Expanding access through anthro-algorithms

Redefining creditworthiness with anthropology and technology

Problem Insight

Comprehending the Challenge

Statistics are critical for credit scoring in today's data-driven world, but they often fail to capture the complexities of rural and peri-urban populations.

Many individuals in these areas remain excluded due to faint or complex data trails.

Exploring the Issues

Lack of Credit Information

Without reliable credit data, extending financial services to vulnerable and remote populations is difficult.

Limited Credit Scoring Models

Conventional tools are not designed for equitable or diverse socio-economic realities, leaving many underserved.

Missed Opportunities

Individuals without formal credit histories or collateral are often unfairly excluded from financial systems.

Lack of Social Impact Data

Impact-driven lenders lack evidence-based, context-specific tools to measure actual social and economic results of their loans.

EDRAF addresses these challenges by expanding the definition of creditworthiness to include the untapped potential of vulnerable communities.

The EDRAF Solution

Innovating Credit Scoring

EDRAF challenges traditional models by incorporating ethnographic data and anthropological insights to provide multi-dimensional risk assessments. This approach captures the nuanced financial behaviors of diverse populations.

People-Centric Credit Scoring

Grounded in first-class research from UCL's Department of Anthropology under Professor Lucia Michelutti, this approach provides a holistic understanding of household economies and data trails, particularly for marginalized groups.

Exploring the Issues

Pilot programs in Rajasthan and Madhya Pradesh showcased **a 100% repayment rate** demonstrating the effectiveness of EDRAF's anthro-centric methods.

Our Methodology

- **Ethnography-Driven Insights:** Focuses on local cultures of credit and debt, uncovering behaviors invisible to conventional and Big Data credit rating tools.
- **Predictive Accuracy:** Uses community-focused research to create actionable insights for creditworthiness.

Technology Meets Anthropology

The EDRAF Toolkit

Mobile App

Features an intuitive interface for field data collection, in real-time.

Web-Based Backend

Leverages proprietary algorithms to generate:

- **Credit Rating:** A risk assessment tool for lenders.
- **Impact Rating:** Tracks the socio-economic vulnerability of borrowers/beneficiaries.
- Tools for task management and fieldworker progress tracking.

Key features

- **Detailed reports on credit and social impact ratings.**
- **Financial literacy tools, including household budgets and business plans.**
- **Granular data collection covering socio-economic and business activities.**
- **Evidence-based tool for social inclusion/targeting strategies.**

Why Choose EDRAF?

For lenders

- Expand portfolios in underserved areas.
- Reduce portfolio-at-risk with enhanced, data-driven risk assessments.
- Meet financial inclusion goals and innovate financial products tailored for marginalized groups.

For borrowers

- Financial freedom from predatory lenders and other exploitative financial practices.
- Access to affordable credit and culturally-appropriate financial products to enhance livelihoods.
- Build resilience to deal with unexpected costs or unforeseen life or natural events.

For Social Impact/ CSR Managers

- Identify target populations eligible for social impact loans or programs.
- Measure socio-economic impact of a loan or program with granular yet standardized indicators.
- Formulate social inclusion/ targeting strategy and measure its effectiveness.

Our Unique Approach

EDRAF redefines credit scoring and impact tracking by translating ethnographic insights into culturally-appropriate algorithms. By combining socio-cultural and financial data with cutting-edge technology, EDRAF creates inclusive credit assessments that move beyond traditional, Big Data-centric models.

EDRAF: Where Financial Inclusion Meets Culture

EDRAF transforms lending practices by merging anthropology and technology, enabling financial institutions to effectively serve marginalized communities.

Together, we are building a future where credit is inclusive, equitable, and culturally informed.

Contact

Please contact us to discuss a commercial licence for your organization.

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