

# Bayer Crop Science: Better Life Farming Follow-Up Study

India



# Welcome To Your 60dB Results

We enjoyed hearing from 276 Better Life Farming (BLF) farmers in India – they had a lot to say!

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# Research Design

Bayer Crop Science aims to learn about the impact that Better Life Farming (BLF) is having on beneficiary farmers in India and how their experiences change over time.

60 Decibels set out to learn more about this through two Lean Data studies: a baseline study conducted in 2022 and a follow-up study conducted a year later. This report has the results, analysis, and insights from the follow-up study conducted with 276 farmers in November 2023.

Listening to farmers' voices during the follow-up study provided key insights into their journey with Better Life Farming over the last 12 months.

Lean Data Study	Baseline	Follow-Up
<b>Sample Size</b>	684 farmers	276 farmers (subset of respondents from baseline)
<b>Farmer Profile</b> Demographics + Income Profile	✓	
<b>Impact Performance</b> Quality of Life + Outcomes	✓	✓
<b>Farmer Satisfaction</b> Challenges + Value for Money	✓	✓
<b>Farmer Acquisition</b> First Access + Experience pre-BLF	✓	
<b>Training Profile</b> Type + Mode		✓
<b>Training Experience</b> Usefulness + Application	✓	✓
<b>Long-term Impact</b> Household Impact + Investing	✓	✓

# Performance Snapshot

At the follow-up, farmers report deeper impact and higher satisfaction with BLF compared to the baseline.

## Gender

# 1%

female farmers served  
(vs. 5% at baseline)

## Net Promoter Score®

# 61

on a -100 to 100 scale  
(vs. 27 at baseline)



## Impact

# 34%

quality of life  
'very much improved'  
(vs. 21% at baseline)



## Self-Reported Outcomes

- 56% talk about improved farming outcomes or higher yields
- 36% say they are able to afford education

## Way of Farming

# 39%

'very much improved'  
(vs. 24% at baseline)



## Farmer Voice

"Bayer is the number one company which is trusted by all of us. We have a lot of confidence in it and all the pesticides we get work well on our crops. That is why it is the first choice for us farmers." - Male

### Data Summary

Better Life Farming Performance: 276 farmer phone interviews in October-November 2023 in India.

Quintile Assessment compares Project Performance with 60dB Farmer as Customer Benchmark comprised of 32 companies, 11 countries, and 7,700+ farmers. Full details can be found in [Appendix](#).

## Challenges

# 17%

report challenges  
(vs. 20% at baseline)



## Money Earned

# 33%

'very much increased'  
(vs. 16% at baseline)



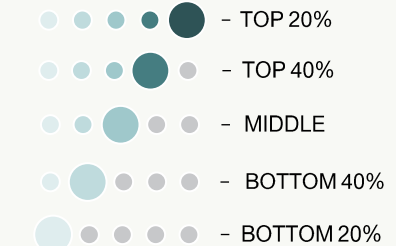
## Production

# 37%

'very much increased'  
(vs. 25% at baseline)



## Performance vs. 60dB Benchmark



# Top Insights

## 1 Compared to the baseline, farmers at the follow-up report deeper household impact.

88% of farmers at the follow-up report improvements in their confidence to invest in agriculture and 79% talk about decreased stress; both of which are a significant increase from the baseline. These are attributed to higher yields and impact is felt at the household level, with more money being spent on education, food, healthcare and home improvements as compared to the baseline. As a result, nearly 9 in 10 say that their quality of life has also increased.

See pages [15](#) to [21](#).

## 4 Farmer satisfaction has increased significantly since the baseline.

BLF has a Net Promoter Score (NPS) of 61 at the follow-up, which is excellent and higher than the baseline (NPS of 27). This is primarily driven by a much higher proportion of Promoters at the follow-up, with 46% of farmers giving BLF a higher rating than what they shared at baseline. The top value drivers are good quality inputs and improved crop production, which are similar to the baseline. Farmers in Jharkhand report higher satisfaction with BLF, compared to their peers in Uttar Pradesh (NPS of 69 vs. 52). See pages [29](#) and [30](#).

## 2 BLF's trainings have high potential to drive greater impact for farmers over time.

Farmers who received training in the last 12 months are more likely to say that their way of farming practices have 'very much improved', compared to those who did not (47% vs. 8%). This translates into trained farmers reporting higher production and earnings from their farm. Trainings are one of BLF's key value propositions, with trained farmers being more likely to say that BLF's value is good, in contrast to their peers who did not receive trainings. Consider expanding training reach to deepen farmer impact.

See pages [11](#) to [14](#) and [33](#).

## 5 There is room to work on challenge resolution based on farmer feedback.

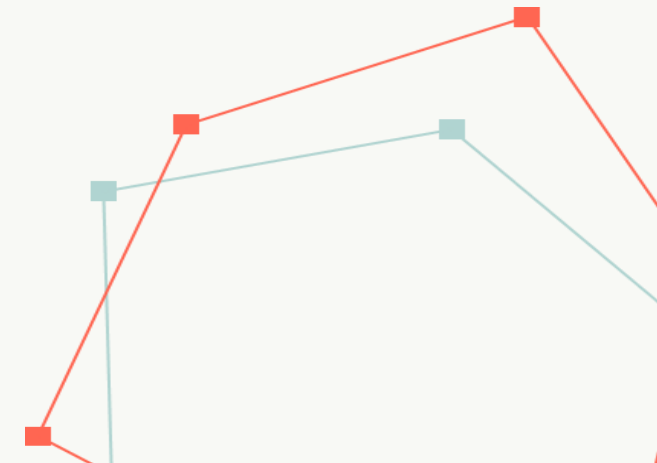
The challenge rate has remained consistent over time (20% vs. 17%) and the top issue is ineffective pesticides. However, 80% of farmers say that their challenge has not been resolved. A greater proportion of farmers with resolved challenges 'strongly agree' that BLF puts their interests first even compared to those who do not face any challenge. Suggestions for improvement include lower input prices, more consistent communication from BLF, and greater market access.

See pages [31](#) to [35](#).

## 3 Model farm and product stewardship are the most common trainings reported.

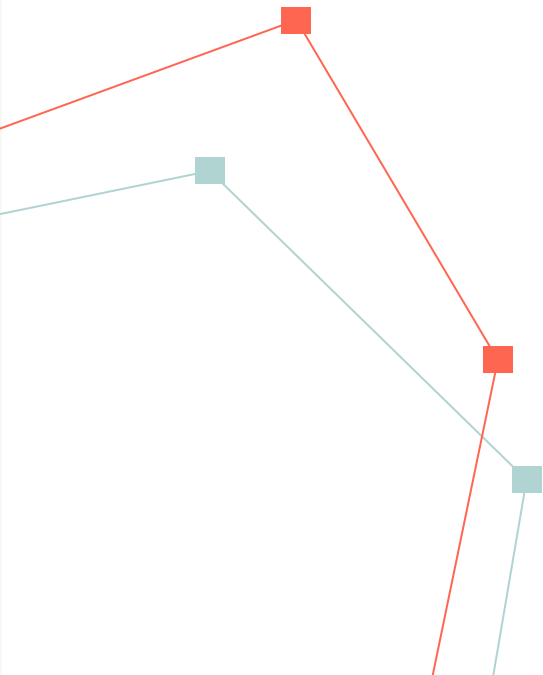
Farmers received model farm trainings through formal modes, whereas crop input and product stewardship trainings (ancillary trainings) were largely informal in its delivery. The majority of farmers were able to understand all of the model farm training as well as apply the learnings to their work. As for the ancillary trainings, more than 8 in 10 farmers found them to be useful to their work, resulting in improved fertilizer application methods.

See pages [24](#) to [27](#).



# Farmers' Voices

We love hearing farmers' voices.  
Here are some that stood out.



## Impact Stories

87% shared how Better Life Farming has improved their quality of life

“Because of [BLF], my farm production has increased. Since I have started using Bayer's products on my farm, my life has changed a lot. I built a house, and my kids are going to school. Now, everything is going well.” - Male

“The paddy cultivation was good, and I am able to get a decent income from it. This has allowed us to sufficiently cover our expenses, do more farming, and secure our children's future so that they don't face any financial difficulties down the road.” - Female

## Changes in Farming

77% of report that their way of farming has improved because of Better Life Farming

“I got information from BLF that we should plant tomato seeds at a distance of 1.5 feet. I am also spraying pesticides every 5 to 10 days. My crop production and the quality of the produce has also increased.” - Male

“Since I have started farming according to [BLF]'s instructions, my crop production has increased. I am planting tomato in lines. Only after that am I applying fertilizer. Due to this, my crop production has improved.” - Female

## Opinions on Value Proposition

64% were Promoters and highly likely to recommend

“BLF is doing a good job for us. The training and the advanced technology they share with us are quite helpful in enabling us to grow as farmers.” - Male

“I joined BLF after 3 years of farming. I am using all of BLF's products such as fertilizers, seeds, pesticides, calcium and dye. They have good quality products.” - Female

## Opportunities for Improvement

17% faced challenges with Better Life Farming

“There was a lot of grass in the crop, so I bought a weedicide from BLF and applied it, but it had no effect. The shopkeeper sold us a fake product. When I went back to complain, he didn't say anything.” - Male

“BLF should reduce price of pesticides. They should also help finance equipment like tractors, threshers and cultivators because us farmers are facing difficulties in procuring these.” - Male

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“I am using Bayer’s products because they are really effective. When I spray their pesticides, it’s more effective than any other company and the produce is much better.”

- Male

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# Demographics

The follow-up study sample consists of ~40% of the farmers we spoke to at the baseline. Data related to farmer age, tenure, household size and region have been sourced from the baseline study.

