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Krishify Impact Performance Report

December 2021

Welcome to your Impact Performance Report



Introduction

This report is generously sponsored by Omidyar Network India (ON India), who partnered with [60 Decibels](#), a tech-enabled impact measurement company, to listen to the customers, beneficiaries, clients and partners of their grantee organizations and investee companies. 60 Decibels conducted interviews with stakeholders of 24 ON India portfolio organizations to understand their experience, impact and profile. This report summarizes the insights from interviews with farmers that Krishify serves.

About the 60dB Methodology

Between Oct. and Dec. 2021, 60 Decibels' trained research assistants conducted 221 phone interviews with Krishify's farmers. Here is the breakdown of how we collected this data:

Sampling	Sampled randomly from a database of 665 farmer contacts
Response rate	86%
State	Madhya Pradesh, Rajasthan, Haryana Uttar Pradesh, Delhi, Chhattisgarh
Language	Hindi
Accuracy	Confidence Level: ~90%; Margin of error: ~6%

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At a glance



Experience and Impact

52

Net Promoter Score, on a -100 to 100 scale

The Net Promoter Score® — a common gauge of satisfaction and loyalty — of 52 is excellent. Promoters love the accurate information and real-time weather updates.

54%

quality of life 'very much improved' or 'slightly improved'

The top reported outcomes are:

- Increased income
- Improved farming knowledge
- Improved ability to pay for household expenses

84%

report experiencing 'no' challenges with Krishify

The low challenge rate is indicative of a smooth farmer experience.

Profile & COVID-19 Impact

46%

live in the bottom 60th of India's population

Krishify is serving a lower proportion of low-income farmers compared to the India national average.

26%

'much worse' or 'slightly worse' financial situation since before the pandemic

~3 in 10 of Krishify's farmers experienced negative financial consequences of the COVID-19 pandemic. It's encouraging that 74% did not experience this negative impact.

71%

used at least one financial coping mechanism

The use of financial coping mechanisms is indicative of farmers' vulnerability to financial shocks. Borrowing money and using savings were the top two mechanisms that respondents reported using.

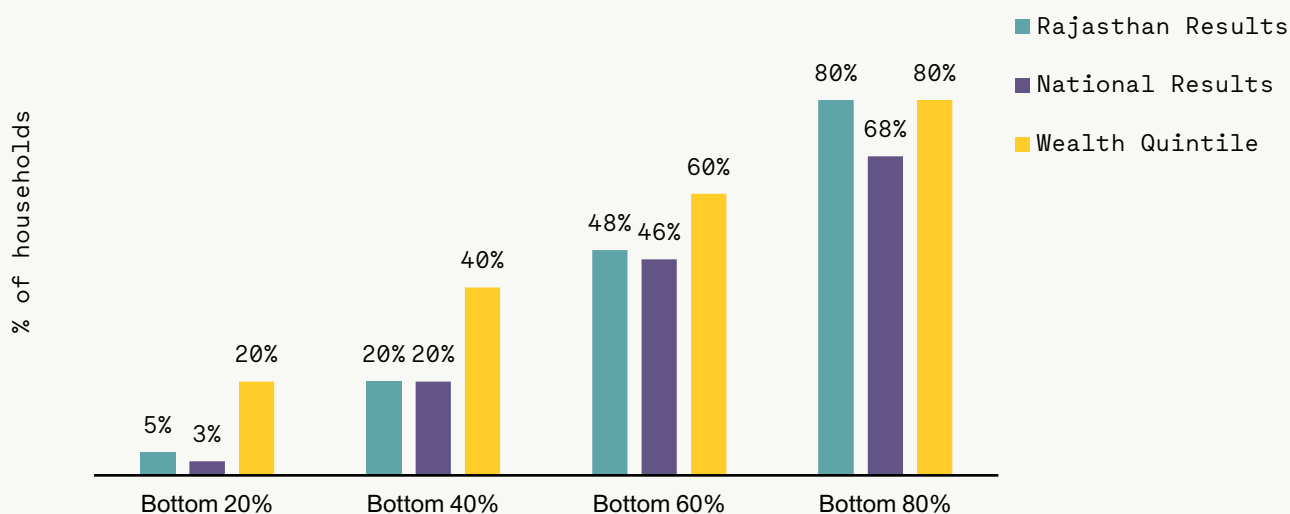
Farmer Profile



Using the Wealth Index developed by [Innovations for Poverty Action](#), we measured how the wealth profile of your farmers' households compares to the India state and national quintiles. Krishify is underpenetrating the low-income, bottom 60% segment in Rajasthan by 12% and at the national-level by 14%.

