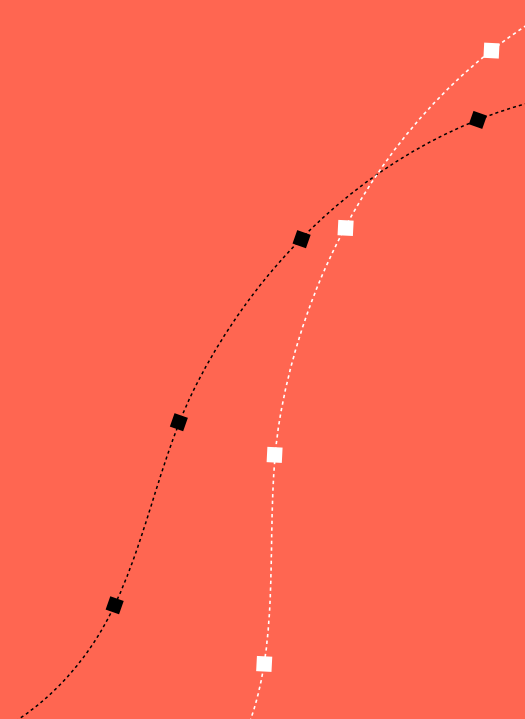


Krishify

Performance Summary





“

Pests were disrupting my crops, making it hard to sell in the market. I had to discard my produce. Then, I posted pictures of unhealthy, pest-affected crops on Krishify and got solutions. This time the crops grew healthy with negligible wastage.

- Male, 30

About This Report

60 Decibels, in partnership with the Busara Centre for Behavioural Economics, is developing new methodologies and metrics to understand how smallholder farmers engage with digital technologies. As part of this initiative, 60 Decibels worked with 24 companies who provide digital services to farmers, to listen directly to those farmers about their experience with the technology.

In combining the data from all 24 companies, our goal is to identify a metric (or set of metrics) to measure the ‘meaningful use’ of a digital service. With such a measure, companies—and their investors—will have a simple and standardized way to assess if farmers are engaging with their technology in a way that predicts user-driven adoption, impact and scalability.

In pursuit of this broader goal, 60 Decibels is collecting valuable insights about the users of each company’s service. This report provides a summary of what we heard from farmers using Krishify’s information and advisory services and was generously sponsored by the Bill and Melinda Gates Foundation.

60 Decibels’ Lean Data researchers conducted phone interviews with 278 farmers from Krishify. This performance report includes a summary of your results across five dimensions: access, active use, meaningful use, impact, and resilience.

To provide context to your results and assess your performance in comparison to other digital agricultural services, we intend to benchmark your outcomes in this report after collecting data from all 24 service providers included in this study. An aggregate report will be released, allowing you to compare and benchmark your overall performance against other digital providers.



Impact Explained

60 Decibels measures your results across five dimensions of impact, the details of these dimensions are summarized below.

<p>Access</p>	<p>Measures the degree to which Krishify is serving a previously underserved population, and the competitive landscape Krishify operates in.</p>
<p>Active Use</p>	<p>Measures how frequently farmers engage with Krishify in a 12-month period.</p>
<p>Meaningful Use</p>	<p>Measures the value that farmers derive from engagement with Krishify including satisfaction, fulfilment of needs, convenience in accessing services, likelihood of recommending DFS, level of disappointment in the loss of service, and the overall impact on the farming season.</p>
<p>Impact</p>	<p>Measures the impact Krishify is having on farming practices, production, and quality.</p>
<p>Resilience</p>	<p>Measures the degree to which farmers are financially prepared for an unforeseen economic shock, and the impact Krishify has on preparedness for climate shocks.</p>

Krishify India



1%
are female



39
is the average age



6
is the average household size



74%
completed secondary education or above



99%
have access to a smartphone
96% own it

“

All information given by the app was the best, and it solved my problems every time, like with disease or a pest attack.
- Male, 44



