

March 2023

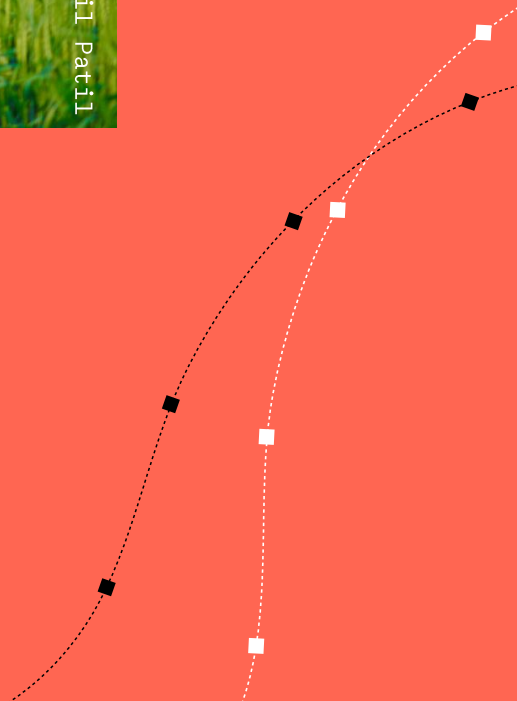
Krishify

Impact Performance Report



Credit: Nikhil Patil

60__decibels



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About This Report

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, and partners of their grantee organizations and investee companies. 60 Decibels conducted interviews with stakeholders of 23 ON India portfolio organizations to understand their profile, impact, and experience. This report summarizes the insights from interviews with farmers that Krishify serves.

The insights are based on phone interviews with 202 farmers. These interviews were conducted by 60 Decibels-trained researchers. We really enjoyed hearing from your farmers – they had a lot to say!

To contextualize your results, you can see how your performance compares to other companies in the 60dB India benchmark, in the [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

Methodology

In December 2022, 60 Decibels' trained researchers conducted 202 phone interviews with Krishify farmers.

Here is the breakdown of how we collected this data:

State(s)	Uttar Pradesh, Madhya Pradesh, and 6 others*
Language(s)	Hindi
Sampling	Random sample from a database of 806 contacts
Interviews Completed	202
Response Rate	60%
Confidence Level	90%
Margin of Error	6%

*Includes Rajasthan, Bihar, Haryana, Chhattisgarh, Uttarakhand, and Himachal Pradesh.

At a Glance



Impact

75%

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

2021: 54%

The top reported outcomes are:

- Improved farming knowledge
- Increased crop production
- Increased income

83%

Accessing platform like Krishify's for the first time

The high percentage of farmers who are accessing a platform like Krishify's for the first time suggests that Krishify is reaching an underserved farmer base.

55%

Live in the bottom 60th of India's population

2021: 46%

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

Experience

44

Net Promoter Score, on a -100 to 100 scale

2021: 52

The Net Promoter Score® — a common gauge of customer satisfaction and loyalty — of Krishify is very good. Promoters love the improved farming knowledge it provides, while Detractors complain about insufficient information.

65%

Cannot find a good alternative to Krishify

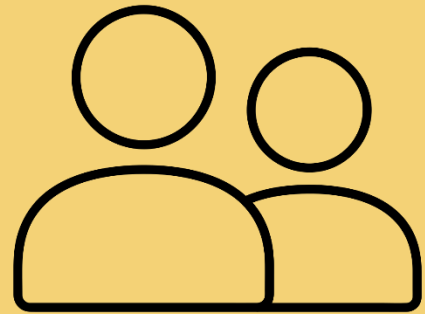
The low availability of good alternatives suggests that Krishify has a strong market position.

10%

Report challenges with Krishify

2021: 16%

Challenges can encourage negative word-of-mouth and detract from positive impact. The top challenges reported are insufficient information, bad UX, and high prices.

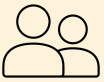


01: Profile

This section helps you understand your farmer base, and if you are reaching a previously underserved population.