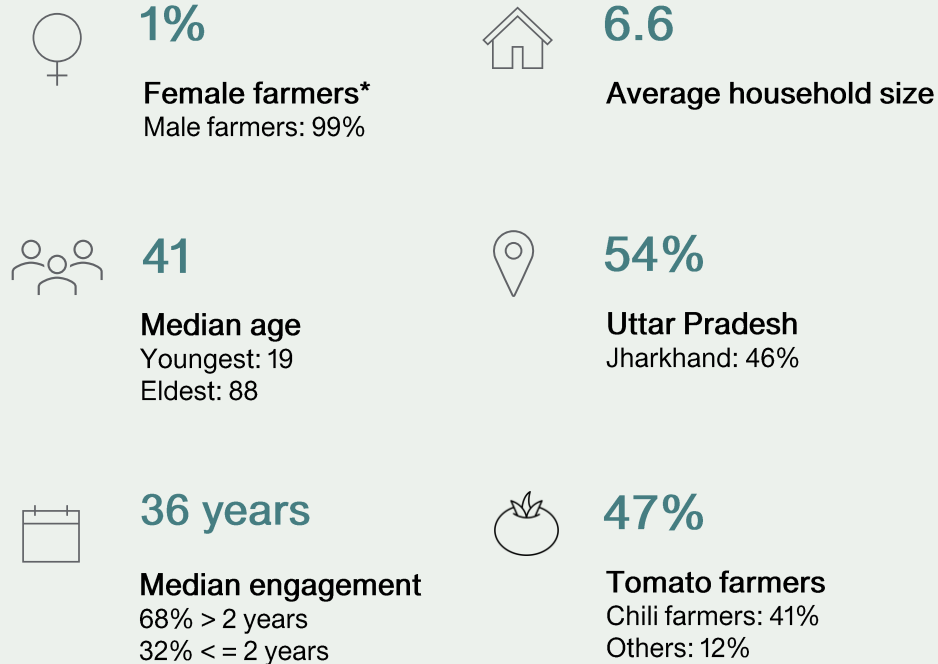
Overall, the demographic breakdown of the follow-up sample resembles that of the baseline. However, the proportion of female farmers has slightly reduced compared to the baseline (1% vs. 5%).

**Note:** Results in this report have been segmented by baseline and follow-up. Statistically significant differences have been reported. The N value signifying sample size may vary based on the survey logic and the number of farmers who chose to skip a question or were unable to answer it.

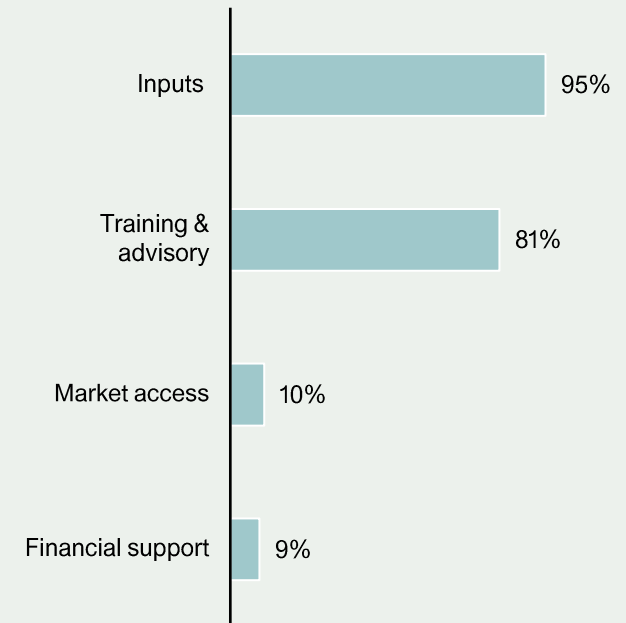
Nearly all the farmers we spoke to at the follow-up are male. The majority either grow tomatoes or chili and access inputs and trainings from BLF.

## About the BLF Farmers We Spoke With

Data relating to farmer characteristics (n = 276)



## Services Accessed



\*At the follow-up, our sample frame consisted of 684 farmers interviewed at the baseline, of which 5% were female.



# Income Profile

The income profile of farmers at the follow-up closely resembles that of the baseline.

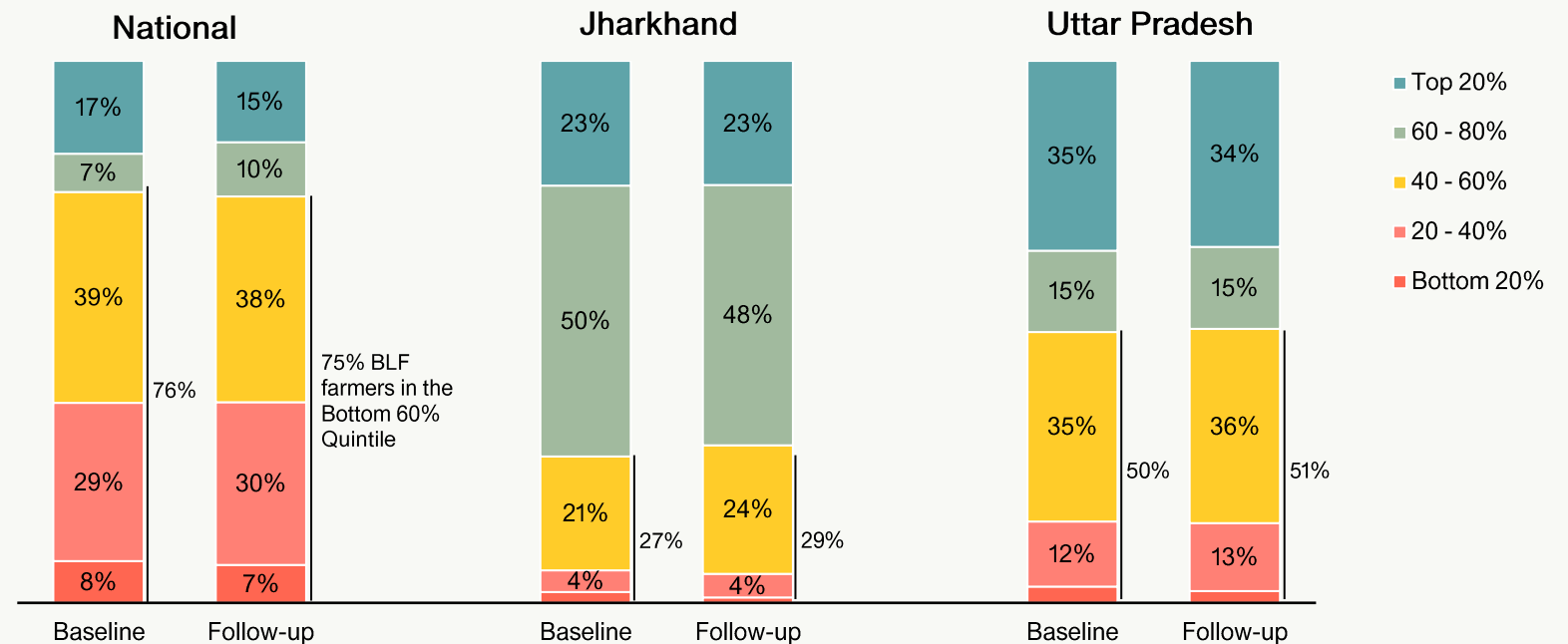
Using the Wealth Index developed by [Innovations for Poverty Action](#), we measured how the wealth profile of BLF farmers' households compares to the India national quintiles and Jharkhand and Uttar Pradesh state quintiles.

Similar to the baseline, BLF at the follow-up is slightly underpenetrating low-income households at a state level. Only 29% of farmers from Jharkhand and 51% from Uttar Pradesh are in the Bottom 60% of their respective state wealth quintiles. This suggests that BLF can do more to reach low-income households in both states.

**Note:** Jharkhand is the 2<sup>nd</sup> poorest and Uttar Pradesh the 3<sup>rd</sup> poorest state in India based on [NITI Aayog's Multi-dimensional Poverty Index](#). Hence, the state wealth quintile is more appropriate than the national quintile for benchmarking BLF's performance.

## Wealth Quintiles

% living in the below the xx% wealth quintile in India (n = 264 | Jharkhand n = 121, Uttar Pradesh n = 143)



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“BLF’s product quality is good, and I have a lot of trust in them. My crop’s production has improved a lot. I suggest others to use their products so that they can improve their farming.”  
- Male

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# Way of Farming: Overview

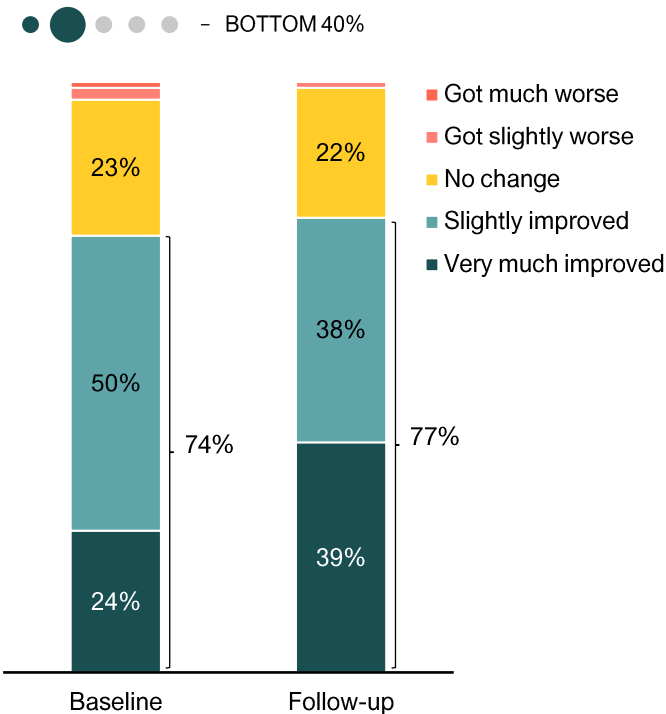
Training is a crucial determinant of improved farming practices. Farmers who received training from BLF in the last 12 months are significantly more likely to report that their way of farming has 'very much improved' compared to farmers who have not received any trainings (47% vs. 8%).

Find out more about what farmers had to say on the next page!

At the follow-up, 77% of farmers report improvements in their way of farming, which is similar to the baseline (74%), but the depth of impact is greater at the follow-up.

## Perceived Way of Farming Change

Q: Has your way of farming changed because of Better Life Farming? Has it:  
(Baseline = 675, Follow-up = 276)



### Very much improved:

“From BLF, I learnt how to farm better. I am getting good quality pesticides, and I am transplanting tomato seeds before irrigation. I have started using a rotavator since I joined BLF.” - Male

### Slightly improved:

“Earlier, I had no idea of when to spray pesticides due to which my crop was getting destroyed. Now, I know when and how much pesticides to spray on my field.” - Male

### No change:

“There have been no changes in my methods of farming. I use hybrid seeds from BLF, but my farming remains the same.” - Male

# Way of Farming: Top Outcomes

Farmers were asked to describe how and why their way of farming had changed because of BLF.

The top positive outcomes are shown on the right. Others included:

- Use of better-quality pesticides (13%)
- Access to machinery, such as tractors (12%)
- Use of good quality seeds (7%)

11% of farmers reporting 'no change' talk about ineffective inputs. This complaint is shared by the solitary farmer who said that their way of farming got worse.

Better application of inputs is the top way of farming improvement. Farmers reporting no change in their practices report limited interaction with BLF beyond inputs.

## Top Reasons for Improvements

Q: Please explain how your way of farming has improved. (n = 212). Open-ended, coded by 60 Decibels.

