

[GIFTS](#) [LOGIN](#) [REGISTER](#) [MY BASKET](#)[Lend](#)[About](#)[Community](#)[Updates](#)[My Portfolio](#)[About Us](#)[How Kiva Works](#)[About Microfinance](#)[Social Performance](#)[Support Us](#)

## CrediComun

### Mexico

[Recommend](#)**September 11, 2011**

As part of an ongoing effort to fully migrate risk ratings to our new and enhanced risk rating system, Kiva has conducted a

**FIELD PARTNER**

### About Us

[Overview](#)[Supporters](#)[Blog](#)[Facts and History](#)[Jobs](#)[Contact Us](#)

### Using Kiva

[How it Works](#)[Field Partners](#)[Risk and Due Diligence](#)[Terms of Use](#)[Privacy Policy](#)[Help](#)

### Do More

[Gifts](#)[Volunteer](#)[Support Us](#)[Fellows Program](#)[Developers](#)

*Lending to the working poor through Kiva involves risk of principal loss. Kiva does not guarantee repayment nor do we offer a financial return on your loan.*

[Loans that change lives](#)

© 2005 - 2011 Kiva. All rights reserved. Kiva is a U.S. 501(c)3 non-profit organization.

## Field Partners

### How to become a Field Partner

### Kiva Fellows

### App Gallery

### Do More

### Risk and Due Diligence

### Press Center

### Help Center

re-assessment of the level of risk posed by this institution.

During this re-assessment, our analysts were able to gather updated operational and financial information about the institution, as well as speak with key members of the staff.

Kiva's new risk rating system, which now includes half stars, has enabled us to display CrediComun's risk rating with a higher level of granularity. As a result, CrediComun's risk rating will now be displayed as 3.5 stars instead of 4 stars.

We have prepared a blog post with more information on Kiva's new and enhanced risk rating system, along with a chart showing the relative magnitude of the overall changes for Kiva's portfolio. To view that, please go here: <http://www.kiva.org/updates/kiva/2011/09/07/kiva-risk-ratings-now-with-half-stars.html>.

CrediComun has been informed of the change in the display of their rating on Kiva's website.

#### Status update on CrediComun from Kiva Staff on August 16, 2010:

As of August 1st, CrediComun's delinquency rate dropped to 1.37%.

This drop is due largely to changes that CrediComun made in the timing of their repayment reporting to Kiva. Once CrediComun started reporting aggregated monthly repayments on the fifth of each month, the majority of CrediComun's delinquency rate issues were resolved.

Many thanks to CrediComun and our Kiva Field Support



This field partner possesses these important [Social Performance Strengths](#):

#### [Facilitation of Savings](#)

|   |                    |
|---|--------------------|
| <a href="#">Field Partner:</a>                              | CrediComun         |
| <a href="#">Field Partner Due Diligence Type:</a>           | Full Due Diligence |
| <a href="#">Field Partner Risk Rating:</a>                  |                    |
| <a href="#">Time on Kiva:</a>                               | 22 months          |
| <a href="#">Kiva Entrepreneurs:</a>                         | 6104               |
| <a href="#">Total Loans:</a>                                | \$1,908,425        |
| <a href="#">Interest &amp; Fees are Charged</a>             | Yes                |
| <a href="#">Portfolio Yield:</a>                            | 73.90%             |
| <a href="#">Profitability (Return on Assets):</a>           | 1.3%               |
| <a href="#">Average Loan Size (% of Per Capita Income):</a> | 3.69%              |
| <a href="#">Delinquency Rate:</a>                           | 87.86%             |
| <a href="#">Loans at Risk Rate:</a>                         | 100.00%            |
| <a href="#">Default Rate:</a>                               | 1.01%              |
| <a href="#">Currency Exchange Loss Rate:</a>                | 0.00%              |

Specialist, who worked together to resolve the issues! We will continue to monitor the repayment reporting process moving forward.

#### Status update on CrediComun from Kiva Staff on July 7, 2010:

CrediComun's delinquency rate increased to 18.77% on July 1st, 2010. One of Kiva's Field Support Specialists lives and works out of Mexico City, so he stopped by the CrediComun offices in person on Monday, July 4th. After discussing the delinquency rates with CrediComun's staff, we discovered that the majority of the delinquency rate issues were due to some inconsistencies in the timing of CrediComun's repayment reporting to Kiva. To address this issue, we're working with CrediComun to have them start reporting aggregated monthly repayments on the fifth of each month.

