

MobileAid: Machine-Learning Poverty Targeting from Mobile-Phone Metadata

AI in the Public Sector · Good practice · Bangladesh

Quality score: 73/100

Evidence strength: Quasi-experimental

Summary

Bangladesh's a2i, GiveDirectly, UNDP and UC Berkeley piloted ML poverty-targeting from call-detail records across 106,200 Cox's Bazar households, but a World Bank evaluation found phone-metadata targeting (AUC 0.61-0.72) less accurate than proxy-means testing (AUC 0.78-0.85).

Key dimensions

Dimension	Score
Evidence of impact / measured public value	3/3
Transparency, fairness & accountability	3/3
Transferability / demonstrated replication	2/3
Scalability beyond pilot	1/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-31

[a2i \(Aspire to Innovate, ICT Division, Government of Bangladesh\)](#), with UNDP, GiveDirectly and UC Berkeley — accessed 2026-08-31

[GiveDirectly – AI targeting Bangladesh](#) — accessed 2026-08-31

[The Daily Star – World Bank evaluation](#) — accessed 2026-08-31

[UNDP Bangladesh – Helpline 333](#) — accessed 2026-08-31

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