Wealth Distribution of Krishify's farmers vs. National and State* Average

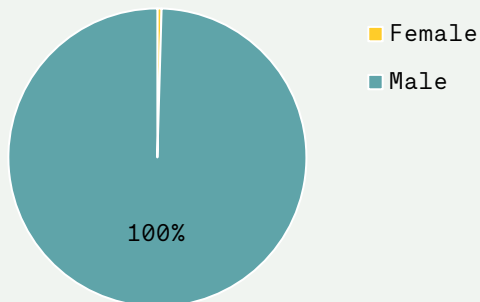
(n = 217)



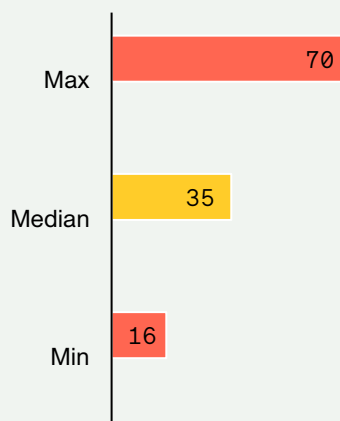
*To ensure we provide representative results at the state level, we have only shared results from Rajasthan where we have a sample size greater than 75. The national results are reflective of 217 respondents across multiple states.

Krishify appears to be serving a relatively homogenous farmer base. There was a narrow degree of variability in demographics. The average age for respondents we spoke to was 37.

Gender



Age

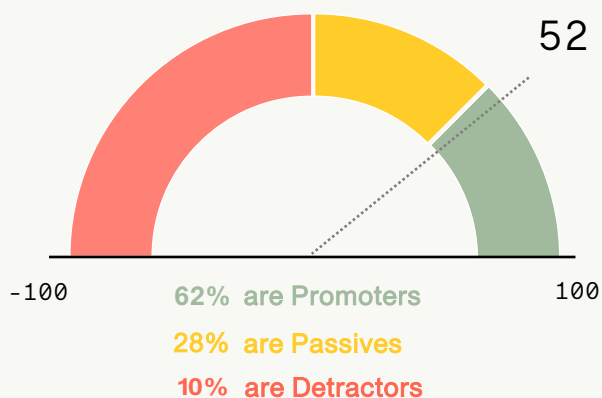


Farmer Satisfaction



Net Promoter Score®

Q: On a scale of 0-10, how likely are you to recommend Krishify to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 221)



Krishify has a Net Promoter Score (NPS) of 52 which is excellent.

The NPS is used world over to gauge customer loyalty. It is calculated as the percent of respondents rating 9 or 10 ('Promoters') minus the percent of respondents rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

What's driving farmer satisfaction?

What farmers like

Promoters love:

- 1. Accurate information**
(88% of Promoters / 53% of all respondents)
- 2. Real-time weather information**
(34% of Promoters / 20% of all respondents)
- 3. Place to buy and sell**
(18% of Promoters / 11% of all respondents)

"This is a really fantastic application about farming knowledge. We can get up to date and latest information about our crops here."

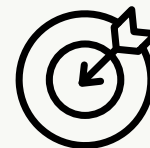
What farmers want more of

Detractors want to see:

- 1. More accurate information**
(41% of Detractors / 4% of all respondents)
- 2. More helpful suggestions**
(27% of Detractors / 3% of all respondents)
- 3. Better UX**
(5% of Detractors / 1% of all respondents)

"I have not used this application much because information is not clear. Also, I am not able to get any of the suggested fertilizers nearby."