These adjustments in the timing of repayment reporting should resolve the inconsistencies, and the results should be reflected next month in CrediComun's delinquency rate.


#### The Institution

Servicios para el Desarrollo Comunitario, S.A. de C.V., CrediComún, was created under Mexican law on March 11, 2005. We are a developing Microfinance Instituion (MFI) with a entrepreneurial and social focus. Our objective is to promote productivity, revenue generation, and job creation. We currently offer micro-loans through a variety of "communal bank" methodologies to members of under-resourced populations who own micro-businesses or have experience in professional activities and are located in rural or semi-urban areas.

[See all loans from this field partner >>](#)

#### KIVA FUNDRAISING STATUS

[Fundraising Status](#) Active

[See all fundraising loans from this field partner >>](#) 

#### OTHER INFORMATION SOURCES

[MIX Profile](#) [View MIX Profile](#)

[Network Affiliation](#) None

[Social Performance Reporting Level](#) Reporting to MIX

[Client Protection Principles](#) Endorsed

[Field Partner Website](#) [View Website](#)

[Email Contact](#) None

#### CREDICOMUN'S MISSION STATEMENT:

To contribute to the whole development

## Vision

Our vision for the medium- and long-term is to become a consolidated financial institution and to be a leader in our professional sector. We seek to have established roots in our communities and in the families we serve. Together, we seek to create alternative spaces for economic development and popular banking.

## Mission

Our mission is to contribute to the whole development of our clients with limited resources through microfinance, financial literacy training, and support. We seek to do this through a foundation composed of an entrepreneurial, profitable, specialized, professional and honest culture in order to establish long-term relationships and mutual benefit.

## Philosophy

Our philosophy is to offer capacity-building and personal-skill-building opportunities through research into and practice of microfinance as a profitable activity and as the principal economic and social tool for supporting thousands of underprivileged people in order to allow these clients to develop legal productive economic activities; industries which, in the long-term, will contribute to the construction of more equal and less violent communities.

of our clients with limited resources through microfinance, financial literacy training, and support. We seek to do this through a foundation composed of an entrepreneurial, profitable, specialized, professional and honest culture in order to establish long-term relationships and mutual benefit. Contribuir al desarrollo integral de las personas de escasos recursos mediante el micro financiamiento, la capacitación y el acompañamiento, con base en una cultura empresarial, de rentabilidad, especialización, profesionalismo y honestidad, alcanzando así, relaciones de largo plazo y beneficio mutuo.

### WHY KIVA WORKS WITH CREDICOMUN:



#### ***To reward interesting product offerings (?)***

CrediComun was founded in 2005 and currently operates 24 branch offices in 10 states. CrediComun lends primarily to women and is focused on providing their clients with highly targeted loan products. They are currently piloting social programs that include mobile medical services and market access for their clients artisanal products. CrediComun is

## Service Quality

CrediComún, as part of its constant evolution, continually evaluates the quality of its service provision and the needs of its clients. The results of these evaluations allow us to adopt strategies for both staff training and the adaptation of new Information Technologies with the aim of increasing productivity and efficiency and reducing operating costs. These benefits transfer directly to our borrowers, who are able to receive timely loans, have correct accounts, and receive support from our collaborators.

**Branches** Currently CrediComún has a network of 17 branches in the following geographic locations:

2006: there were three branches serving the neighboring communities of Cuautla, Morelos, Atlacomulco and Toluca, within the State of México.

2007: we added two new branches, Lerma in the State of Mexico and Tehuacán in the State of Puebla.

2008: we added the branches of Pachuca and Tula in the State of Hidalgo, San Martín in the State of Puebla, Orizaba in the State of Veracruz, Tenancingo and Jilotepec in the State of Mexico, and Jojutla in the State of Morelos.

