

Annex-VI

Calculation of MF Client Market Size

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|---|------------------------------------|---|----------------|
| ✓ | Total population of Pakistan | = | 140.00 million |
| ✓ | Total Rural population of Pakistan | = | 94.90 million |
| ✓ | Rural Households @ 7 / Hhd | = | 13.56 million |
| ✓ | Poor Rural Households @ 33.4% | = | 4.53 million |

➔ The 4.53 m rural households are defined as the total universe of Rural Micro Finance

- ✓ A conservative assumption is that only 60% of this universe are the **potentially accessible Rural Micro Finance clients.**
- ✓ We also assume that for the “poor” segment **two individuals per household (male & female) are potential clients.**

Therefore the total potential market of the rural poor comes to 5.44 million individuals.