Quality of Life Impact

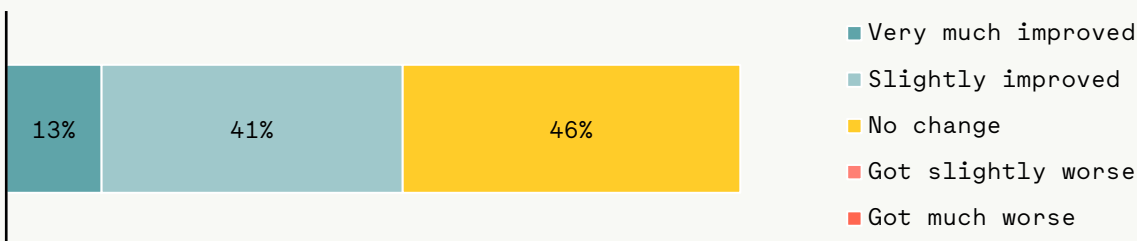


54% of farmers report improvements in their quality of life because of Krishify

To gauge depth of impact, farmers were asked to reflect on whether their quality of life has changed because of Krishify. In total, 54% said their life had improved, with 13% of all farmers reporting it had ‘very much improved’.

Perceived Change in Quality of Life

Q: Has your quality of life changed because of Krishify? Has it: (n = 219)



Top Outcomes Reported

61% Increased income
(33% of all respondents)

53% Improved farming knowledge
(28% of all respondents)

39% Able to afford household bills and expenses
(21% of all respondents)

Voices that Stood Out

Very much improved:

“Good information led to increased production of wheat and soybeans. Income from dairy has also increased. I used this money to buy a tractor.”

Slightly improved:

“Due to having all the information I have more interest in farming. This has resulted in me earning more money.”

No change:

“This year I farmed peas, but unfortunately I could not sell my peas as per usual, and Krishify just give me information - through that I could not earn much.”

Challenges and Motivation Drivers

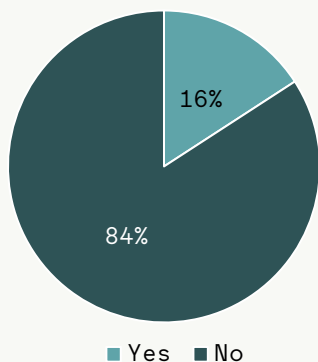


84% of farmers report experiencing 'no' challenges with Krishify.

To better understand farmers' experience, we asked them about any challenges they'd faced with Krishify. The low challenge rate is encouraging and a sign of a smooth user experience.

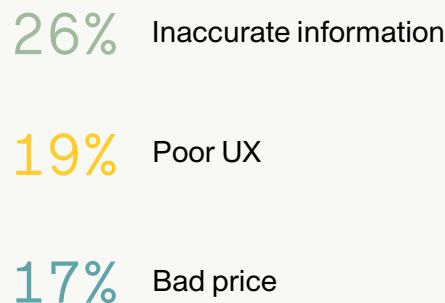
Challenge Rate

Q: Have you experienced any challenges with Krishify? (n = 221)



Top Challenges Reported

Q: Please explain the challenge(s) you have experienced*. (n = 35)

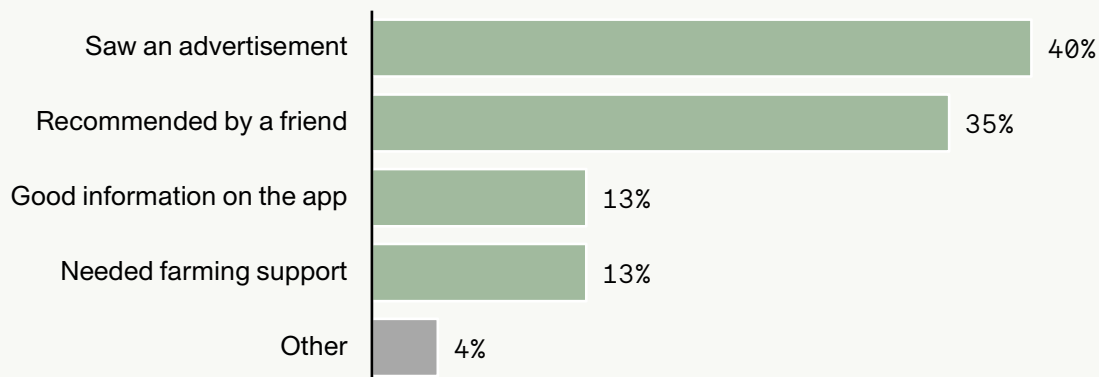


*Percentages of those experiencing challenges

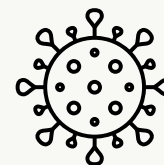
Advertisements and a friend's recommendation are the top drivers of motivation for farmers to use Krishify's product.