**49%** mention **better application of farm inputs**  
(38% of all farmers)

**22%** are practicing improved **crop spacing**  
(17% of all farmers)

**20%** talk about better **irrigation practices**  
(15% of all farmers)

“I use the mixture of both Antracol and Potash. I learnt this technique from BLF agents. The shopkeeper also keeps telling me about the new techniques.” - Male

## Top Reasons for No Change

Q: Please explain how your way of farming has improved. (n = 63). Open-ended, coded by 60 Decibels.

**56%** talk about the **interaction with BLF being limited to inputs**  
(13% of all farmers)

**21%** mention **not receiving any trainings**  
(5% of all farmers)

**11%** mention **ineffective inputs**  
(3% of all farmers)

“I am farming using the same methods as I was doing before. I am only purchasing inputs from BLF.” - Male

# Crop Production

Compared to the baseline, a higher proportion of farmers at the follow-up report increased crop production because of BLF.

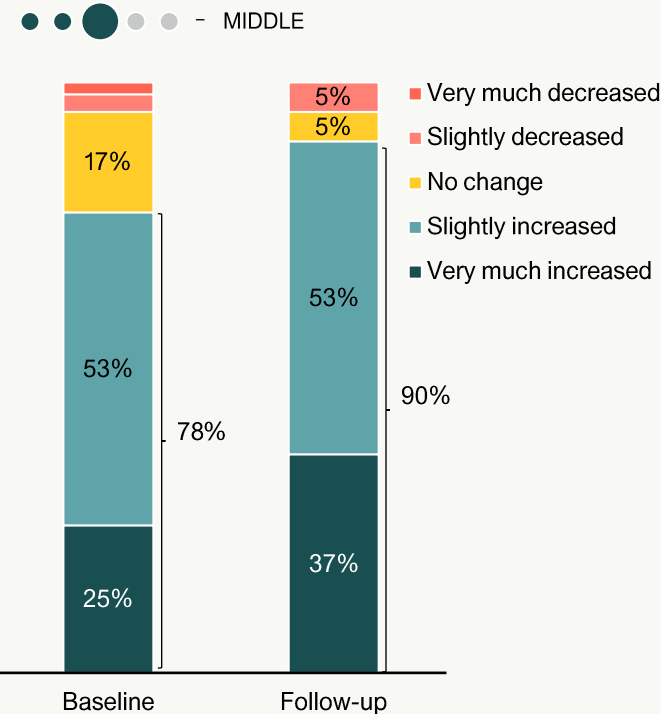
Compared to the baseline, a significantly higher proportion of farmers at the follow-up report that their production has 'very much increased' because of BLF (37% vs. 25%).

Farmers who receive training from BLF are more likely to report that their production has 'very much increased' compared to untrained farmers (44% vs. 6%).

At the follow-up, newer farmers (tenure less than 2 years) are more likely to report that their production has 'very much increased', compared to farmers engaged for more than 2 years (40% vs. 18%). This indicates that over the past year, newer farmers may have realized the outcomes of availing BLF's services, resulting in better yields and productivity on their farms.

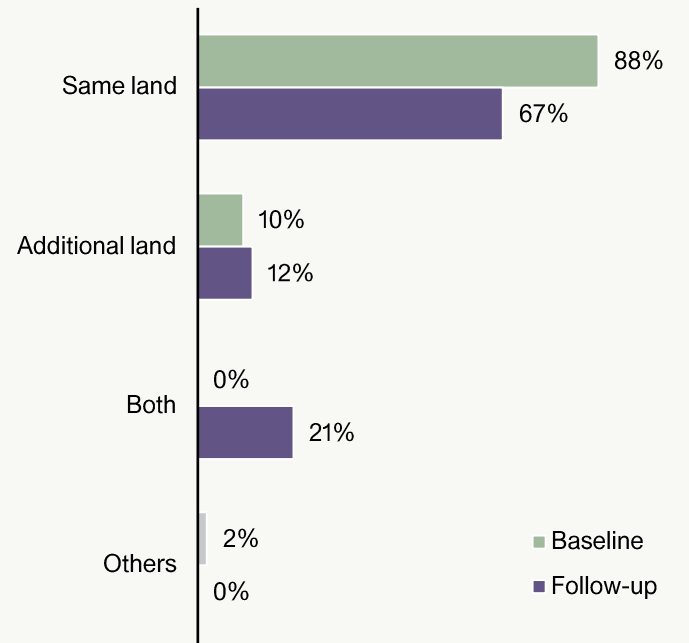
## Impact on Production

Q: Has the total production your crop changed because of Better Life Farming? (Baseline = 682, Follow-up = 276)



## Reasons for Increase in Production

Q: Was this increase because you planted additional land or was it from the same amount of land?\* (Baseline = 488, Follow-up = 249)



\*The option of selecting 'both' was introduced at the follow-up.

# Income Change

At the follow-up, 87% of farmers report an increase in their crop earnings, which is higher than the baseline (72%) and primarily driven by an increase in volume sold.

Like with production, a significantly greater proportion of farmers at the follow-up report that their income has 'very much increased' compared to the baseline (33% vs. 16%).

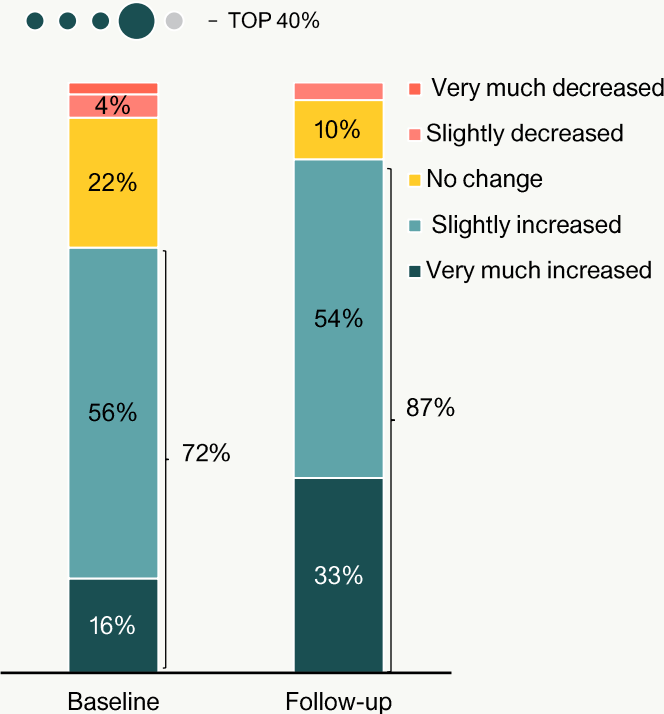
Trainings have a downstream impact on earnings as well, with 38% of trained farmers at the follow-up reporting 'very much increased' earnings, compared to 11% of their untrained counterparts.

Farmers who report no change in their income largely attributed this to low prices and a high cost of production.

Both tomato and chili farmers report similar improvements in their earnings.

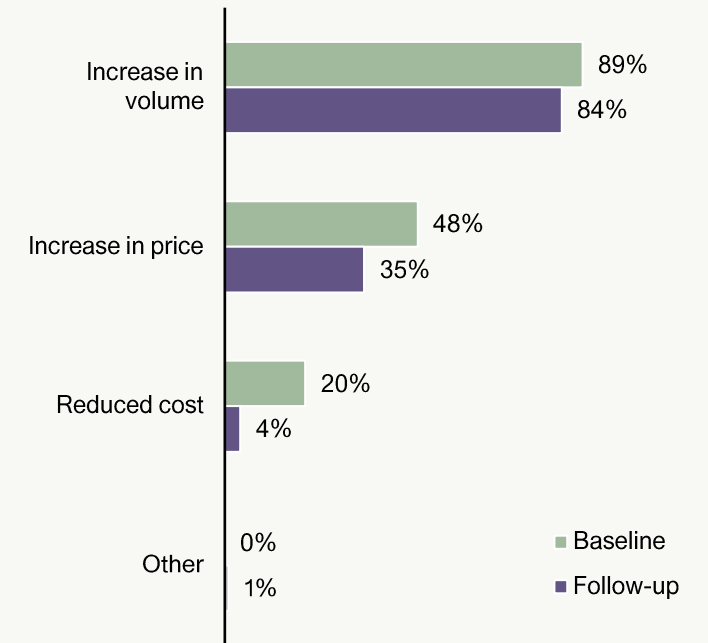
## Changes in Income

Q: Has the money you earn from your crop changed because of Better Life Farming? (Baseline = 676, Follow-up = 276)



## Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? Select all that apply. (Baseline = 532, Follow-up = 240)



# Investing in Agriculture

Compared to the baseline, a higher proportion of farmers at the follow-up say that their confidence to invest in agriculture has ‘very much increased’ (41% vs. 31%).

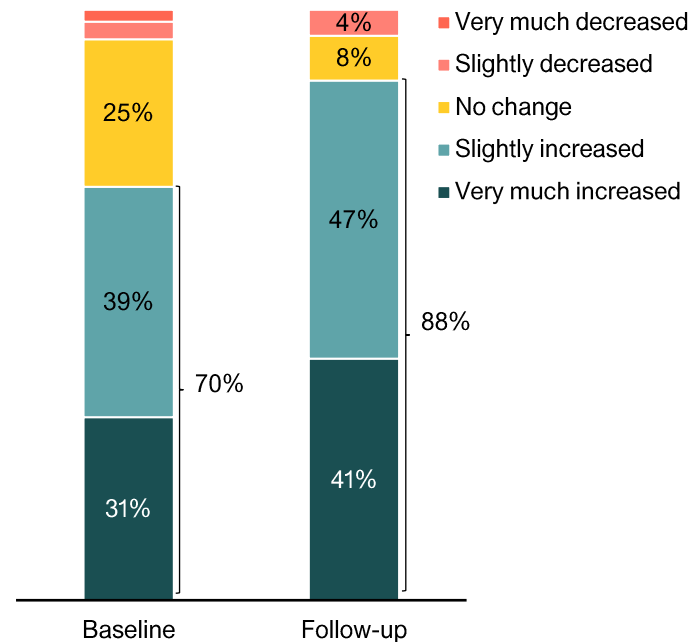
Farmers talk about higher yields and improved financial outcomes, which enables them to take more risks and better invest in their agriculture.

This is evidenced by farmers whose production has ‘very much increased’ being more likely to report a similar increase in their confidence to invest in agriculture as compared to those who did not realize higher yields (87% vs. 14%).

At the follow-up, 88% of farmers report that their confidence to invest in agriculture has increased because of BLF. This is higher than the baseline (70%).

