



Philippines establish collaborative initiatives to promote farmers' financial inclusion, digitalization

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The Philippines Department of Agriculture, through the Philippine Crop Insurance Corporation (DA-PCIC), and the country's leading mobile wallet app, GCash, have teamed up to deliver faster, safer, and more efficient indemnity payments to insured farmers.

DA-PCIC President, Attorney Jovy C. Bernabe, signed a contract with G-Xchange, Inc.—the company behind GCash—represented by its President and CEO, Oscar Enrico Reyes Jr., at the GCash Headquarters in Taguig City.

“Your commitment to this partnership demonstrates our shared goal of empowering the agricultural sector through innovation. Together, we are paving the way for a more resilient and financially inclusive future for our farmers and fisherfolk,” said Atty. Bernabe.

The signing of the Memorandum of Agreement (MOA) formalizes their shared commitment to streamlining the payout system, financially empowering farmers, and advancing financial inclusion in rural areas.

The contract includes the introduction of GCash's Funds Disbursement Service (FDS), enabling indemnity payments to be deposited directly into farmers' GCash wallet accounts in real-time, thereby eliminating delays and inefficiencies associated with issuing physical checks.

A key advantage of this partnership is introducing farmers to GCash's digital ecosystem, empowering them to save, invest, and access microfinancing tools for resilience and financial growth.

In line with the government's financial inclusion agenda, this initiative provides farmers with easy access to financial tools and services, even in remote areas. It envisions uplifting agricultural communities and ensuring resilience, inclusivity, and innovation for farmers nationwide.

Joining them were DA-PCIC officials: Senior Vice President Segundo H. Guerrero Jr., Support Services Group Vice President Allan E. Retamar, and Office of the Corporate Business Affairs Group Vice President Melba P. Manalo. Also present were GCash executives: Business Head Edgardo R. Layug Jr., Public Sector Cluster Head Cleo Celeste C. Santos, and Public Sector-National Government Accounts Manager Alda Lou B. Cabrera.