Top Motivation Drivers Reported

Q: What motivated you to use Krishify's product? (n=221)



COVID-19 Impact

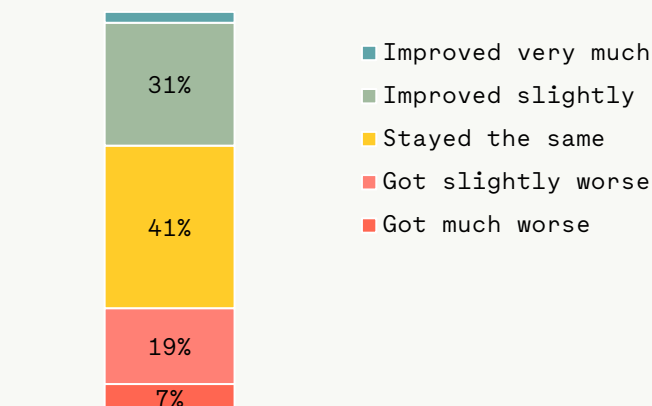


26% of farmers report worsened financial condition because of the COVID-19 pandemic and 71% used at least one coping mechanism.

To gauge impact of COVID-19 on your farmers, we asked them to reflect on whether their overall financial situation had changed in comparison to the time before the pandemic. 7% said their financial situation 'got much worse' and 71% used at least one financial coping mechanism.

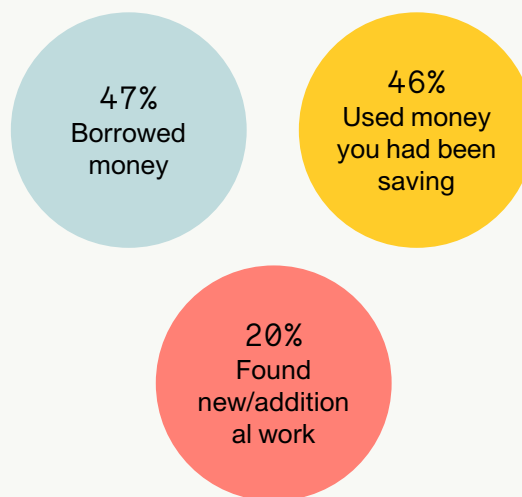
Changes in Financial Situation

Q: Overall, today, is the financial situation of your family better, worse, or the same compared to before the COVID-19 pandemic? Is it: (n = 221)



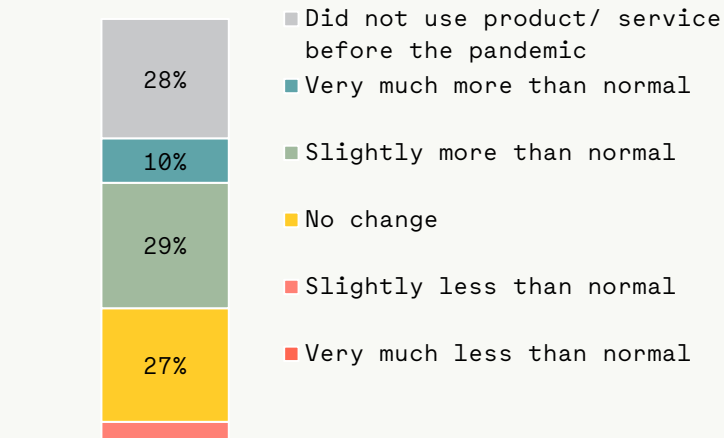
Top Coping Mechanisms

Q: As a way to cope with the COVID-19 situation, have you or anyone in your household had to do any of the following that you wouldn't normally have to do? Have you: (n = 221)



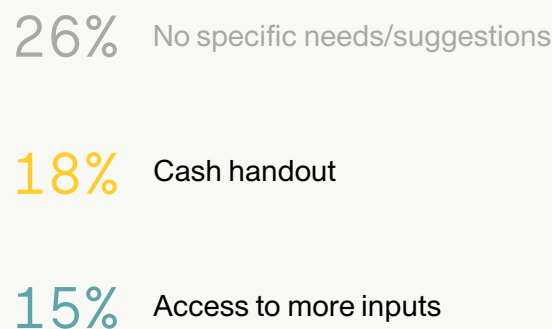
Product Usage

Q: Are you using your Krishify product as you normally did before the COVID-19 pandemic? Are you using it: (n = 221)



