



**ssnup**

Smallholder Safety Net  
Upscaling Programme

# IMPROVING ACCESS TO FINANCIAL SERVICES WITH A DIGITALISED FIELD DATA CAPTURE AND CREDIT SCORING SYSTEM IN KENYA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

## CONTEXT

The agriculture sector in Kenya continues to play a vital role in the country's economy, contributing 26% to the Gross Domestic Product (GDP) with another 27% of the GDP indirectly linked through other sectors. The sector employs over 40% of the total population and more than 70% of Kenya's rural people (FAO).

## CURRENT STATUS OF THE INVESTEE

ECLOF Kenya Limited (ECLOF) is a microfinance institution, which provides financial and related non-financial services to the economically active vulnerable communities in all sectors of the Kenyan economy. The institution aims to provide prompt services to deserving citizens and uplift the large rural masses by extending credit in different forms with special focus on agriculture, SME, and social impact sectors. ECLOF has 46 outlets and currently serves over 60,000 clients located in 33 out of 47 counties in Kenya. The bulk of the clients are engaged in retail trade, agriculture, and service businesses. The rural/urban mix is 60/40, with greater growth constantly coming from rural areas.

## OBJECTIVE OF THE PROJECT

The main objectives of the project are to improve client outreach and engagement, access to financial services with integrated risk evaluation through digitalised KYC and credit scoring process.

The project will specifically support ECLOF strategy and need to develop new products for clients from rural areas and improve the agricultural portfolio through advanced onboarding process of clients, access to credit services, risk evaluation, time spent within the loan application and disbursement process, effective reporting and monitoring of the relevant KPIs and develop a credit scoring model based on the data collected from clients.

The main expected outcomes are:

- Increase outreach to rural areas to improve financial inclusion.
- Train 150 loan officers and 102 branch staff.
- Improve portfolio quality and grow portfolio by 20%.

## IMPACT INVESTOR



## AGGREGATOR / INVESTEE

ECLOF Kenya Limited (MFI) – Kenya

## TARGETED N° OF FARMERS

5,000 farmers

## AGRICULTURAL VALUE CHAIN

Not limited to a specific AVC

## STARTING DATE

August 2023

## DURATION

5 months

## TOTAL TA BUDGET

€ 63,800  
Including € 47,850 (75%)  
contribution from SSNUP



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