



Republic of Kenya



Central Bank of Kenya

Kenya National Financial Inclusion Strategy (NFIS 2025–2028)

“Leveraging Digital Transformation and Financial Literacy to enhance Financial Inclusion and Financial Health”.

A photograph of two young women smiling and looking at a smartphone. They are wearing headphones and sunglasses. The image is overlaid with a graphic element consisting of three overlapping circles in green, white, and red.

**CBK-Institute of Monetary Studies
(CBK-IMS)**

December 4, 2025

National Financial Inclusion Strategy (NFIS 2025-2028)

National Financial Inclusion Strategy (NFIS) is a roadmap of actions agreed at the national level to enhance equitable access to and usage of quality and affordable financial products and services (payment, credit, insurance, pension, savings and investment) delivered in a sustainable way to match consumer needs.



1

Vision: Empower all Kenyans with access to high-quality, impactful, and affordable financial services.



2

Mission: Provide a coordinated framework for advancing financial inclusion.

National Financial Inclusion Strategy (NFIS 2025-2028)

2

1

Provides a platform for close collaboration, coordination, and cooperation among stakeholders

Minimize duplication of efforts and ensure efficient use of resources in undertaking financial inclusion initiatives

2

3

Guide innovations, policies and initiatives by various stakeholders, for a coordinated approach in financial inclusion

Defines a broad range of financial services including payment, credit, insurance, pension, savings and investment

4

5

Assessed along the four dimensions of access, usage, quality and impact

1. Deepen penetration of access to financial services



3. Strengthen consumer protection and financial literacy



5. Promote rural agriculture finance



2. Enhance usage of quality and affordable financial products



4. Develop inclusive green finance



6. Improve access for women, youth, MSMEs, PWDs, and FDPs



1) Deepen penetration of access to financial services

✓ **Gap:** High exclusion rates remain among youth, rural populations, and refugees, driven largely by lack of IDs and weak access infrastructure.

2) Enhance the usage of quality and affordable financial products and services

✓ **Gap:** Despite access, actual usage of affordable, relevant financial products is low due to high transaction costs, trust issues, and lack of tailored offerings.

3) Promoting responsible finance

✓ **Gap:** Low financial literacy, over-indebtedness, gambling, and weak consumer protection mechanisms undermine financial health, especially for youth and low-income households.

4) Develop and foster inclusive and sustainable green finance markets

- **Gap:** Green finance remains nascent with limited awareness, inadequate regulatory frameworks, and few tailored products for MSMEs and households.

5) Promote rural agriculture finance markets

- **Gap:** Agricultural finance is underdeveloped, with limited affordable credit, high risks, and weak financial products adapted to smallholder farmers.

6) Enhance access to finance for women, PWDs, refugees, youth, MSMEs and other special groups.

- **Gap:** Persistent structural and social barriers—such as gender bias, limited collateral, and lack of disability-friendly financial products—constrain access for vulnerable groups.

NFIS Governance Structure

National Financial Inclusion Council

- Provide strategic policy direction, oversight & communication
- Resource mobilization (internal and external)

Technical Coordination Committee

- Coordinate NFIS formulation and implementation
- Provide technical support to NFIC
- Monitoring and evaluation of NFIS

Thematic Working Group (s)

- Handling specific action points on key Thematic areas.
- Responds to TCC requests on any of the pillars
- Provide feedback to TCC

NFIS Secretariat (Central Bank of Kenya)

- Overall Support of the NFIC, TCC and TWG

Implementation Plan

Preparation of the Draft NFIS
(June 2023-August 2025)

Submit Draft NFIS to National Treasury/ CBK for Adoption
October 2025

Approved NFIS and Establishment of Committees
November 2025

Consider need for another NFIS
(July-December 2028)

Final Financial Inclusion Report (Achieve Goals)
(January - June 2028)

Monitoring and Evaluation on Quarterly Basis
(January 2026-December 2028)

Implementation of the Strategy
(December 2025 - December 2028)

Process Monitoring:

- Regular collection of data (weekly, monthly, quarterly) to track progress
- Compare progress made against set targets.
- Review action plans.

Routine Data Collection & Analysis of Strategy Results:

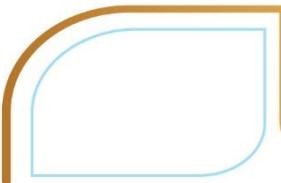
- Collection using defined formats
- Documentation of success stories.

Quarterly Technical National Financial Literacy Working Group Meetings:

- Convened by NFIS Secretariat.
- Opportunity for cross-sector coordination and review of implementation progress towards set targets.
- Implementation agencies to submit monthly progress reports to NFIS Secretariat.

1. Effective implementation will require **strong coordination, prioritization and accountability** mechanisms
2. A sound and **effective communication strategy** to govern engagement with all stakeholders
3. A **multipronged funding strategy** with support from respective institutions and pooled resources for cross cutting issues
4. **Regular reporting** to track progress against set targets





Thank You!