## Perceived Confidence Change

Q: Has your confidence to make decisions on investing in agriculture changed because of BLF? (Baseline = 400, Follow-up = 276)



## Reasons for Increase in Confidence

Q: Please explain how the above has changed for you. (n = 243). Open-ended, coded by 60 Decibels

### Improved yield using BLF inputs

(49% of increased / 40% of all farmers)

“By using BLF’s products, I have seen a significant increase in my crop production. Now, I can invest more in farming than before.” - Male

### Use of better-quality inputs

(37% of increased / 31% of all farmers)

“Farming has become easy because of good quality inputs from BLF. I am no longer scared of investing in farming.” - Male

### Improved financial outcomes

(19% of increased / 16% of all farmers)

“Earlier, I had to think 100 times before investing in farming but now with Bayer, if I invest ₹10,000 then I get ₹15,000 in return.” - Male

# Livelihood Stress

Farmers attribute reduced stress to improved farm outcomes: Those reporting 'very much increased' crop production are more likely to report that their stress has 'very much decreased' compared to others (82% vs. 18%). This relationship holds true for farmers who report 'very much increased' earnings as well (80% vs. 5%).

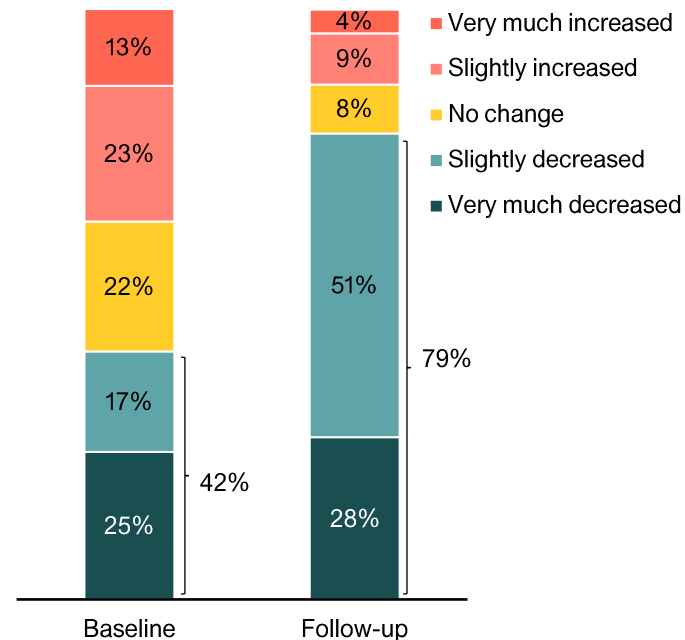
Farmers who report increased stress primarily talk about:

- Damage or loss of harvest (6%)
- Inability to afford household expenses (3%)
- Poor prices received (1%)

79% of farmers say their level of stress about meeting their family's basic needs has decreased because BLF, which is a significant improvement since the baseline (42%).

## Impact of BLF on Livelihood Stress

Q: Has how stressed you feel about meeting you family's basic needs changed because of Better Life Farming? (Baseline = 400, Follow-up = 276)



## Reasons for Reduced Stress

Q: Please explain how the above have changed for you. (n = 218). Open ended, coded by 60 Decibels.

### Improved crop yields

(51% of all farmers)

“My farm production increased since I have started using BLF inputs like pesticides, seeds and fertilizers, so, my stress has reduced.” – Male

### Ability to afford household expenses

(44% of all farmers)

“After working with BLF, I can provide for all my family’s needs. Because of this, my stress has reduced.” – Male

### Improved income

(44% of all farmers)

“My income has increased, and things are getting easy. I don't have any stress and I am able to complete all needs on time.” – Male



# Quality of Life: Overview

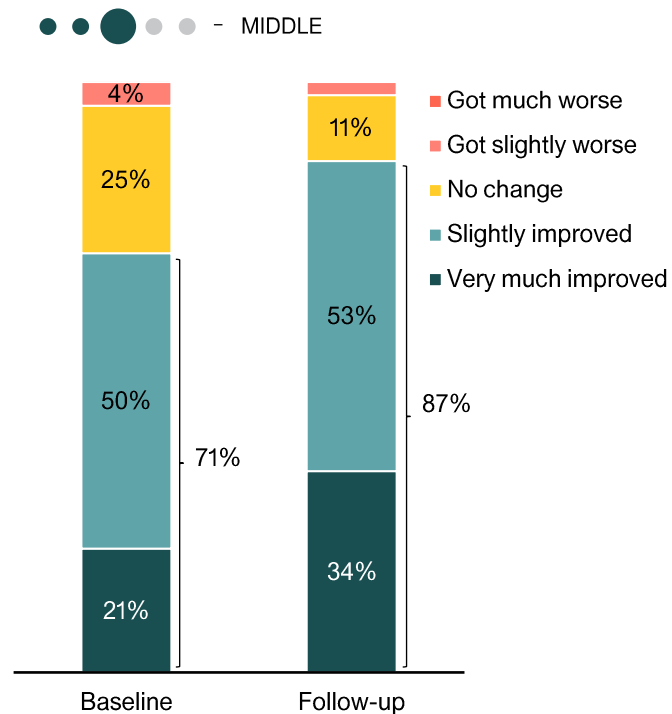
Farmers who say their stress has 'very much decreased' because of BLF are more likely to report significant improvements in their quality of life as compared to others (79% vs. 17%).

We also asked farmers to explain the specific quality of life outcomes they have experienced. Find out more about what farmers had to say on the next page!

87% of farmers at the follow-up say that their quality of life has improved because of BLF, which is higher than at the baseline (71%).

## Perceived Quality of Life Change

Q: Has your quality of life changed because of Better Life Farming? Has it: (Baseline = 629, Follow-up = 276)



“My harvest got better because of BLF. They sell at a good rate in the market, the profits from which has helped me get my house constructed. Now, I don't have to think much about money.”

- Male

“My production has grown because of BLF, and I got good rates. I got my house repaired and now I am thinking to buy a tractor.”

- Female

# Quality of Life: Top Outcomes

The top quality of life outcomes are shown on the right. Others include:

- Ability to afford a house or property (33%)
- Ability to afford household expenses (30%)
- Improved savings (19%)

Among the farmers reporting 'no change' in their quality of life, the majority talk about low prices (23%), and ineffective inputs (23%).

The 6 farmers who report that their quality of life got worse cite a higher cost of production (3 farmers) and ineffective inputs (3 farmers).

Farmers talk about improved farm production and the ability to afford education as the top improvements in their quality of life.

## Top Outcomes for 87% of Farmers Who Say their Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 239). Open-ended, coded by 60 Decibels.

65%

**talk about improved farm production**

(56% of all respondents)

“Because of using BLF's products, my crop production has increased, so, I bought shared land and expanded my farming.” – Male

41%

**mention their ability to better afford education**

(36% of all respondents)

“I have been providing better education to my children because of my improved financial condition. After seeing my success, everyone wants to join me in using BLF's products.” – Male

39%

**report an increase in income**

(34% of all respondents)

“I am earning better now because of the increased production I get from using Bayer's products.” – Male

# Household Impact: Financial Planning

Although more farmers at the follow-up report better financial planning, the proportion of farmers saying that their financial planning has 'very much improved' is somewhat consistent over time (29% vs. 24%).

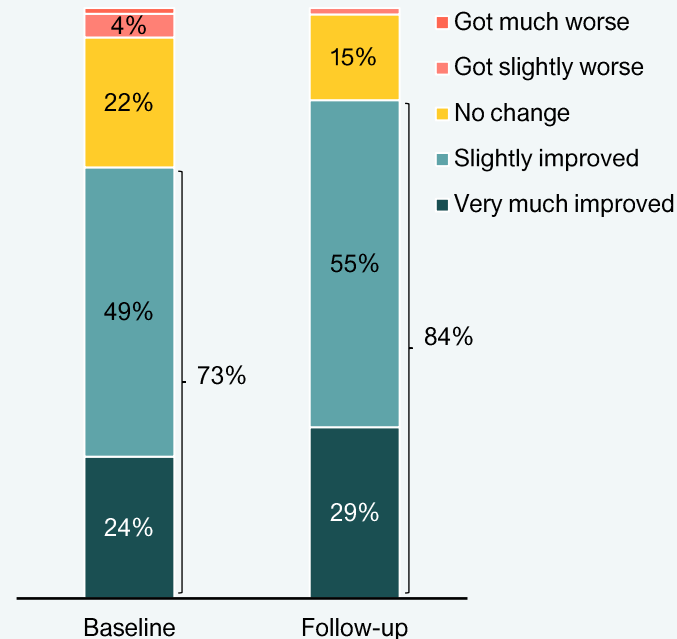
Farmers who report that their ability to plan finances has 'very much improved' are significantly more likely to report similar increases in their confidence to invest in agriculture compared to other farmers (85% vs. 23%).

This suggests that BLF is enabling farmers to invest further in their business, and at the same time, take more control over the planning of their household finances.

At the follow-up, 84% of farmers report improvements in their ability to plan finances, which is slightly higher than at the baseline (73%).

## Change in Financial Planning

Q: Has your ability to plan your finances changed because of Better Life Farming's [offering]? Has it:  
(Baseline = 398, Follow-up = 276)



“I am capable of spending more on my family expenses and children’s education. Now, I am planning to construct a house along with water and sanitation facilities for my family members.” – Male

“My farm produce has increased and because of that, my income is getting better and now I have start to save.” – Female

# Household Impact: Meals & Education

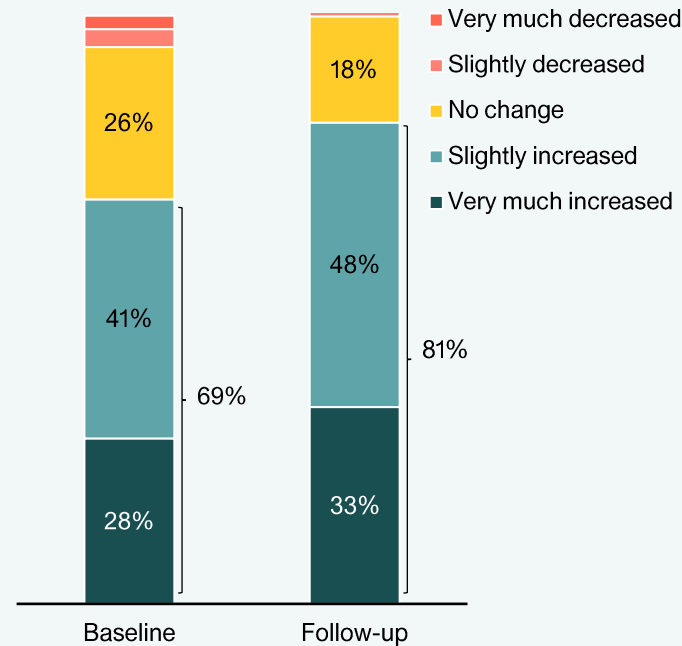
Compared to the baseline, a significantly larger proportion of farmers at the follow-up report an increase in the quality of meals consumed by their household (81% vs. 69%) and the amount they spend on their children's education (76% vs. 63%).