The key indicators in this section are:

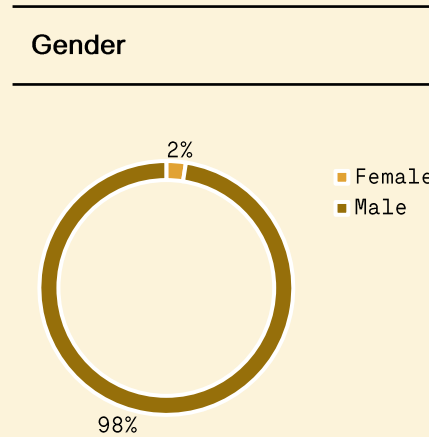
- **Wealth Distribution:** Are you reaching less well-off farmers?
- **First Access:** What proportion of your farmers are accessing a platform like your's for the first time?
- **Access to Alternatives:** Do your farmers have access to alternatives in the market?



Nearly all farmers we spoke to are male. Most reside in Uttar Pradesh, Madhya Pradesh, or Rajasthan.

Demographics

State	
Uttar Pradesh	29%
Madhya Pradesh	20%
Rajasthan	19%
Bihar	15%
Haryana	9%
Chhattisgarh	7%
Others*	1%

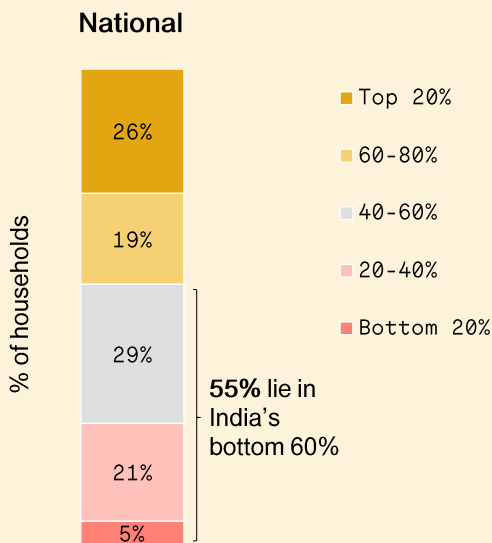


*Includes Uttarakhand and Himachal Pradesh.

Krishify is marginally underpenetrating the low-income segment (bottom 60th) at the national level.

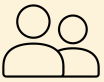
Wealth Distribution of Krishify's farmers vs. National Average

(n = 202)



Using the Wealth Index developed by Innovations for Poverty Action, we measured how the wealth profile of your farmers' households compares to the India national quintiles.

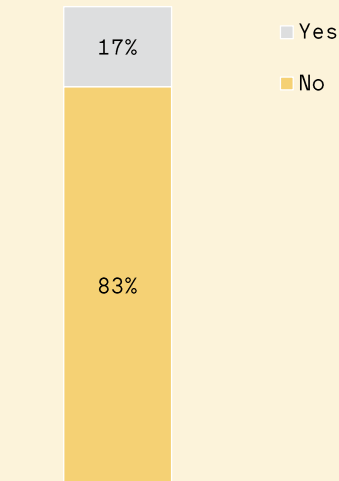
Note: We are unable to provide a representative state-level wealth distribution as no state has a sample size > 100. The national results are reflective of the 202 farmers across multiple states.



83% of farmers say they had no prior access to a platform like the one from Krishify.

First Access

Q: Before Krishify, did you have access to a platform like Krishify provides? (n = 202)



How many farmers have access to a platform like yours for the first time?

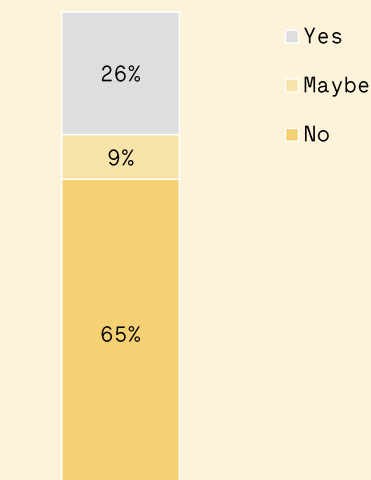
This indicator helps us understand the extent to which you are reaching an underserved farmer base.

