

Cropin®



Image credit - TATA CINI

## Lakhpati Kisan: Smart Villages

COLLECTIVES FOR INTEGRATED LIVELIHOOD INITIATIVES (CINI)

Transforming Tribal Households By Empowering Women-led FPOs





## The Project

Collectives for Integrated Livelihood Initiatives (CInI) is an associate organization of Tata Trusts. CInI's mission is to transform the quality of life of rural-tribal communities in Central India belt which is home to 70% of India's tribal population.

**CInI's flagship initiative 'Mission 2020: Lakhpati Kisan' focuses on enhancing rural-tribal livelihoods in Gujarat, Maharashtra, Odisha, and Jharkhand. Through a community-led, integrated approach the 'Lakhpati Kisan' addresses the demands and aspirations of rural-tribal households with the goal of taking them irreversibly out of poverty.**

CInI initiated its focused **"Lakhpati Kisan: Smart Villages"** programme in 2015, with the aim of making 101,000 tribal households 'lakhpatis' in an irreversible and sustainable manner through a high-impact programme for triggering large-scale development and positive transformation of the region. Each of the 101,000 households is envisaged to earn INR 120,000 per annum or more, compared with the baseline average yearly earnings of INR 40,000. Currently, the programme reaches more than 70,000 households, bringing them into the ambit of institutional structures for driving change.



## Challenges

The focus of the project is on leveraging the best-advance technologies in the field of agriculture to address the specific constraints faced by the tribal population in the Jharkhand region. Besides the cultivation of crops, CINI wanted to instate other sources of livelihood like

the production of Lac and Tussar. They also believe in the merits of livestock development, especially small ruminants like goats and pigs. They were thus looking to instate better animal husbandry practices through technology.

### Key challenges faced:

- Cumbersome data collection on paper forms
- No digital record of farmers, their produce, and incomes
- Lack of visibility on the activities of the field staff
- Lack of centralised system for sending advisories to farmers on weather and PoPs (package of practices)
- Difficulty in monitoring the quantity of agrochemicals used by farmers



# Objectives

Owing to their unique requirements for this project in Jharkhand TATA CInI trusted CropIn to leverage **SmartFarm®** and AcreSquare. The project is inclined more towards capacity building

of the farmers and improving their livelihoods and **SmartFarm®** is used primarily as a tool to achieve the same.

The Key project objectives are:



**Digitising the data capture process of the field staff**



**Accurate means to geo-map plots**



**Need for a centralized system for sending advisories to farmers on PoPs (package of practices)**



**Monitoring the quantity of agrochemicals used by farmers**



**Efficient input sourcing and risk management**



**Visibility on the activities of the field staff**



**Transparency of operations**



**Harvest yield insights**

# CropIn's Approach

## Farm Digitization & Production Management

- Comprehensive Digital Platform for Farmers
- Training & Capacity Building
- Comprehensive advisory services

## Post-Harvest Management & Market Linkages

- Seamless collaboration between farmers & buyers
- Market-Driven Farming Practices (Traceability)
- Higher price realization for farmers

## Monitoring & Real-Time Decision Making with Data Insights

- Data-driven farm management
- Effective Execution of Strategy
- Real-time access of Farm Data