12 months
is the median time since first using Krishify



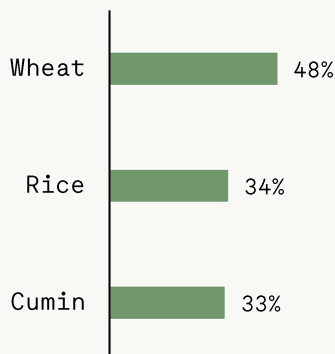
3 ha
is the median land size



82%
is the average share of household income from agriculture

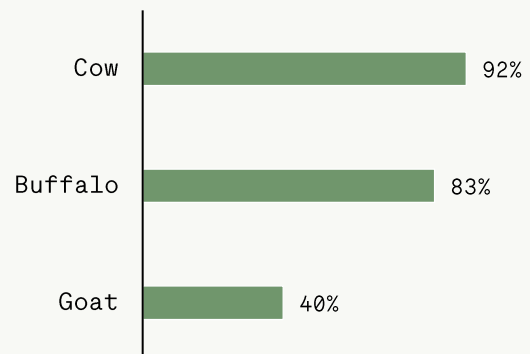
% who reported growing a crop in the last 12 months

100% cultivated crops



% who reported rearing livestock in the last 12 months

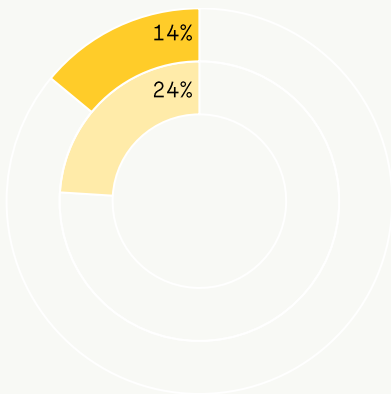
97% reared livestock





Access

- Without access to a good alternative
- Accessing information and advice for the first time



60%
have access to a digital alternative

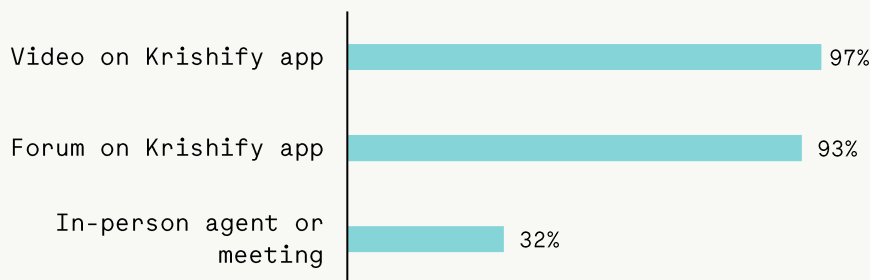
“

Krishify is very helpful for farmers. We get all the information from the app, including which medicine to use for which disease.

- Male, 45

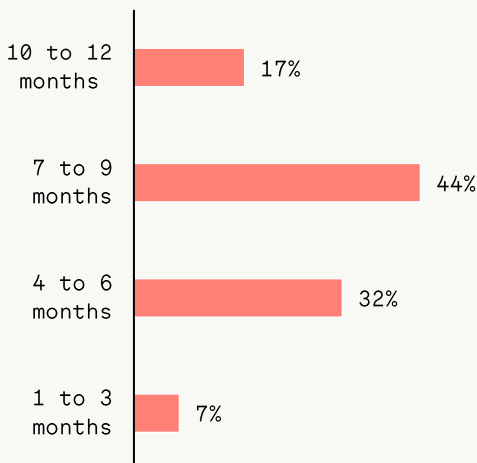


Channel for Accessing Services



Active Use

Number of months accessing services from Krishify in the past year



On average, during those months, farmers accessed information and advisory

10 times/month

Farmers mainly accessed information on:

- > Good pest and disease management (55%)
- > Seed selection (50%)
- > Fertilizer choice (29%)