This is measured by the % of farmers saying 'no' to whether they were able to access a platform like yours elsewhere, before availing it from you.

65% of farmers say that they cannot easily find a good alternative to Krishify.

Access to Alternatives

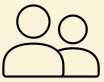
Q: Could you easily find a good alternative to Krishify? (n = 201)



How much choice do farmers feel they have when they make the decision to purchase, use, or connect to your platform?

This indicator looks at the awareness of and access to alternatives in the market, and helps understand how critical you are for providing this access.

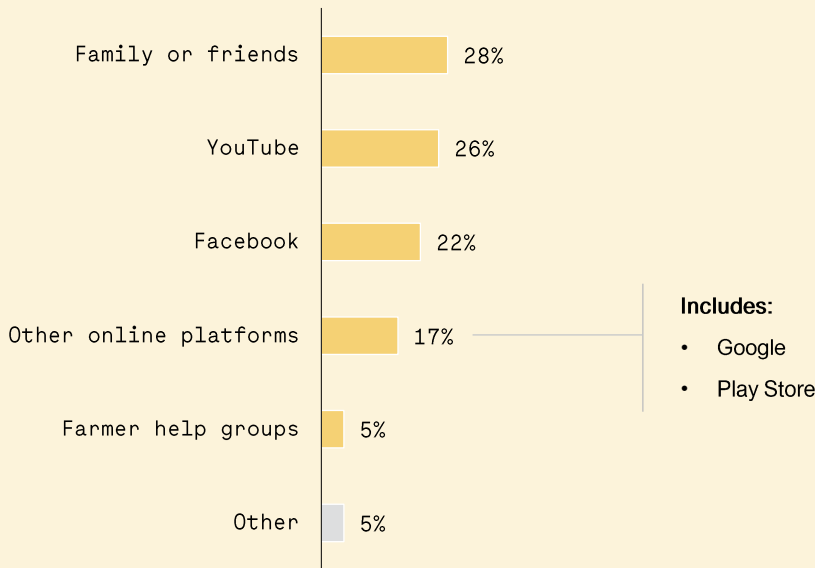
This is measured by the % of farmers saying they could not easily find an alternative to your company.



Farmers first hear about Krishify through their family or friends, and via social media platforms such as YouTube and Facebook.

Acquisition Drivers

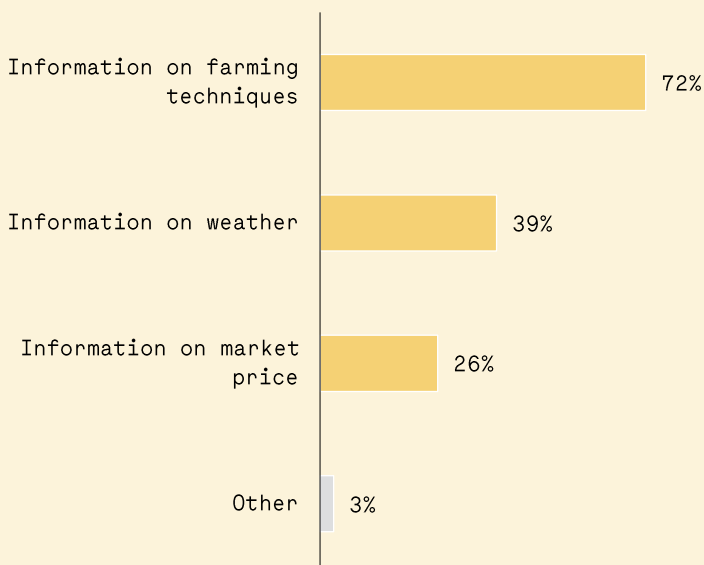
Q: How did you first hear about Krishify? (n = 202) Open-ended question, responses coded by 60dB.

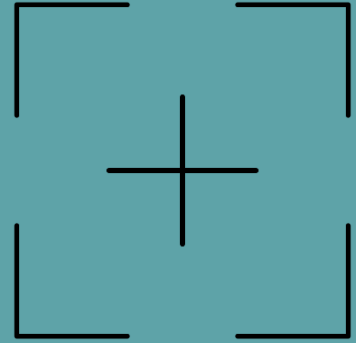


Farmers are primarily motivated to use Krishify because of the information it provides on farming techniques.