2009: in the first five months of the year, we expanded our network of branches to the Yucatán peninsula, with Ticul in the State of Yucatán, Carrillo Puerto, Cancún and Playa del

actively trying to combat the exorbitant operational costs associated with doing business in Mexico through technological innovation aimed at increasing efficiency and lowering costs. These high operational costs in Mexico account for the higher interest rates in this region. Credicomun's interest rate, while they appear high, are in line with the average in Mexico. In addition, Credicomun returns up to 50% of the interest charged to borrowers who pay on time. Also, Credicomun serves primarily serves rural borrowers (70% of their portfolio is rural) with very small loan sizes (about 4% of GNI per capita), which are much more expensive, thus driving up the interest rate. Kiva funds are supporting the further expansion of CrediComun's social and technological initiatives.

Carmen in the State of Quintana Roo, and one more in Puebla Centro in the State of Puebla.

### **Loans through a Communal Banking Methodology**

**Group creation:** We serve groups of 12 to 30 people, principally women, who self-select membership. When forming a group, the members rely on their familiarity with one-another and their faith in each other. All members must need small loans to continue their economic activities or to initiate a business. To ensure the quality of the groups' administration, each must select an Executive Committee made up of a President and a Treasurer.

**Moral guaranty:** CrediComún only lends to groups in which all the members are responsible with regards to debt. In the case of one member's default for whatever reason, the other members are obligated to cover the said default. Social pressure and moral solvency are integral elements of the payment of a loan's capital and interest.

**Savings:** In order to access a loan, a Group must have completed three training meetings in which they must have created an internal governance system, elected an executive committee, filled out their official forms, and collected their pre-credit savings, which must constitute 10% of the loan they seek and which, until the loan is fully repaid, serves as a guarantee in case of a late payment.

**Savings and monthly payments:** According to her means and

her previous loan amount, each group member may add weekly voluntary savings to the originally saved amount. These two sums, along with cash incentives awarded by CrediComún, constitute a gradual incrementation of the client's wealth. Every loan is paid off through weekly payments of capital and interest; each member of the group pays off the portion that they borrowed along with the proportional portion of any other member's late payment.

**Loan volumes and terms:** Loans volumes start small but grow with our familiarity with the group, with each of the members, and with each of the member's businesses. The time they have to repay the full loan, including the capital and interest, is called a cycle; the first cycles last for 16 weeks each while later cycles, with larger loan volumes, may span up to 24 weeks. We want to emphasize that all our potential groups are made up of clients with irreproachable backgrounds.

## Repayment Performance on Kiva



|   | This Field Partner | All Kiva Partners |
|---|--------------------|-------------------|
| <a href="#">Start Date On Kiva</a>            | Feb 8, 2010        | Oct 12, 2005      |
| <a href="#">+ Total Loans</a>                 | \$1,908,425        | \$270,119,575     |
| <a href="#">+ Delinquency Rate</a>            | 87.86%             | 3.65%             |
| <a href="#">+ Default Rate</a>                | 1.01%              | 1.09%             |
| <a href="#">+ Currency Exchange Loss Rate</a> | 0.00%              | 0.00%             |
| <a href="#">+ Refund Rate</a>                 | 0.00%              | 1.28%             |

## Loan Characteristics On Kiva



|  | This Field Partner | All Kiva Partners |
|--|--------------------|-------------------|
|--|--------------------|-------------------|

|  |             |             |
|--|-------------|-------------|
| <a href="#">Loans To Women Entrepreneurs</a> | 99.84%      | 75.11%      |
| <a href="#">Average Loan Size</a>            | \$313       | \$386       |
| <a href="#">Average Time To Fund A Loan</a>  | 5.71 days   | 3.78 days   |
| <a href="#">Average Loan Term</a>            | 3.01 months | 9.25 months |

## Journaling Performance on Kiva



|   | This Field Partner | All Kiva Partners |
|---|--------------------|-------------------|
| <a href="#">Total Journals</a>                                | 263                | 127,533           |
| <a href="#">Journaling Rate</a>                               | 39.83%             | 39.59%            |
| <a href="#">Average Number Of Comments Per Journal</a>        | 0.26               | 0.17              |
| <a href="#">Average Number Of Recommendations Per Journal</a> | 0.44               | 4.34              |