Meaningful Use

62%

say 'all' their information and advisory needs were met by Krishify

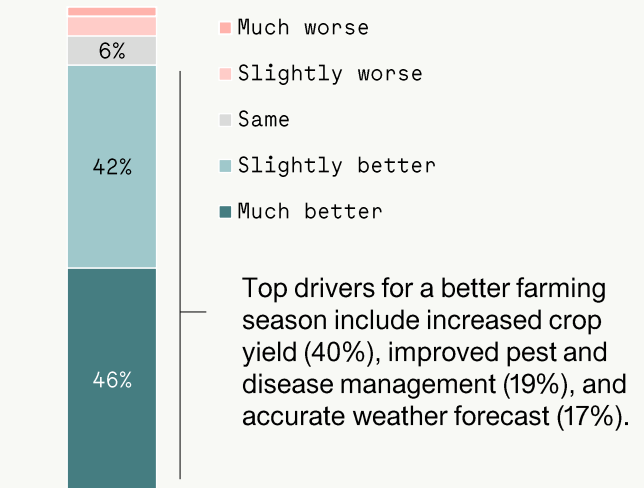
42%

say finding information and advice was 'much easier' because of Krishify

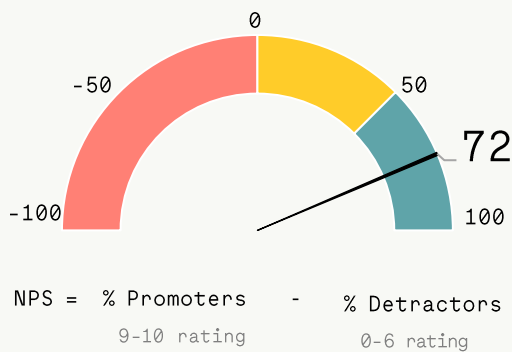
41%

would be 'very disappointed' if unable to use Krishify anymore

% reporting change in experience of farming season because of Krishify



Net Promotor Score of Krishify



Promoters of Krishify appreciate the platform for its quality information and excellent customer service. However, detractors seek better support in identifying and managing pests/diseases, as well as more timely and consistent responses to their customer service requests. To understand how we calculated NPS please see [page 9 for Methodology](#).

1 in 5 respondents faced challenges with Krishify. The most common issue reported was technical problems with the application, such as freezing or not opening.

“

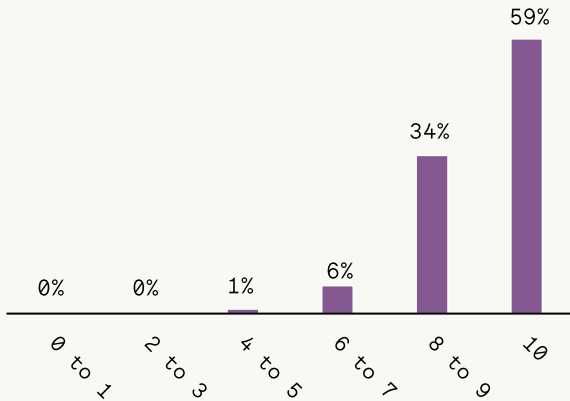
Cumin crop would have failed due to rotting, but the suggested medicine from Krishify worked, and the problem was solved, and I was able to earn good money.

- Male, 56

Impact

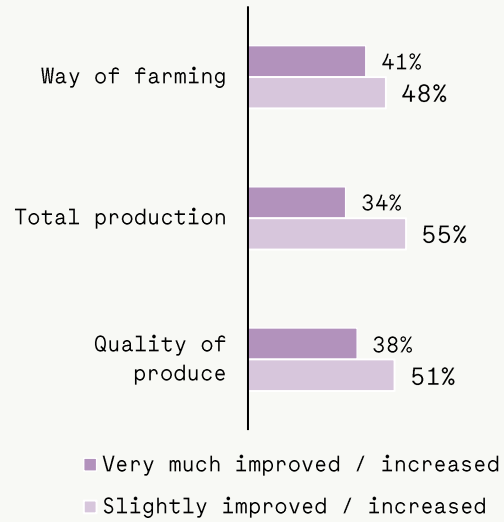
Amount of information applied

0-none of it / 10-all of it



The main reason for not applying all the information is the challenge of finding relevant information tailored to their crops.