The ability to better afford education is also a top outcome among farmers experiencing improvements in their quality of life. Find out more on [slide 18](#).

81% of farmers at the follow-up say that the quality of meals consumed by their family has increased. 76% say they can spend more on their children's education because of BLF.

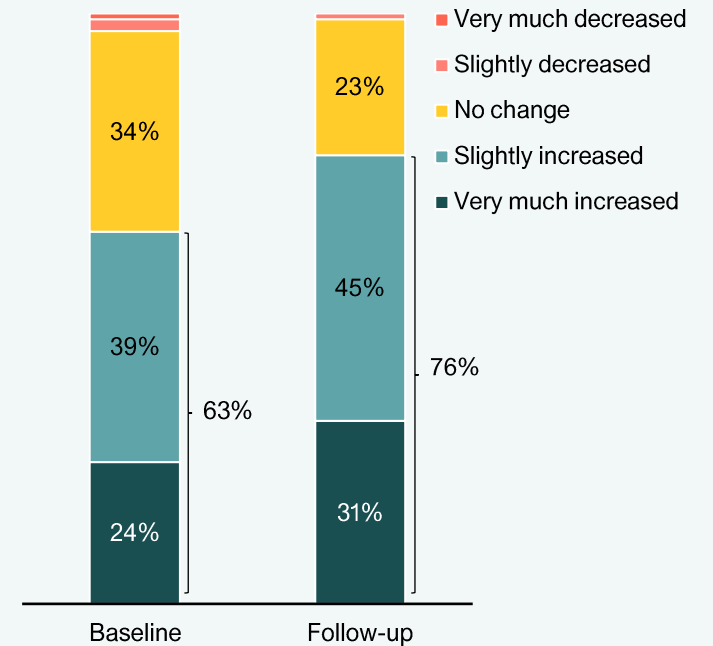
## Change in Quality of Meals

Q: Has the quality of meals (fruits and vegetables) your family eats changed because of Better Life Farming?  
(Baseline = 400, Follow-up = 276)



## Change in Amount Spent on Education

Q: Has the amount you spend on your children to go to school changed because of Better Life Farming?  
(Baseline = 400, Follow-up = 276)



# Household Impact: Home Improvement & Health

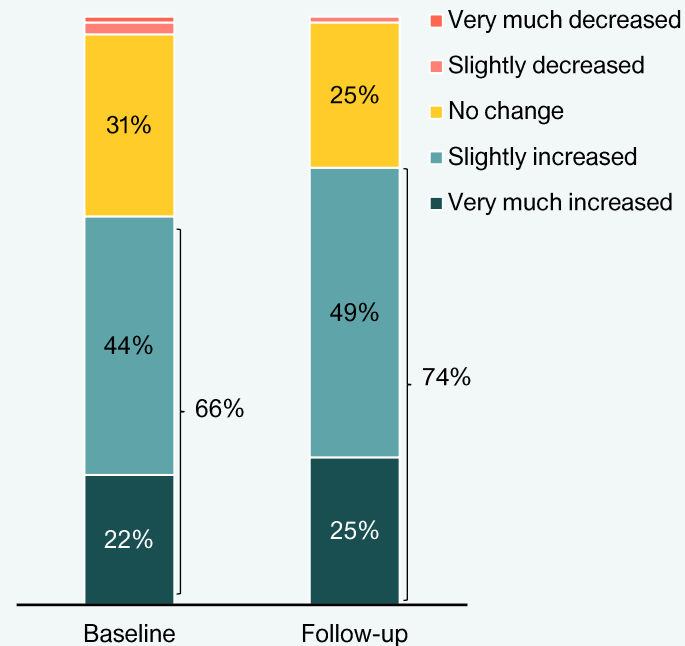
A higher proportion of farmers at the follow-up report increased spending on home improvements and a greater number of visits to a healthcare provider. However, the proportion of farmers reporting that these have 'very much increased' has roughly stayed the same over time.

This suggests that compared to other household impact indicators, higher expenditure on home improvements and healthcare require greater investment and may be more long-term outcomes of prolonged engagement with BLF.

At the follow up, 74% of farmers say that the amount they spend on home improvements has increased. 77% also say they are able to visit healthcare providers more often.

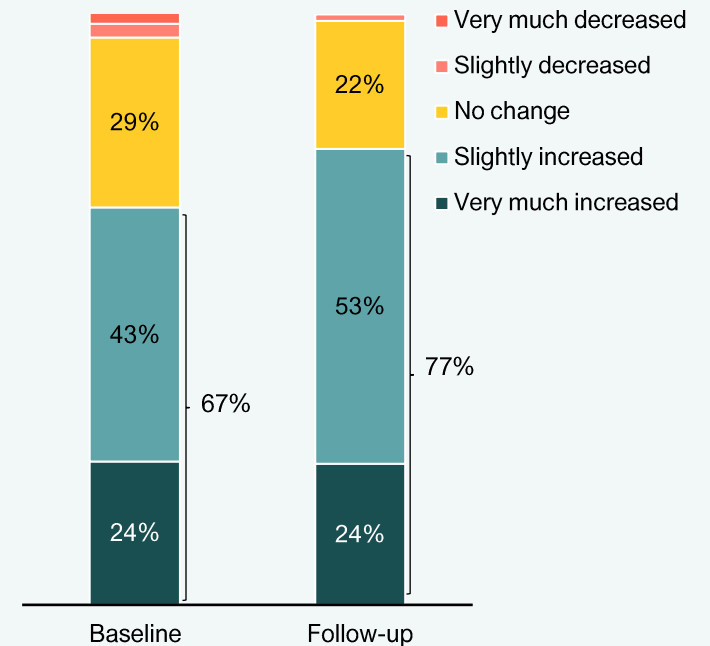
## Change in Home Improvements

Q: Has the amount you spend on home improvements (e.g. repairs, roofing, tiling, water) changed because of Better Life Farming? (Baseline = 400, Follow-up = 276)



## Change in Health Expenditure

Q: Has how often you are able to go to a healthcare provider for check-ups/if you fall ill changed because of Better Life Farming? (Baseline = 399, Follow-up = 276)



# Farmer Impact Over Time

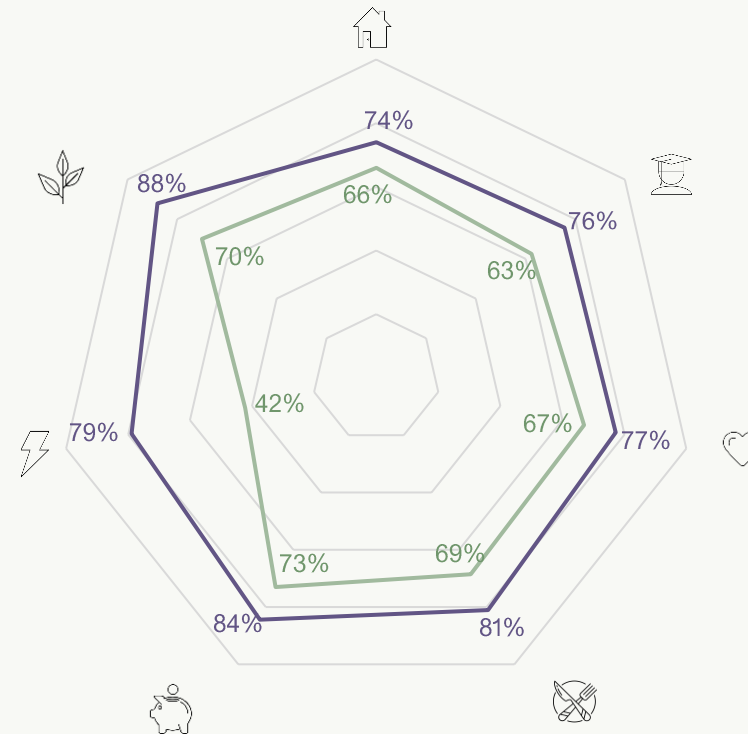
Farmers at the follow-up are significantly more likely to improved wellbeing and deeper positive impact on their household compared to farmers in the baseline.

Average performance across metrics:

> Baseline: **64%**

> Follow-up: **80%**


## Impact Comparison by Farmer Tenure with BLF




Key:


○ Baseline  
n = 400


○ Follow-up  
n = 276


 **Amount Spent on Home Improvements**  
% 'very much' and 'slightly' increased


 **Amount Spent on Children's Education**  
% 'very much' and 'slightly' increased

 **Amount Spent on Healthcare**  
% 'very much' and 'slightly' increased

 **Amount Spent on Quality Meals**  
% 'very much' and 'slightly' increased

 **Ability to Manage Finances**  
% 'very much' and 'slightly' increased

 **Management of Stress Levels to Meet Family Needs**  
% 'very much' and 'slightly' decreased

 **Confidence to Invest in Agriculture**  
% 'very much' and 'slightly' increased

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“I would recommend the BLF’s tomato seeds because the plants do not wilt, and they are resistant to a lot of tomato diseases.”

- Female

- Farmer Profile
  - > Demographics
  - > Wealth Quintiles
- Impact Performance
  - > Way of Farming
  - > Production & Income
  - > Confidence in Investing in Agriculture
  - > Livelihood Stress
  - > Quality of Life
  - > Household Impact
- Training
  - > Training Usefulness
  - > Training Ease of Understanding
  - > Training Application
- Farmer Experience
  - > Training Experience
  - > Farmer Satisfaction
  - > Challenges
  - > Value Perception
  - > Safeguarding Farmer Interests

# Training: Overview

Among the 81% of farmers who received a training from BLF in the last 12 months, 59% say that they received product stewardship training.

