

JazzCash Guddi Baji to Connected Women — Iterative Female-Agent Design for Women Micro-Entrepreneurs in Pakistan

Digital Inclusion · Good practice · Pakistan

Quality score: 96/100

Evidence strength: Strong

Summary

Facing a JazzCash agent network that was 99.9% male, JazzCash iteratively redesigned onboarding around female agents and group events — from a 2018 pilot with Unilever's 'Guddi Baji' entrepreneurs to a 2023–2025 GSMA Connected Women collaboration reaching 830 women.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-24

[JazzCash \(Jazz / Mobilink Microfinance Bank\), with Unilever Pakistan, Women's World Banking, and the GSMA Connected Women programme](#) — accessed 2026-09-24

[Women's World Banking: The Power of Partnership](#) — accessed 2026-09-24

[GSMA: JazzCash Merchant App and Women Micro-Entrepreneurs in Pakistan](#) — accessed 2026-09-24

Cite this — Evidoria. *JazzCash Guddi Baji to Connected Women — Iterative Female-Agent Design for Women Micro-Entrepreneurs in Pakistan*. Persistent ID: 5d831f8b-99de-4de2-be45-f9e19e5573b5.