Farmer Motivation

Q: What motivated you to use Krishify? (n = 202) Open-ended question, responses coded by 60dB.





02:

Impact

We believe that the best way to understand the social impact you are having, is to simply ask farmers whether their quality of life has changed as a result of access to Krishify's platform, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are farmers experiencing, in their own words.

The key indicators in this section are:

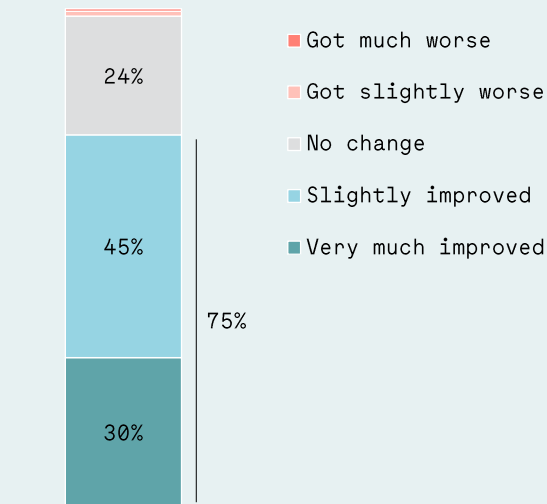
- **Quality of Life Change:** To what extent has the quality of life of your farmers changed as a result of your offering, and what are the outcomes driving this change?
- **Materiality of Outcomes:** How important are these outcomes to farmers' lives?



75% of farmers report that their quality of life has improved because of Krishify.

Quality of Life Change

Q: Has your quality of life changed because of Krishify? Has it:
(n = 201)



“

The good thing about Krishify is that I am increasing production and earning profit by planting the correct crops at the right time.

Top three self-reported outcomes for the 75% of farmers who say their quality of life has improved.

Farmers Whose Lives Have Improved

Q: How has it improved? (n = 150) Open-ended question, responses coded by 60dB.

52%

mention improved farming knowledge
(39% of all farmers)

42%

report increased crop production
(31% of all farmers)

33%

report increased income
(25% of all farmers)

“

Previously, I lacked knowledge but now because of the app, I get better information about what is working well. This time, I cultivated potatoes and benefited because of their higher prices.



Increased crop production appears to be the most material outcome for farmers who report improved quality of life.

Materiality of Improved Quality of Life Outcomes

Q: On a scale of 0 to 10, how important is this outcome to you or your family, where 0 is not at all important and 10 is very important? (n = 150). Open-ended question, coded by 60 Decibels.

Outcome	% of Respondents*	Average Materiality Score	Outcomes Ranked by Materiality
Increased crop production	35%	9.3	1
Improved farming knowledge	35%	8.6	5
Increased income	33%	8.9	2
Improved farming techniques	21%	8.9	2
Time savings	11%	8.9	2

Context:

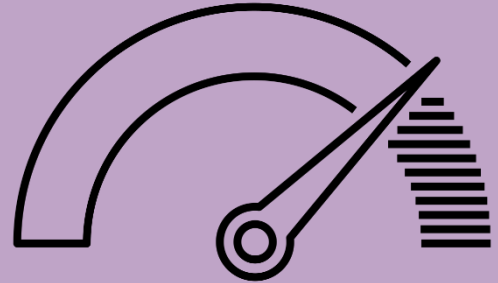
Farmers who explained the positive changes they were experiencing to their quality of life because of Krishify, were asked a follow-up question to understand the importance of that change.

Farmers were asked to rate, on a scale of 0 to 10, how important that change was to them, or in other words, to quantify the materiality of that outcome. In doing so, we are able to evaluate the depth of impact experienced by farmers.

Insight:

The range of materiality scores for outcomes experienced by farmers is between 8.6 and 9.3, indicating that these outcomes are important. With an average score of 9.3, **increased crop production** is the highest ranked outcome, indicating that its impact is important for the 35% who experience it.

