

**EVALUATING FINANCIAL INCLUSIVE ACTIVITIES PRACTICED BY MFIS IN  
UGANDA: A CASE OF PRIDE MICRO FINANCÉ LIMITED**

**BY**

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## **ABSTRACT**

The purpose of the study was to examine financial inclusive activities practiced by MFIs in Uganda using Pride Microfinance Limited as the case study. The objectives of the study were, to establish the financial inclusive activities by Pride Microfinance Limited, to determine the challenges that face the application of financial inclusive activities by Pride Microfinance limited and designing strategies for improving the application of financial inclusive activities.

The study used a cross sectional research designed which was quantitative in nature. Simple random sampling method was used to select 52 respondents from the employees of Pride Microfinance Limited. Questionnaire method was used.

According to the findings, it was revealed that Pride Microfinance Limited carries out a number of financial inclusive activities like training, mobilization of people to save among others as revealed in the findings. On the challenges the study revealed a number of challenges faced by pride microfinance base on the findings from the respondents, the study further provided strategies to overcome the challenges which include massive advertising among others as evidenced by the findings.

Based on the findings the study recommends that microfinance institutions should take into account group lending, individual lending, village banking and saving mobilization in order to enhance financial inclusions in microfinance banking in Uganda. The study also recommends further studies to establish other factors that influence financial inclusion. Further studies are also recommended to establish the influence of microfinance banking on the growth of the small and medium enterprises in Uganda.