

Targeting Aid Beneficiaries: Artificial Intelligence Approach

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In developing countries, there are many communities who seek and get aid from government, aid NGOs, and altruistic individuals. The current practice of identifying and targeting beneficiaries has many challenges. Aid beneficiaries are nominated by officers who work in government administrative structure. Officers do not screen the right targets. (1) They usually include people who do not deserve to benefit as compared to other most needy ones, (2) they include fictitious names of people on the payroll of aid programs, and (3) unentitled individuals also benefit from aid programs. Even though the community knows who deserve and who do not, they do not air out this information for fear of mistreatment at later stage. Given the massive resources allocated by aid organizations, governments, and altruistic individuals in developing countries and misuse of such resources, it is imperative to look for an alternative solutions to this grand problem.

In the context of the above scenario, the main objective of this project is to explore the application of AI/ML approaches in targeting aid beneficiaries and thereby avoid avoidable costs and frauds that goes into the process of identification of targets, distributing the fund, as well as monitoring their productivity.

The AI/ ML solution will be developed by analyzing and training different datasets. Specifically (1) satellite image data of different locations, (2) data stored on individual's mobile phone devices, and (3) data stored at mobile network operator. These datasets reveal the real profile of regions and individuals which cannot be faked by officers working in different government structure.