COVID-19: Top Needs

Q: Related to the pandemic, what is the one thing that could improve your life at this time? Something that you currently do not have / do not have enough of. Please explain. (n = 221)



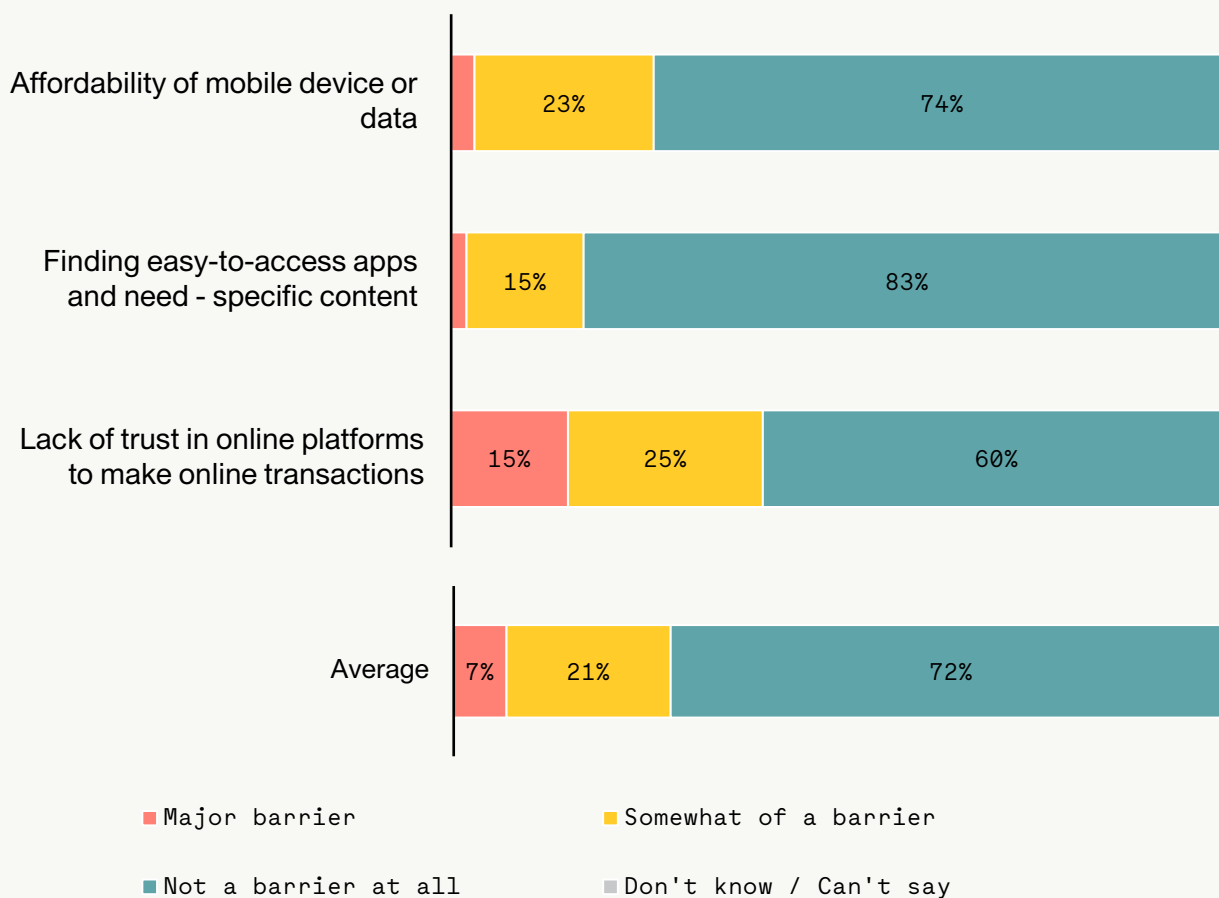
Digital Access and Safety



We asked four questions to understand the extent to which respondents are experiencing barriers to accessing the internet. Affordability, nature of content, trust in transactions and safety were the key areas we focused on. **46% of farmers report experiencing some barriers to accessing the internet.** Lack of trust in online platforms while making transactions was the biggest barrier.