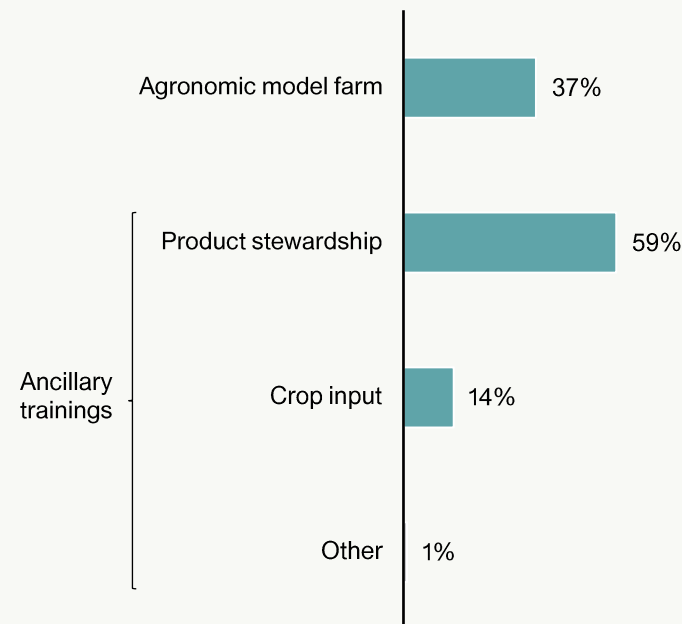
We asked farmers a series of questions to understand their experience with the BLF trainings and measure how relevant the training is to their work.

Farmers who received trainings were asked to describe the type of training received and specify whether the mode of delivery was formal or informal. Farmers classified informal advice about input application provided by BLF agents or shopkeepers at the store as 'Product stewardship training' and the majority of them perceived this as informal.

68% of trained farmers report receiving ancillary trainings (i.e. they did not report agronomic model farm training).

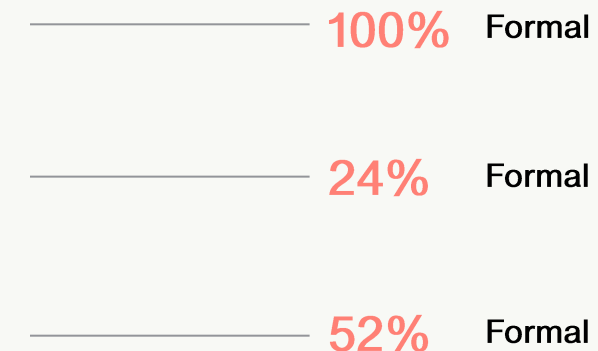
## Trainings Received

Q: Which trainings have you received from BLF in the last 12 months? Select all that apply. (n = 223)



## Nature of Training

Q: Was the training formal or informal? (n = 223)





# Model Farm Training: Usefulness

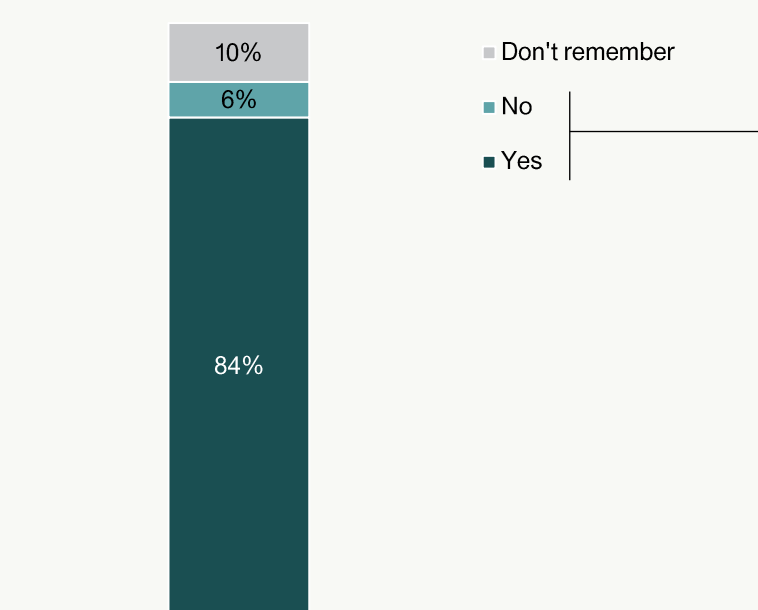
The majority of farmers who received model farm training found it to be useful to their work and were able to understand all of the training.

Farmers who were able to understand 'all' of their training are more likely to report that their way of farming has 'very much improved' compared to others (64% vs. 33%), underscoring the role of training comprehension in driving long-term impact.

At the baseline, 74% of farmers said their training was useful to their work and 36% were able to understand all of the information.

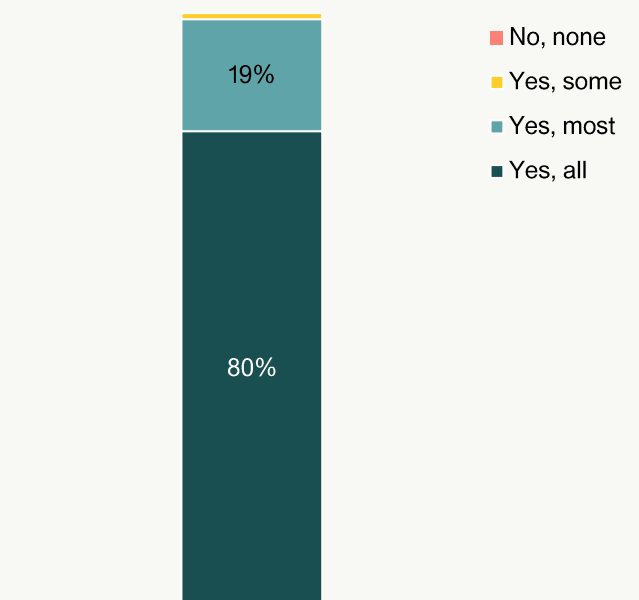
## Usefulness of Model Farm Training

Q: Was the model farm training useful to your work?  
(n = 82)



## Ease of Understanding Model Farm Training

Q: [if Agronomic model farm training is selected] How much of this training from model farms was easy to understand?  
(n = 74)



# Model Farm Training: Application to Work

80% of farmers are able to apply all of the model farm training to their work. Those who could not apply all of it cite lack of funds as their top application barrier.

Compared to others, farmers who applied 'all' of their training are more likely to report:

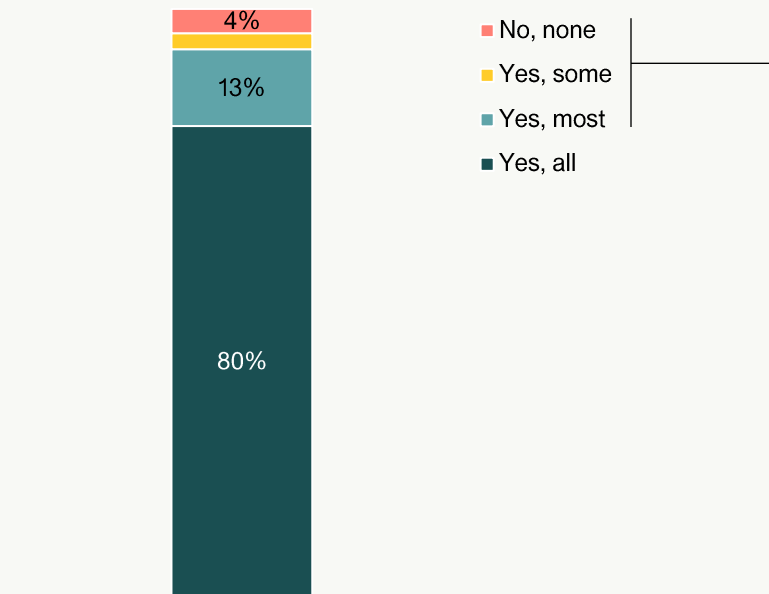
- 'very much increased' production (68% vs. 13%)
- 'very much increased' money earned (59% vs. 7%)

The major barriers to training application are shown to the far right. Modifying the training curriculum to include more easily accessible farming practices or offering support to procure the recommended equipment can enhance training application.

At the baseline, 27% of farmers were able to apply all of the training to their work. Similar to at the follow-up, lack of funds and equipment were the top barriers to training application at the baseline.

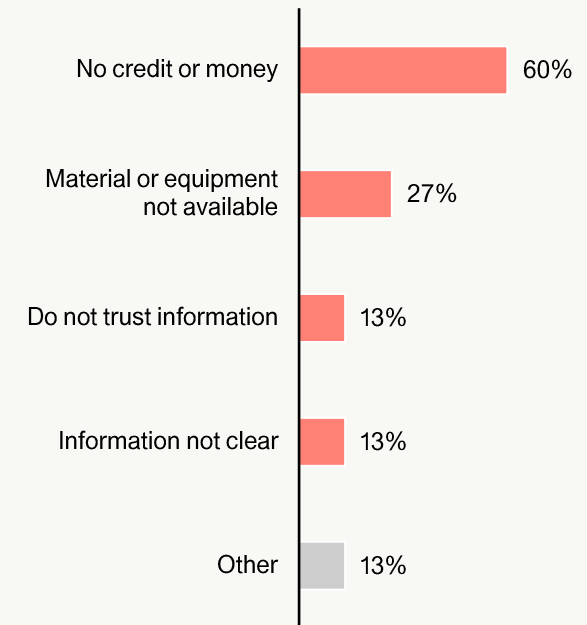
## Application of Model Farm Training

Q: [if Agronomic model farm training is selected] How much of this training from model farms did you apply to your farming practices? (n = 74)



## Barriers to Training Application

Q: Would you mind sharing with me what prevented you from applying all of the [training / information]? (n = 15\*)



# Ancillary Training: Usefulness

Nearly all farmers receiving ancillary trainings find it useful to their work. Farmers talk about improved use of fertilizers as the top driver of usefulness.

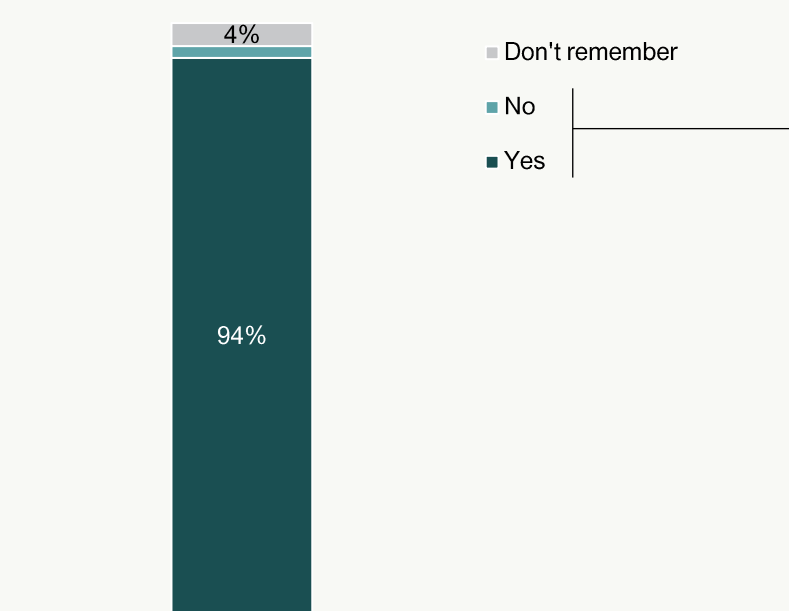
Farmers who received either crop input or product stewardship training were asked whether this training was useful to their work.