*% of those who mention improved quality of life. Please note, the % reported for an outcome on this page may slightly vary from the previous page, since we limit this question to the first two reported outcomes only.



03:

Experience

If your farmers are unhappy, it's unlikely they will continue to choose your platform or recommend it to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of farmer satisfaction and loyalty. Additional insights on challenges experienced highlight farmer sentiment.

The key indicators in this section are:

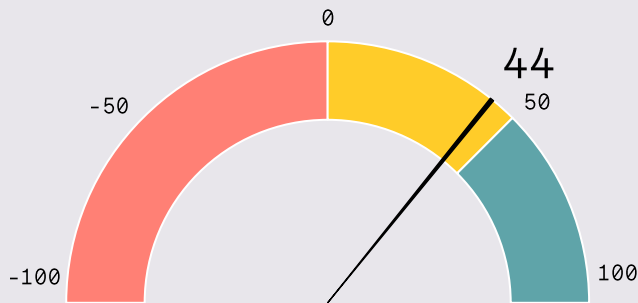
- **Net Promoter Score:** How likely are your farmers to recommend your company to a friend or family member?
- **% Experiencing Challenges:** What proportion of farmers experience challenges with your company?
- **Customer Effort Score:** How easy do your farmers find it to have their issues handled?



Krishify has a NPS of 44, which is very good. Keep up the great work!

Net Promoter Score® (NPS)

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 = 202)



The Net Promoter Score® (NPS) is a gauge of farmer satisfaction and loyalty. The NPS is the percent of farmers rating 9 or 10 ('Promoters') minus the percent of farmers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

9-10 likely to recommend 0-6 likely to recommend

Promoters value the improved farming knowledge. Detractors want to see more relevant information.

59%
are Promoters 😊

26%
are Passives 😐

15%
are Detractors ☹️

They love:

1. Improved farming knowledge (48% / 28% of all farmers)
2. Accurate information (26% / 15% of all farmers)
3. Information on prices (26% / 15% of all farmers)

They like:

1. Improved farming knowledge (59% / 15% of all farmers)
2. Real-time weather information (34% / 9% of all farmers)

But complain about:

1. Inaccurate information (17% / 5% of all farmers)

They want to see:

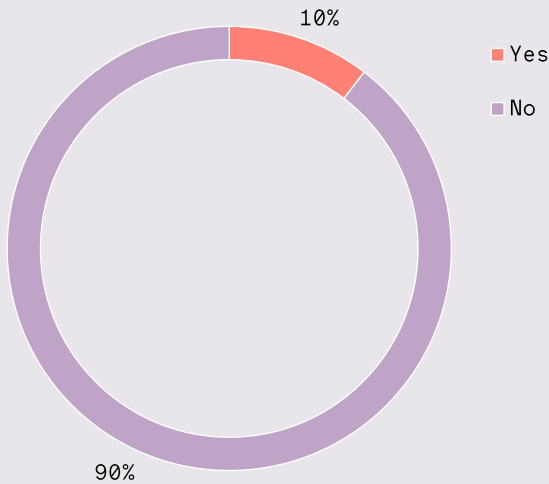
1. More relevant information (26% / 4% of all farmers)
2. Lower prices (19% / 3% of all farmers)
3. Accurate information (19% / 3% of all farmers)



1 in 10 farmers report facing a challenge with Krishify, suggesting a good farmer experience.

Proportion of Farmers Reporting Challenges

Q: Have you experienced any challenges with Krishify? (n = 202)



Most Common Challenges

Q: Please explain the challenge(s) you have experienced. (n = 21)
Open-ended question, responses coded by 60dB.

