

Case Study: SERP Engagement



KHETHINEXT is an Integrated platform to enable digital agriculture transformation. It has partnered with more than 100 FPO's in supporting more than 2 Lakh farmers in the states of Andhra Pradesh, Telangana and Haryana. KHETHINEXT services include helping farmers to Reduce Cultivation Cost, Improve Crop Yield and Increase Margins.

KHETHINEXT has started its engagement with FPOs supported by Society for Elimination of Rural Poverty (SERP) in Andhra Pradesh from June 2018 in providing its services to over 2.7 Lakhs farmers registered across 162 FPOs.

KHETHINEXT has visited multiple FPOs and conducted farmer awareness sessions to explain the it services and benefits to farmers. During these awareness sessions, KHETHINEXT has educated farmers to adopt more of preventive agriculture practices that reduces cost of inputs and improve yield. KHETHINEXT also engaged with SERP FPOs to market farmer produce.

Engagement Highlights

1. Facilitate distribution of Genuine Seeds and Inputs at lower prices than market.
2. Facilitate distribution of Organic and Bio Products like Neem Cake, Growth Promoters and other Bio Products
3. Timely supply of Inputs delivered to FPOs
4. Engaging with farmers to provide awareness on organic and bio products through demonstrations
5. Engaged with SERP farmers though WhatAPPS and SMS by sending best crop practices videos.
6. Provided Missed Call facility for farmers to interact with our experts
7. Engaging with SERP FPOs for produce marketing.

Benefits

1. Sourcing of high demand seeds at low cost with guaranteed germination. (with 5% to 20% lower prices than market)
2. Farmers are now having access to high quality Organic and Bio products at lower prices with over 100 Tones of Neem Cake supplied
3. Farmers are experiencing free demonstration of organic and bio products to understand result of impact before procurement
4. Farmers are having near real-time access to expert advisory services has resulted into taking right decision in time

Impact

Supported over 5,000 SERP Farmers through 15 FPOs in Chittoor, Krishna, Guntur, Prakasam, Kurnool District of Andhra Pradesh