Better application of inputs/fertilizers is also a top outcome among farmers who report improved ways of farming (see [page 12](#)), in line with the top usefulness driver mentioned by farmers.

Farmers who did not find the training useful (5 farmers) say that they were unable to see any results on their farms, despite applying practices taught to them during the training.

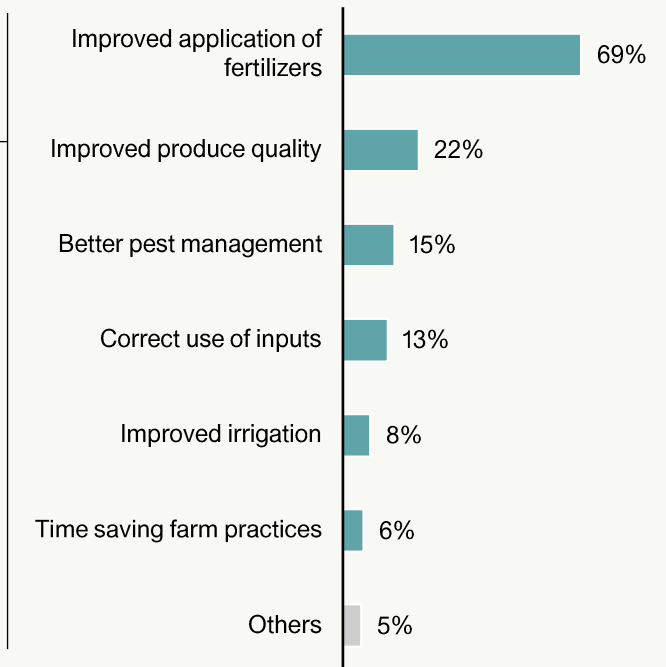
## Usefulness of Ancillary Training

Q: Was the ancillary training'(s) useful to your work?  
(n = 152)



## Drivers of Usefulness

Q: Can you please explain your answer? Open-ended,  
coded by 60 Decibels. (n = 152)



# Table of Contents

“[BLF] taught me how to sow seeds and they told me that I irrigate after making grooves. Pesticide spraying should be done on time. I always consult with BLF first, before spraying.”  
- Male

- Farmer Profile
  - > Demographics
  - > Wealth Quintiles
- Impact Performance
  - > Way of Farming
  - > Production & Income
  - > Confidence in Investing in Agriculture
  - > Livelihood Stress
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  - > Training Experience
  - > Farmer Satisfaction
  - > Challenges
  - > Value Perception
  - > Safeguarding Farmer Interests

# Farmer Satisfaction: Overview

The improvement in BLF's NPS over time is driven by an increase in the proportion of Promoters and a significant decrease in Detractors, underscoring an uptick in farmer satisfaction over time. In fact, 46% of farmers at the follow-up report higher scores on a scale of 0-10, when asked how likely they would be to recommend BLF compared to the rating they shared at baseline.

NPS is higher among farmers in Jharkhand compared to those in Uttar Pradesh (69 vs. 52). This is driven by a high proportion of Passives in Uttar Pradesh. There are no significant differences in NPS between farmers growing chili and tomato.

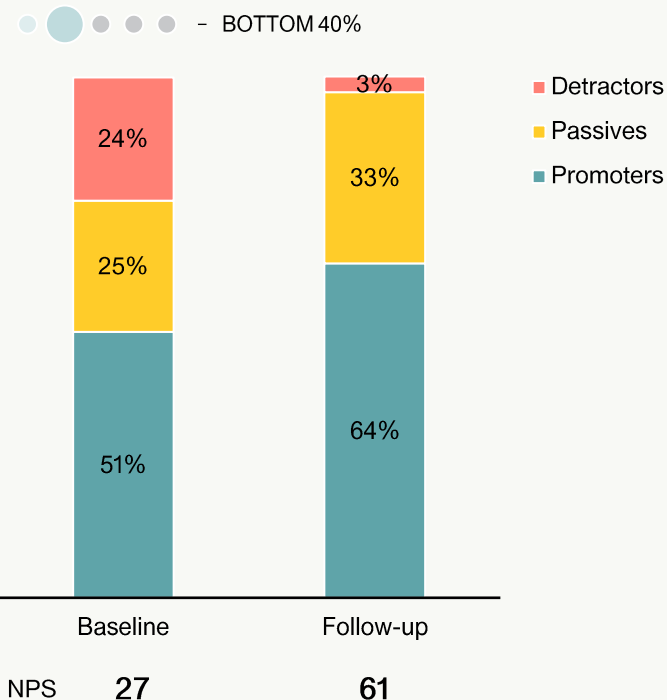
Details on satisfaction and dissatisfaction drivers are on the next page.

Find out more about how NPS is calculated in the [Appendix](#).

Better Life Farming has a Net Promoter Score<sup>®</sup> of 61, which is excellent and significantly higher than at the baseline.

## Net Promoter Score<sup>®</sup> (NPS)

Q: On a scale of 0-10, how likely are you to recommend Better Life Farming to a friend, where 0 is not at all likely and 10 is extremely likely? (Baseline = 684, Follow-up = 276)



### Promoters

“Bayer’s products are quite good, and my production has also increased. I get good results from the pesticides as well. So, I suggest everyone to join Bayer and to use Bayer's products.” - Male

### Passives

“Bayer's products are good but it's a bit costly. However, their result is good, so, I hope that whoever will start using BLF, they will be able to do good farming.” - Male

### Detractors

“I don't suggest to any friend of mine to do farming because I face loss due to flood. BLF doesn't focus on these all things because of which I am not able to do farming on my all fields.” - Male

# Farmers Satisfaction: NPS Drivers

Promoters value the good quality of inputs and increased yield realized because of BLF. Passives would like more affordable inputs.

64% are Promoters :)

## They love:

1. Good quality inputs  
(91% of Promoters / 58% of all farmers)
2. Improved farm production  
(60% of Promoters / 38% of all farmers)
3. Informative trainings  
(10% of Promoters / 6% of all farmers)

“For 4 years, I have been purchasing fertilizers, urea, and medicine from BLF. I use Bayer’s products in my farming, which are quite effective. There is no disease when I spray my crops with the Bayer pesticide and the yield is higher.” - Male

33% are Passives :\

## They like:

1. Improved farm production  
(48% of Passives / 16% of all farmers)
2. Good quality inputs  
(47% of Passives / 15% of all farmers)

## But want to see:

1. Lower cost of inputs  
(33% of Passives / 11% of all farmers)

“I have used BLF's seed, and it was good as the flowers from the crop no longer fall to the ground. This has increased my crop production. I have only purchased seeds till now and I don't have much information about training from BLF.” - Male

3% are Detractors :(

## They want to see:

1. Improved quality of inputs  
(60% of Detractors / 6 farmers)
2. More farm visits from BLF agents  
(50% of Detractors / 5 farmers)
3. Lower cost of inputs  
(40% of Detractors 4 farmers)

“Since using Bayer’s products, I have been facing a lot of losses. The pesticide has no effect on the crop, nor does anyone come to the field to see how the farmer's crop is doing or what is happening with us.” - Male

# Challenges: Overview

17% of farmers at the follow-up report experiencing a challenge with BLF. Of this group, only 22% have had their challenges resolved.

Despite an increase in NPS at the follow-up, the proportion of farmers facing a challenge with BLF has remained roughly the same since the baseline (17% vs. 20%).

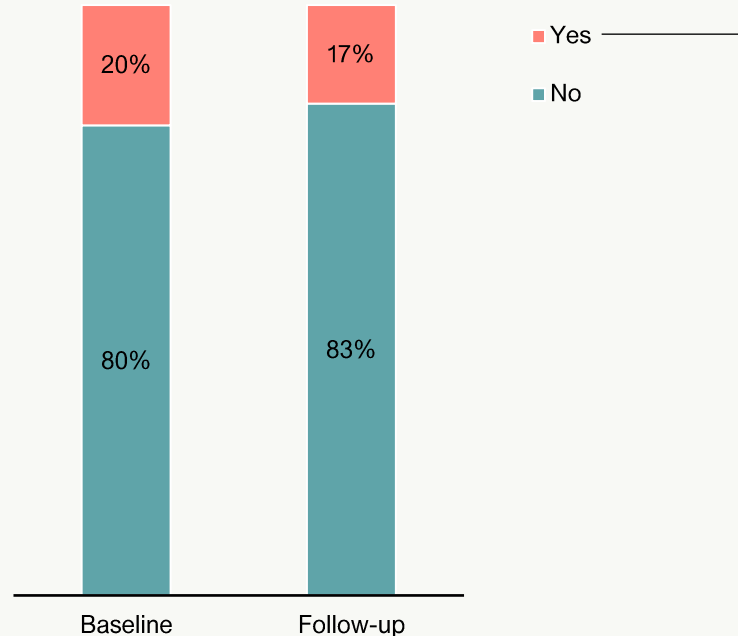
The proportion of farmers experiencing challenges with BLF does not significantly vary by the farmer's main crop or their tenure with BLF.

At the follow-up, we also asked farmers whether their challenge has been resolved to understand the extent to which BLF is addressing farmer issues. The NPS does not significantly vary between farmers who have had their challenge resolved and those who have not, likely due to a small sample size of farmers with challenges.

## Farmers Reporting Challenges

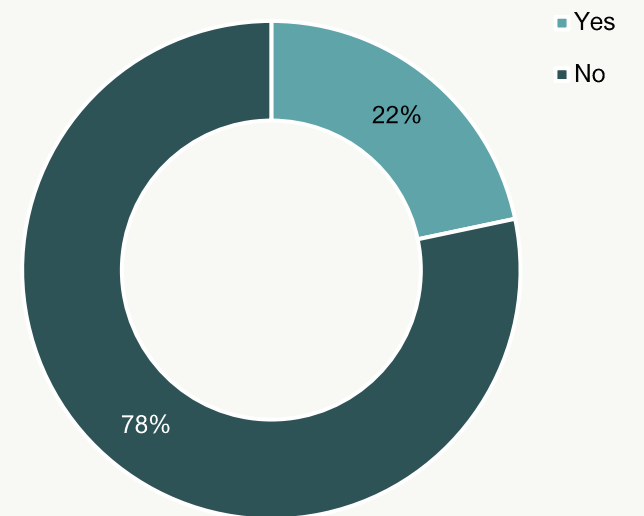
Q: Have you experienced any challenges with Better Life Farming? (Baseline = 682, Follow-up = 276)

● ● ● ● ● - TOP 40%



## Challenge Resolution

Q: Has your challenge with Better Life Farming been resolved? (n = 46)



# Challenges: Top Issues

We asked farmers to describe – in their own words – the challenges they have experienced with Better Life Farming.