Perceived Level of Barrier

Q: Are the following challenges a barrier for you? Do they stop you from accessing the internet or using apps more frequently. Please answer with 'Major barrier', 'Somewhat of a barrier' or 'Not a barrier at all'. (n = 221)





“My profit has increased because I am now using correct fertilizer on my crops as suggested by Krishify. I am also able to manage my child school fees and other household expenses.”

Comparison to 60dB India Benchmarks



About the 60dB Benchmarks

We have been collecting impact data since 2015 and have heard from 180,000+ beneficiaries across 60+ countries. By asking the same questions in the same way across multiple projects, we're able to develop benchmarks to help put your data into context.

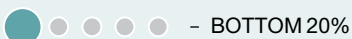
Impact Performance Benchmarks are the next leap forward for impact measurement. They provide an objective standard for comparable impact outcomes to understand and fuel performance.

Benchmarking is not just about hitting the average - the goal is to become a top performer. To make 'impact performance' as tangible as possible, we include the quintiles in which Krishify is ranked in the performance benchmark for each metric. As we collect more data, we will be able to provide more nuanced benchmarks to ensure we are comparing your performance to relevant peers.

Depth of Impact

54%

quality of life improved



Net Promoter Score®

52

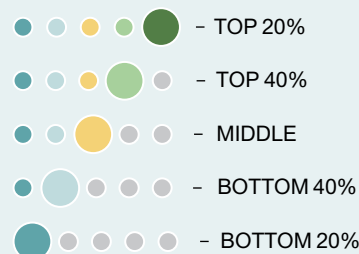
Net Promoter Score, on a -100 to 100 scale



60dB India Benchmark

The quintile assessment compares Krishify's performance with the 60dB India Benchmark comprised of 100+ companies, across multiple sectors including energy, agriculture, financial inclusion, education, technology and governance.

Performance vs. Benchmark



Wealth Quintile

46%

live in the bottom 60th of India's population



Challenges

84%

reported 'no' to experiencing challenges



*The Wealth Quintiles are our latest, most up to date approach to estimating farmers' wealth profile. As a result, this benchmark is comprised of 21 companies.

Appendix

Indicator Glossary



Explaining the link between 60dB indicators and social impact.

Quality of Life

How transformative or meaningful is your product to the general well-being of your farmers? This indicator looks at depth of impact and is measured by the % of farmers saying their quality of life has 'very much improved' or 'slightly improved' because of access to your product (other options: 'no change', 'got slightly worse', 'got much worse').

Net Promoter Score®

How satisfied are your farmers with your company, and how loyal are they to you? The Net Promoter Score is used world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured by asking farmers to rate their likelihood to recommend your company to a friend 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').

Challenges

What proportion of your farmers experience challenges with your company? This is a critical experience metric that helps you understand the extent to which your product is being delivered as expected and the extent to which your intended impact is being achieved. We also ask about the nature of challenges farmers experience. This is very valuable information to help you understand where you can focus your farmer experience efforts.

COVID-19 Impact

How has the COVID-19 pandemic impacted those you serve? By asking about the change in farmers' financial situation, the coping mechanisms they've used and what would make their life better at this time, we aim to understand the financial and non-financial impact of the pandemic on their lives. This information can help you better understand the changing profile of your farmers since the start of the pandemic.

Wealth Index

What proportion of farmers lie in the bottom three wealth quintiles of India's population? This indicator uses the Wealth Quintiles developed by Innovations for Poverty Action to identify the likelihood of your farmers living in a certain wealth quintile compared to the country's population. We use the index to determine the proportion of farmers that lie in the Bottom 20th, Bottom 40th, Bottom 60th, and Bottom 80th wealth quintiles in India. This gives you insight into the inclusivity of your business.

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Thank You For Working With Us!

Let's do it again sometime.

Who We Are

About 60 Decibels

[60 Decibels](#) is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 800+ researchers in 60+ countries and have worked with more than 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most. Learn more about our work through [this fun video!](#)

Get Involved

Stay in Touch

Please feel free to reach out if you have any questions or would like to have a conversation!

Pranav Sridhar

pranav@60decibels.com

Achyut Rokkam

achyut@60decibels.com

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