# Project Impact



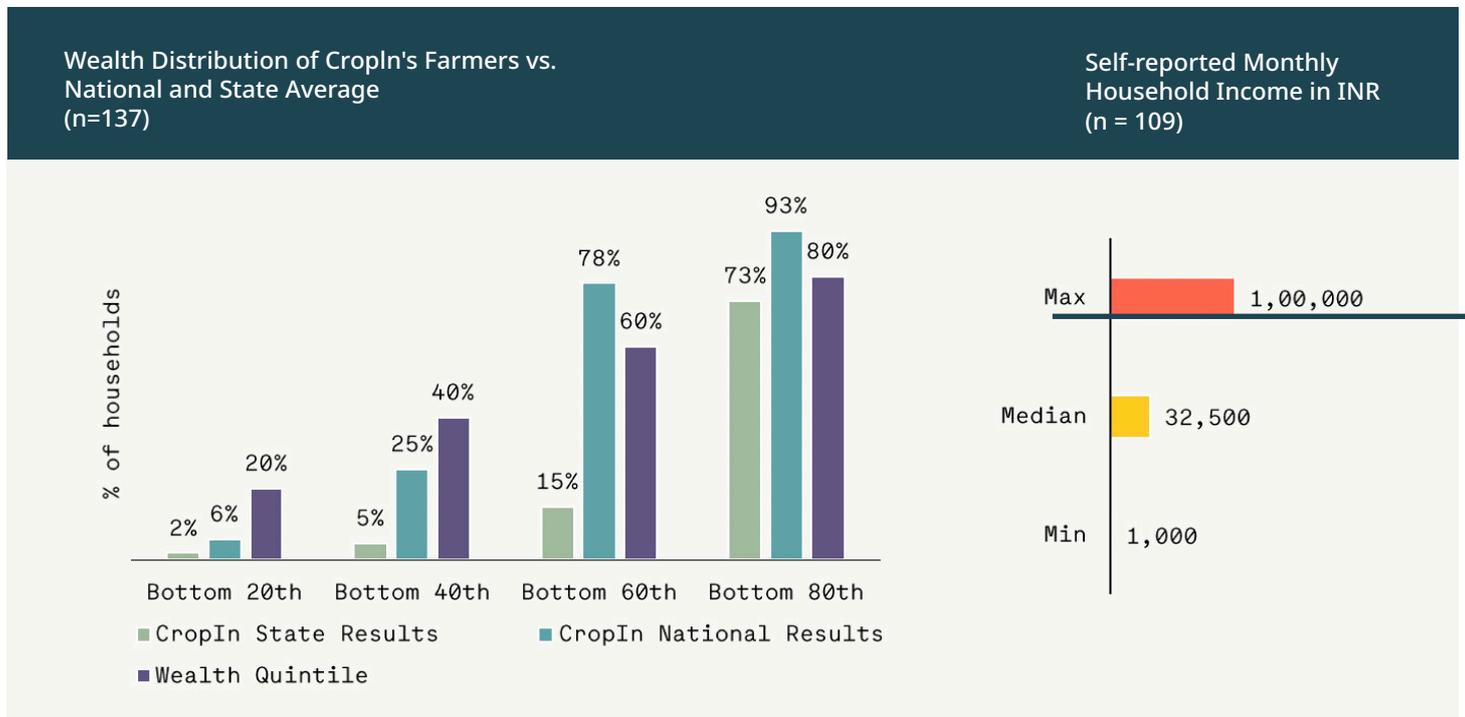
# Impact Performance

In April 2021, 60 Decibels, an independent tech-enabled impact measurement company, whos trained research assistants conducted 150 phone interviews with farmers to understand the impact of technology adoption in the area.

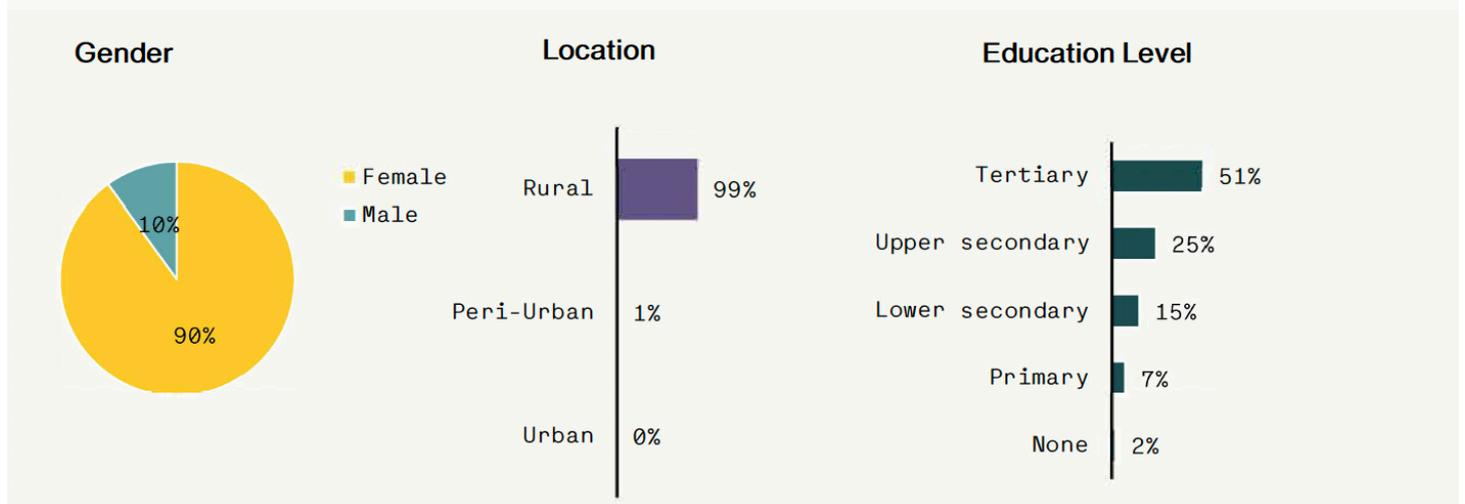
The key findings and impact is described below:

## CropIn's Outreach

Using the Wealth Index developed by Innovations for Poverty Action, they measured how the wealth profile of these farmers' households compares to other Indian states and national quintiles. As per the impact study, CropIn is underpenetrating the low-income segment (bottom 60th) at the state-level in Jharkhand by 45% and over-penetrating the national-level by 28%.



CropIn appears to be serving a relatively homogenous customer base. There was a narrow degree of variability in demographics. This suggests that CropIn's value proposition is appealing to a narrow demographic. The average age for respondents was 32.



# Impact Performance

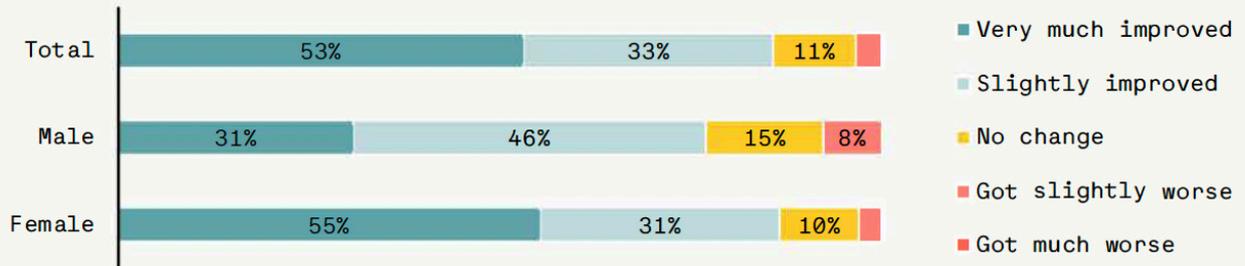
## CropIn Impact

84% of customers reported improvements in their quality of life because of CropIn.

To gauge the depth of impact, farmers were asked to reflect on whether their quality of life has changed because of CropIn's service. In total, 86% said their quality of life had improved, with 53% of all farmers reporting it had 'very much improved'. Female farmers were more likely to report improvements in their quality of life.

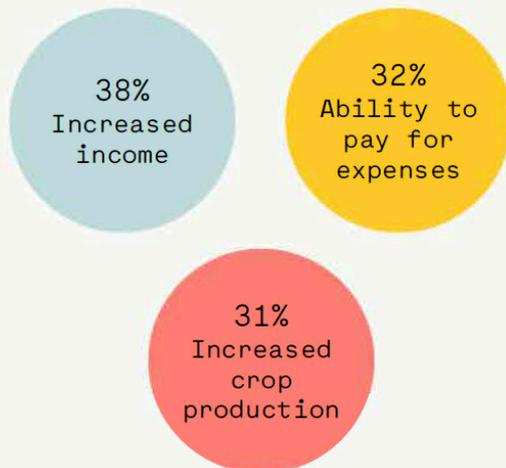
### Perceived change in quality of life

Q: Has your quality of life changed because of CropIn? (n=150)