% 'very much or slightly improved / increased'



Resilience

35%

say they feel 'much more prepared' for climate shock because of Krishify

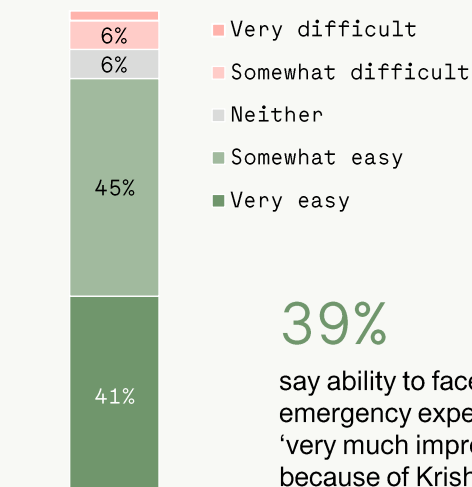
45%

expect a 'much shorter' recovery time from climate shock because of Krishify

39%

say knowledge of adapting to climate shock has 'very much increased' because of Krishify

% ease of accessing funds in case of emergencies



39%

say ability to face emergency expense has 'very much improved' because of Krishify

Detailed Krishify Benchmark Performance

The 60 Decibels Global Agriculture Benchmarks compares Krishify's performance with 189 companies in the agricultural sector and 15,778 farmers. These companies are not exclusively digital services but operate within agriculture.

For the 60dB DFS Benchmark, we will gather data for all 24 DFS and share the updated benchmark with you accordingly.

Indicator	Description	Krishify	60dB DFS Benchmark	60dB Global Agri. Benchmark
Profile				
Female	% of female respondents	1	-	27
Tenure with company	average # of months interacting with Krishify	12	-	35
Education	% of farmers who completed secondary education	74	-	40
Smartphone ownership	% of farmers with a smartphone	99	-	-
Access				
First Access	% accessing for the first time	24	-	74
Alternatives	% without access to good alternative	14	-	65
Meaningful Use				
NPS	Net Promoter Score (-100 to 100)	72	-	41
Extent to which farming needs are met	% who say "all" their information and advice needs were met by the Krishify	62	-	-
Disappointment at loss of DFS service	% "very disappointed" if unable to use Krishify anymore	41	-	-
Impact of DFS in farming season	% who say farming experience was "much better" because of Krishify	46	-	-
Convenience	% say finding information and advice was "much easier" because of Krishify	42	-	-
Ease of using digital tools	% feel "much more comfortable" using digital tools because of Krishify	43	-	-
Impact – Information and Advisory				
Information applied	% of farmers who applied "all" of the information	59	-	-
Way of farming	% "very much improved" their way of farming	41	-	38
Increased production	% "very much increased" their crop production	34	-	36
Quality of produce	% "very much improved" their produce quality	38	-	-
Resilience				
Emergency Funds	% who say ability to face emergency expense has 'very much improved' because of Krishify	39	-	-
Preparedness	% who say they feel 'much more prepared' for climate shock because of Krishify	35	-	-

Methodology

About the 60 Decibels Methodology

From March to April 2024, 60 Decibels researchers conducted 278 phone interviews with Krishify's farmers. These farmers were chosen randomly from Krishify's farmer database. Our findings accurately reflect Krishify's farmers with available contact information.

Country	India
Contacts Shared	990
Interviews Completed	278
Response Rate	23%
Languages	Hindi
Average Survey Length	15 mins
Confidence Level	90%
Margin of Error	4%

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric

Calculation

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of farmer satisfaction and loyalty. It is measured by asking farmers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of farmers rating 9 or 10 out of 10 ('Promoters') minus the % of farmers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.



“

I bought seeds suggested by the other farmers on Krishify App and used them. The production was unexpectedly good. You get to learn a lot from this app which is truly helpful.

- Male, 25

60 _decibels

About 60 Decibels

We're a tech-enabled social impact measurement company, working in more than 70 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich insights direct from end users.

Our benchmarks of impact performance enable our farmers to understand their impact relative to peers and to make informed decisions about how to improve their impact. Our clients include over 500 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Hanadi Al-Saidi
hanadi@60decibels.com

Akanksha Singh
akanksha@60decibels.com

Payoja Ahluwalia
payoja@60decibels.com

Riya Yadav
riya@60decibels.com

Damini Nayak
damini@60decibels.com

Kiran Bose
kiran@60decibels.com

Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.