



Increased yields up to 50%
and optimised input cost by 10%

How Eco Agripreneurs Scaled Their Businesses:
Managing Farmers' Communities, Sourcing Inputs, and
Delivering Crop Advisory at Scale





We aim to deliver exceptional services to our farmer community and enhance their overall profitability. We specialize in working with vegetable and horticulture farmers to achieve these goals

Objectives

Digitize our farmer community to deliver timely crop advisories, implement best practices, and source the right inputs at the right time, thereby enhancing overall productivity.

Solution

We implemented Krisiyukta's farmer platform, which includes crop advisory, community management, and innovation modules. This solution seamlessly unified all our farmers onto a single platform, allowing us to provide timely advisories, streamline input sourcing, and manage farmer engagement with ease. As a result, our efforts have been reduced by 70%, enabling us to shift from attending to 10 farmers a day to engaging with 40 to 50 farmers daily without the need for frequent site visits



Megeri

Director & Co-founder

"Providing the best services to our farmers is our aim and now Krisiyukta has joined hands. We are happy working with Ky"

At a Glance

Challenges

Our farmers were dissatisfied because their phone calls and WhatsApp messages went unanswered due to a shortage of skilled staff, which led to a loss of business

- 10k farmers
- 100+ villages
- 40+ Crops

Benefits

1. Better quality services & a lot more advisories

With the farmer platform, we can now view advisory requests in real-time and provide the right inputs at the right time, leading to increased yields (**1500+ Advisories**)

2. 100% farmer retention and Sales up 50%

We can now review farmer history and current data, offering tailored advice based on soil type, previous yields, and other factors. This approach helps us retain existing farmers and naturally spread word-of-mouth recommendations

3. Reduced operational cost and travel

Our business performance has improved significantly. The input division now focuses on sourcing and providing the right inputs without sales pressure, while our farmer engagement and advisory team has all the necessary information readily available to plan their weeks and months effectively