33%

talk about insufficient information
(4% of all farmers)

19%

mention bad UX
(2% of all farmers)

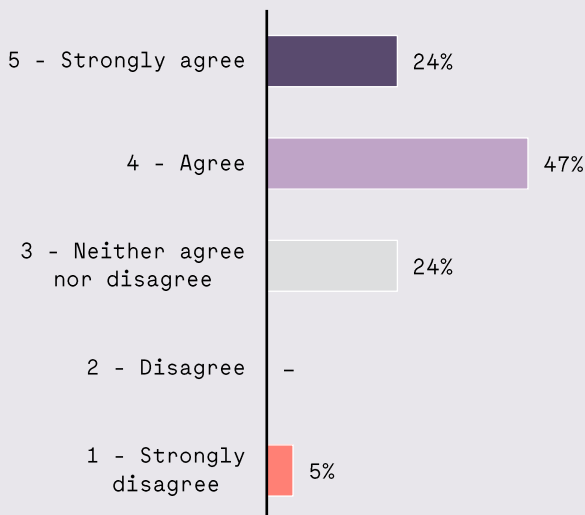
19%

highlight inflated prices
(2% of all farmers)

Among those who face challenges, only 5% indicate that getting an issue handled by Krishify is not easy, resulting in a CES of 3.9.

Customer Effort Score (CES)

Q: Do you agree/disagree with this statement? Overall, Krishify made it easy for me to handle my issue. (n = 21)



3.9

Customer Effort Score

Farmers who have experienced a challenge are asked about how easy it was to get an issue handled. This is the Customer Effort Score (CES) and it is the average rating of all farmers.

Krishify has a CES of 3.9 out of 5, which is good, and indicates that farmers are satisfied with the customer service Krishify offers.



Appendix

Performance Snapshot

We have been collecting impact data since 2015 and have heard from 280,000+ beneficiaries across 70 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.

The performance column shows how you compare to the 60 Decibels Benchmarks in India.

Benchmark Overview

India geographical focus	132 companies included	42,000+ voices listened to
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Performance vs 60dB Benchmarks

- ○ ○ ○ Bottom 20%
- ○ ○ ○ Bottom 40%
- ● ○ ○ Middle
- ● ● ○ Top 40%
- ● ● ● Top 20%



Who are you reaching?

Benchmark Performance

% living in the bottom 60th of India's wealth distribution*	55%	● ● ● ●
% accessing platform like yours for the first time	83%	● ● ● ●
% could not easily find a good alternative	65%	● ● ● ○



What impact are you having?

% seeing improved quality of life	75%	● ● ● ○
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How satisfied are your farmers?

Net Promoter Score	44	● ● ● ○
% experiencing challenges	10%	● ● ● ●

*The Wealth Quintiles are our latest, most up-to-date approach to estimating respondents' wealth profile. As a result, this benchmark is comprised of 57 companies.

Indicator Glossary

First Access	How many farmers have access to a platform like yours for the first time? This indicator helps us understand the extent to which you are reaching an underserved farmer base. This is measured by the % of farmers saying 'no' to whether they were able to access a platform like yours elsewhere, before availing it from you.
Access to Alternatives	How much choice do farmers feel they have when they make the decision to purchase, use, or connect to your platform? This indicator looks at the awareness of and access to alternatives in the market, and helps understand how critical you are for providing this access. This is measured by the % of farmers saying they could not easily find an alternative to your company.
Quality of Life	How transformative or meaningful is your platform to the general well-being of your farmers? This indicator looks at the depth of impact and is measured by the % of farmers saying their quality of life has 'very much improved' or 'slightly improved' because of your company. (Other options: 'no change', 'got slightly worse', 'got much worse').
Net Promoter Score®	How satisfied are your farmers with you and your platform, 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 your farmers to rate their likelihood to recommend you 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').
Wealth Index	What proportion of your farmers lie in the bottom three wealth quintiles of India's population? This indicator uses the Wealth Quintiles developed by the 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/work.
Challenges	What proportion of your farmers experience challenges with Krishify? This is a critical experience metric that helps you understand the extent to which your platform is being delivered as expected and the extent to which your intended impact is being achieved. We also ask about the nature of challenges that your farmers experience and how easy or difficult they were to get handled by Krishify. This is very valuable information to help you understand where you can focus your farmer experience efforts.



“

With the help of Krishify, we can buy good quality seeds and agricultural equipment at a lower price than the market price by sitting at home.

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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 1,000+ researchers in 97+ countries, and have worked with more than 800 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.

Get Involved

Stay in Touch

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

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