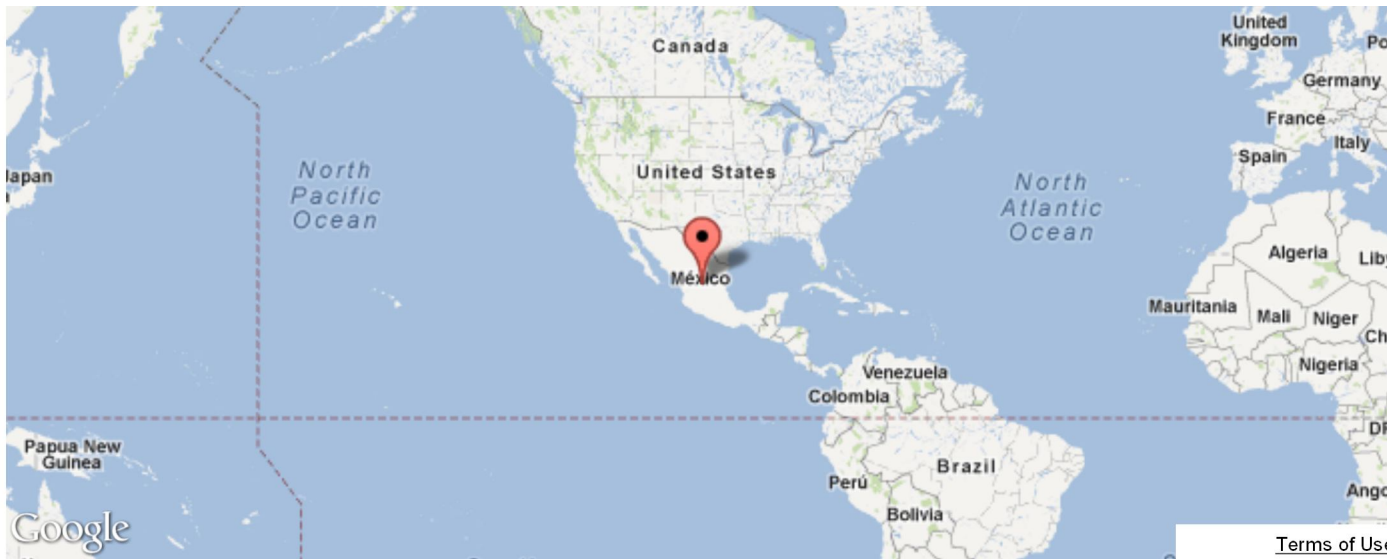
## Borrowing Cost Comparison (based on 2009 data)



|  | This Field Partner | Median for MFI Peers in Country | All Kiva Partners |
|--|--------------------|---------------------------------|-------------------|
| <a href="#">Average Interest Rate and Fees Borrowers Pay (Portfolio Yield)</a> | 73.90%             | 73.30%                          | 36.26%            |
| <a href="#">Average Partner Return On Assets (Average Profitability)</a>       | 1.3%               | 2.3%                            | -1.42%            |
| <a href="#">Average Loan Size (% of Per Capita Income)</a>                     | 3.69%              | 4.20%                           | 43.57%            |

## Country Fast Facts





|   |  |
|---|--|
| <a href="#">Country:</a>                          | Mexico   |
| <a href="#">Capital:</a>                          | Mexico (Distrito Federal)  |
| <a href="#">Official Language:</a>                | Spanish, various Mayan, Nahuatl, and other regional indigenous languages |
| <a href="#">Population:</a>                       | 107,449,525  |
| <a href="#">Avg Annual Income:</a>                | \$11,249   |
| <a href="#">Labor Force:</a>                      | agriculture 18%; industry 24%; services 58%                              |
| <a href="#">Population Below Poverty Line:</a>    | 10%  |
| <a href="#">Literacy Rate:</a>                    | 92.2   |
| <a href="#">Infant Mortality Rate (per 1000):</a> | 20.26 deaths   |
| <a href="#">Life Expectancy:</a>                  | 75.41 years  |

### Field Partner Staff

api api

María de Montserrat Campos

Maria de Lourdes Correa Alvarez

Jazmin Linares

Ana Moreno

Stephani Loera Muñoz

Irma Reyes Gonzalez  
Jesus Estanislao Romero Moreno  
SistemCredi Web