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2017

## **Awaaz.De Social Impact Case Study: Pad**

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# Empowering Rural Farmers in India

## USE CASE

Personalised farming information to last-mile communities.



## PARTNER



Gujarat, India

## BACKGROUND

As a non-profit organization, Precision Agriculture for Development (PAD) supports smallholder farmers by providing customised agriculture extension advisory services to increase productivity, profitability, and environmental sustainability through a mobile service called 'Krishi Tarang.'

Backed by a Harvard Business School randomised control trial, PAD helps farmers increase yields, lower costs, and implement new agricultural information. Additionally, PAD provides in-person, group, and mobile trainings so that smallholder farmers can learn how to use Krishi Tarang.

Currently, PAD operates in India, Kenya, Ethiopia, Rwanda, and Ethiopia.

As they continue to scale their operations, PAD aspires to improve the lives of 100 million smallholder farmers in India and Kenya.



## THE CHALLENGES

Despite producing the second highest amount of cotton in the world, India ranks 72nd in productivity. Many smallholder farmers in rural India experience low agricultural productivity due to outdated agricultural practices, lack of access to relevant information, and changes in the climate. In order to provide livelihood for their families, farmers need to overcome the obstacles of high costs, ineffective products, and a lack of personalized information.

## AWAAZ.DE'S SOLUTIONS

PAD uses Awaaz.De's Forums platform to provide customised agricultural information to smallholder farmers through their mobile phones, even feature phones with no internet access.

At zero cost, smallholder farmers listen to timely, targeted voice-based messages once a week that share personalised agricultural advice. PAD's mobile enrolment program categorises smallholder farmers by crop and location to better target the voice messages.

These messages provide timelines for sowing crops, recommended fertilizers and pesticides, soil testing results, and explanations on how to deal with crop disease. In addition, the platform enables two-way communication, so farmers can ask questions and provide suggestions to scientists and staff at PAD.

## OUR IMPACT



**50,000+**  
no. of users



**81%**  
avg. pickup rate



**1,175,781**  
no. of push calls sent



**45%**  
avg. listening rate



## VOICES FROM THE LAST MILE



**Chetan Bhai**

Farmer

*“The voice messages suggested a method that I used to successfully get rid of the pest. My crops and profits have grown by 15% since I began implementing the messages.”*



**Imran Bhai**

Farmer

*“I used information about which and how much pesticides to spray for cotton and it has helped me. I now grow more and have increased profits. I grew from 10 acres of land to 15 acres of land.”*



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*Research, writing and photos provided by Maya Tromburg and Nithya Vemireddy, of Miller Center for Social Entrepreneurship.  
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