



ssnup

Smallholder Sustainability
Upscaling Programme

DEVELOPING A CREDIT SCORING TOOL TO ENHANCE ACCESS TO FINANCE FOR SMALLHOLDER FARMERS IN KENYA



Africa



Latin America



Asia



Financial services delivery



Capacity building for end
beneficiaries



Market access and
product development



Management systems
improvement

CONTEXT

Since 2014, the Kenyan digital landscape has experienced a surge in the number of mobile applications that offer digital credit through fintech companies.. Nonetheless, access to credit for agriculture sector actors often remains limited. In particular, financial institutions continue to perceive smallholder farmers as high-risk because of their scarce available savings, low credit history, lack of conventional collateral, and irregular income flows. These challenges pose high limitation to them to invest in inputs, adopt modern technologies, and implement better production practices.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Founded in 2014, FORTUNE CREDIT is a microfinance institution that offers financial and non-financial services to the financially excluded population with a focus on youth, women and low-income households in rural areas. As of June 2023, FORTUNE CREDIT has already financed a total of 5,399 farmers. In 2021, Fortune Credit has developed an in-house agritech solution – the Fortune Connect – providing linkages between farmers and input providers, technical service providers and market off-takers in the agricultural value chain with access to pricing information.

OBJECTIVE OF THE PROJECT

The objective of this project is to improve access to finance for smallholder farmers by revising and updating credit scoring process, conducting risk evaluation, reducing the duration of loan application and disbursement processes, and promoting effective reporting based on the data collected from clients.

The expected results of the project are:

- Build a credit scoring system that uses transactional and behavioural data to measure the credit worthiness of a client
- Fund over 15,000 new clients, at least 10,000 being small-scale farmers, traders and informal sector workers
- Increase first-time loan adoption rate from 65% to 90%

IMPACT INVESTOR



Investing in
sustainable development

BENEFICIARY ORGANISATION

FORTUNE CREDIT LIMITED
(MFI) – Kenya

TARGET

10,000 smallholder farmers

AGRICULTURAL VALUE CHAIN

Maize, rice, coffee

STARTING DATE

June 2025

DURATION

16 months

TOTAL TA BUDGET

€ 177,833
Including € 102,447 (58%)
contribution from SSNUP



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