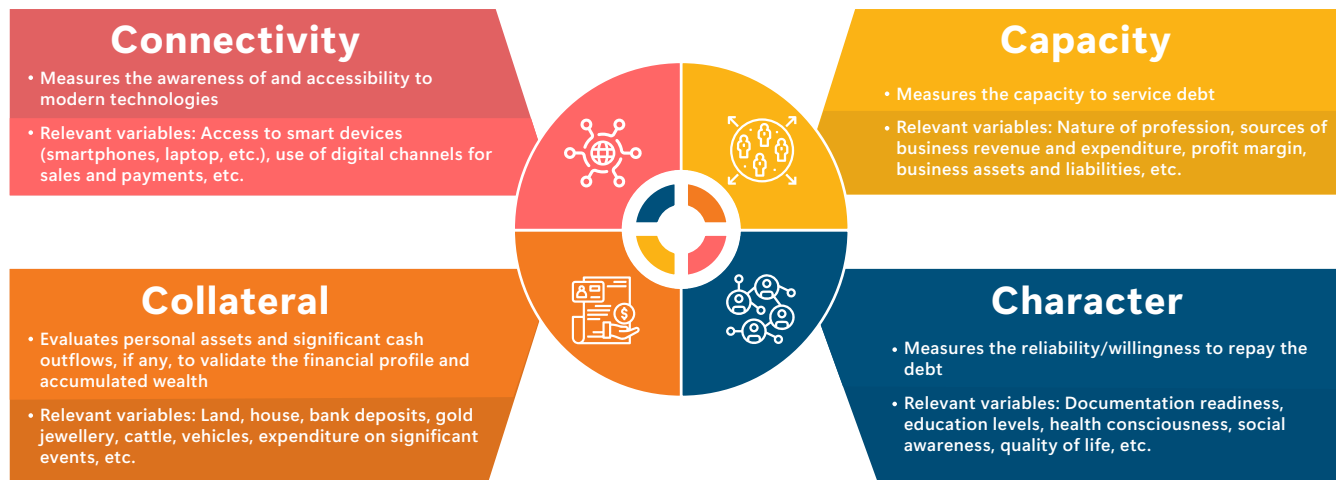
A major turning point came when the **United States Agency for International Development (USAID)** stepped in to help us build our innovation and execution capabilities and partner network. This boost enabled us to reach 716,276 participants, far surpassing our initial target of 30,000. With USAID's backing, we could try out different RG formats, like linking them to digital tools such as Point of Sale (PoS) devices and digital payments.

As our RGs proved effective, we moved towards a broader strategy: the blended finance approach. This meant helping participants transition from RGs to loans backed by credit guarantees. By the end of the REVIVE Alliance, USAID had funded three credit guarantee programs, and helped us develop a Pre-Credit Score (PCS) tool to help lenders see how creditworthy our participants were.



Our goal was to establish a comprehensive support system for participants through a 'blended finance continuum.' This approach includes developing essential public goods like the pre-credit score and credit guarantee facilities. The Pre-Credit Score (PCS) serves as a proxy for a formal credit rating, enabling participants to build their credit history. Credit Guarantees (CG) mitigate risks for financial institutions, thereby enabling them to lend more comfortably, while our New-To-Credit (NTC) participants gain access to formal credit.

4Cs Framework for Pre-Credit Score



The pandemic showed us how important it is for different sectors—private, philanthropic, public, social, and financial—to come together. The journey of the REVIVE initiative underscores the impact of collaborative philanthropy and blended finance. This collaboration is essential for helping informal sector MSMEs, especially those new to credit. Through strong partnerships and smart financial strategies, we've created a pathway for informal sector workers and micro-entrepreneurs to transition into the formal economy.