

**Article Link**

<http://www.nytimes.com/2009/12/31/opinion/31kristof.html>

## Sparking a Savings Revolution

Work on the [impact of savings in Kenya](#) by IPA Research Affiliates Pascaline Dupas and Jonathan Robinson is mentioned in this article on the importance of saving in the developing world. Nicholas Kristof continues the discussion on his [blog](#).

In Kenya, two economists conducted an experiment by paying the fees to open bank accounts for small peddlers. They found that the peddlers who took up the accounts, especially women, enjoyed remarkable gains. Within six months, they were investing 40 percent more in their businesses, typically by buying more goods to be resold.

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