### Top Outcomes Reported

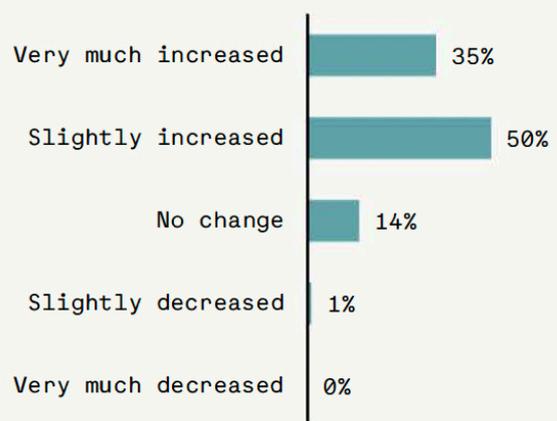
Q: How has your Quality of Life improved because of Tata Cini/CropIn? (n=126)



Note: % are of customers experiencing improvements, not total customers

### Impact on Household

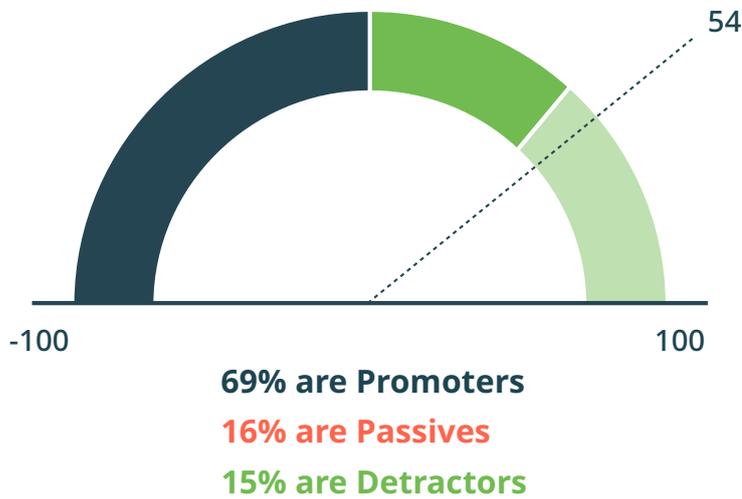
Q: Has the money you earn (your income) changed because of Tata Cini/CropIn? (n=140)



# Impact Performance

## Farmer Satisfaction

Cropln's Net Promoter Score <sup>®</sup> of 54 is excellent.



The NPS is used the world over to gauge customer loyalty. NPS is measured by asking customers to rate their likelihood to recommend a product or service to friends or family on a scale of 0 to 10.

The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers 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. Access to relevant information (63% of Promoters/ 43% of all respondents)
2. Improved knowledge of farming (58% of Promoters /40% of all respondents)
3. Improved farming outcomes (18% of Promoters/ 13% of all respondents)

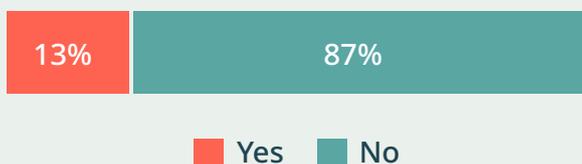
### What farmers want more of

#### Detractors would like to see:

1. Improved availability of information (45% of Detractors/ 7% of all respondents)
2. Fewer instances of irrelevant information sent (32% of Detractors/ 5% of all respondents)
3. Improved frequency of updates (14% of Detractors/ 2% of all respondents)

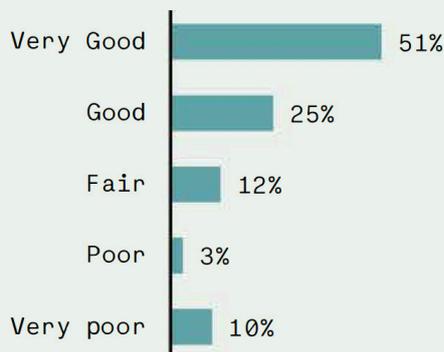
## Challenges

Q: Did you experience a challenge with Cropln?



## Quality

How would you rate the quality of Cropln's SMS service? (n=150)





FARM  
MANAGEMENT  
SOLUTION



AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



PACKHOUSE  
SOLUTION &  
TRACEABILITY



THE SEED-TO-SHELF  
TRACEABILITY  
SOLUTION TO  
PRESERVE GLOBAL  
FOOD INTEGRITY



A B2B FARMER  
ENGAGEMENT  
APPLICATION