The top challenges are shown on the right. Others included:

- High cost of inputs and products (5%)
- Lack of trainings (2%)

Of those who experienced a challenge with BLF, the most common issues are poor quality of farm inputs.

## Most Common Issues for 17% of Farmers Who Experienced a Challenge

Q: Please briefly explain the challenge you have faced. (n = 46). Open-ended, coded by 60 Decibels.

**70%**

**report ineffective pesticides**  
(11% of all respondents)

“My chili got infected due to which the leaves are folding upwards. As advised by BLF, I have been spraying a mixture of Oberon and Confidor, but it doesn’t seem to be working.” – Male

**20%**

**mention poor quality of seeds**  
(3% of all respondents)

“We don't get all the results promised by the company. Sometimes the seeds germinate sometimes they do not. They are lying so why will we continue to use their product?” – Male

**7%**

**talk about inability to adapt to climate shocks**  
(3 farmers)

“Ours is a remote area, the soil is less productive as per government, so BLF services are not effective in our area’s soil. Also, unpredictable weather makes the matter worse.” – Male



# Perceived Value

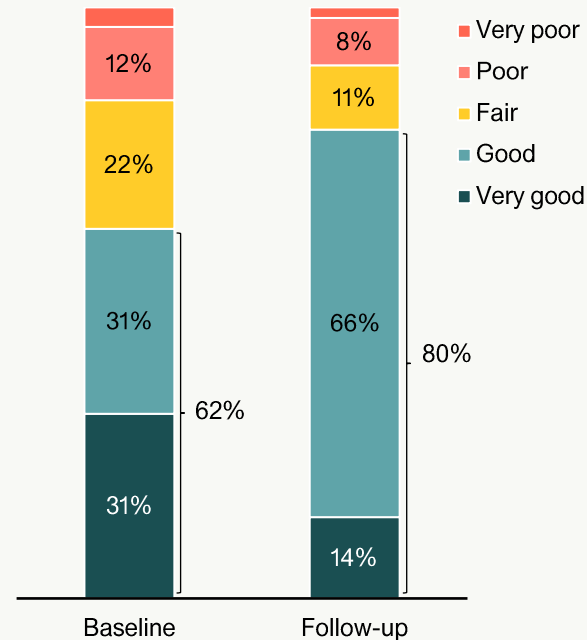
Farmers who have been trained by BLF are more likely to find BLF's value to be 'very good' as compared to farmers who did not receive trainings (17% vs. 2%).

At the follow-up, although the overall proportion of farmers saying the value offered by BLF to be good has increased, those expressing the value to be 'very good' has diminished (14% vs. 31%).

80% of farmers at the follow-up find the value offered by BLF to be 'very good' or 'good', which is an improvement from the baseline.

## Value Perception

Q: Do you think the value offered by Better Life Farming is...? (Baseline = 643, Follow-up = 276)



NPS by Value Perception	
	NPS
'Very good' or 'Good'	78
'Fair'	-23
'Very poor' or 'Poor'	-33

# Safeguarding Farmers' Interests

The proportion of farmers who feel that BLF puts their interests first has remained consistent over time.

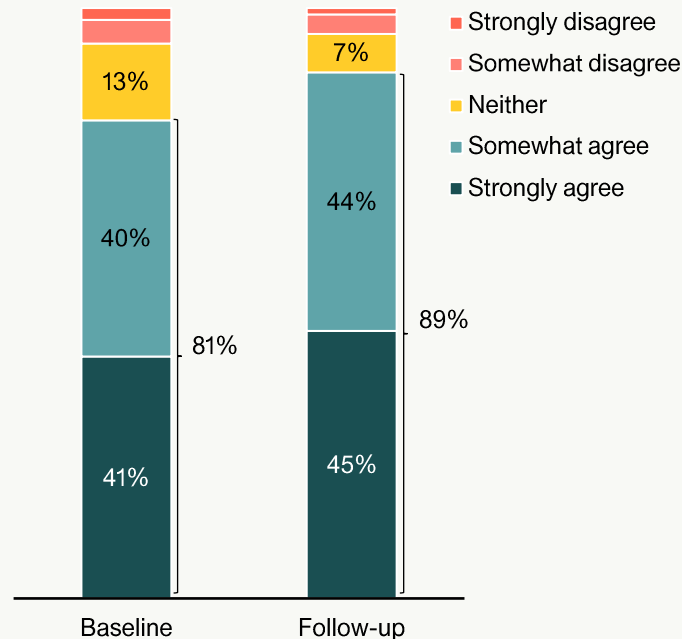
Satisfaction is influenced by the extent to which farmer feels like their interests are being put first. The NPS of farmers who 'strongly agree' that BLF puts their interest first is significantly higher than others (76 vs. 47).

Interestingly, a high proportion of farmers who have had their challenge successfully resolved by BLF strongly agree that BLF puts their interests first as compared to farmers with unresolved challenges and even farmers facing no challenges (60% vs. 17% vs. 49%). This suggests that creating robust challenge resolution mechanisms can significantly enhance farmer satisfaction and loyalty.

Similar to the baseline, 89% of farmers at the follow-up agree that BLF puts their interests first.

## Farmer Perception of BLF

Q: To what extent do you agree or disagree with the following statement: Better Life Farming puts my interest first. (Baseline = 277, Follow-up = 276)



“I get all my pesticides from Bayer as I trust it. That is why I have been using it for so long and will continue using it. There are many other companies in the market, but I only use Bayer.” - Male

“[BLF] is so popular in our area and we have complete trust in the company. We like their services.”  
- Male

# Farmer Suggestions

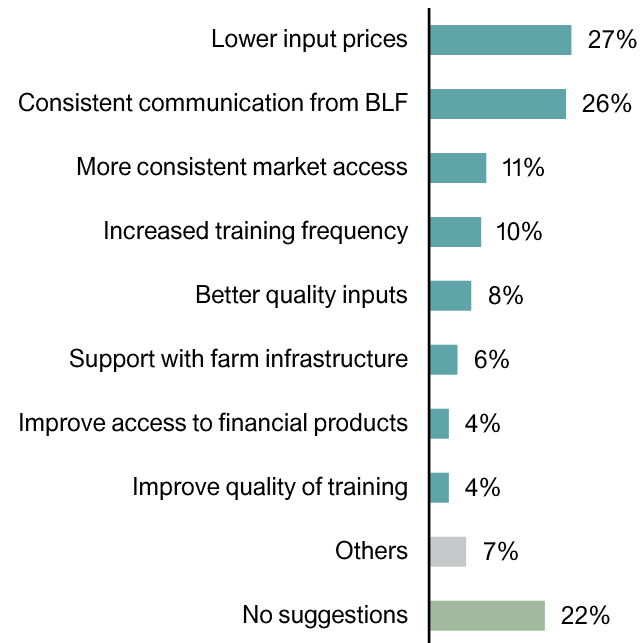
78% of farmers we interviewed had specific suggestions for improvement to share. While most suggestions pertain to BLF's offerings, some farmers requested support with upgrading their farm infrastructure.

'Others' include requests for longer trainings (7 farmers) and the provision of free inputs (5 farmers).

When asked about suggestions for improvement in the future, farmers ask for lower input prices and better communication from BLF.

## Suggestions from Farmers

Q: Is there anything that BLF can do that would be particularly helpful to you? Open-ended, coded by 60 Decibels. (n = 276)



“Bayer’s agents should visit farmers and reduce the price of crop protection, which is more costly in comparison to others.” - Male

“Bayer should build a marketplace, so we can sell our crop at a better price.” - Male

# What Next?

## ...& Appendix

# Summary Of Data Collected

Of the 684 farmers from the baseline, 615 were contacted. We were unable to interview 36% of these farmers either because the respondent was unavailable, the number was unreachable, or they refused to be interviewed. Our enumerators made a minimum of 5 call attempts per respondent.

Additionally, 19% of the contacted farmers were ineligible for the follow-up. These farmers could not recall using BLF's services or stopped using them in the past 12 months.

276 phone interviews completed in November 2023.

## Methodology

Survey mode	Phone
Country	India
Language	Hindi
Dates	November 2023
Sampling	615 farmers from the baseline were contacted.
Response rate	58%
Average time per interview	35 mins

## Responses Collected

Farmers	276
---------	-----

## Accuracy

Confidence Level	~90%
Margin of error	~5%

## Research Assistant Gender

Female	4
Male	3

# Benchmarking Summary

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. Information on the benchmarks is found below:

## Better Life Farming

# farmers 276

## 60dB Global Agriculture Benchmark:

# companies 85+

# farmers 17,000+

## 60dB Farmer as Customer Benchmark








# companies 32




# farmers 7,700+

## 60dB Asia Agriculture Benchmark

# companies 10

# farmers 2,100+

		Better Life Farming	60dB Global Agriculture Benchmark	60dB Farmer as Customer Benchmark	60dB Asia Agriculture Benchmark
<b>Profile</b>					
% female respondents		1	27	25	8
<b>% way of farming 'improved very much'</b>					
% way of farming 'improved very much'		39	36	46	27
<b>% production 'increased very much'</b>					
% production 'increased very much'		37	33	38	24
<b>% money earned 'increased very much'</b>					
% money earned 'increased very much'		33	26	30	7
<b>% quality of life 'improved very much'</b>					
% quality of life 'improved very much'		34	31	36	23
<b>Net Promoter Score®</b>					
Net Promoter Score®		61	40	46	34
<b>% reporting challenges</b>					
% reporting challenges		17	20	20	19

-  Above benchmark
-  0-10% under benchmark
-  >10% under benchmark

\* With respect to the 60dB Farmer as Customer Benchmark

# Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
<b>Net Promoter Score®</b>	The Net Promoter Score is a common gauge of farmer loyalty. It is measured through asking farmers to rate their likelihood to recommend your service to a friend 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'). Those rating 7 or 8 are considered 'Passives'.
<b>Wealth Index</b>	What proportion of your farmers lie in the bottom three wealth quintiles of India's and the state's population? This indicator uses the Wealth Quintiles developed by the <a href="#">Innovations for Poverty Action</a> , to identify the likelihood of your farmers living in a certain wealth quintile compared to the country and state 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.

# Thank You For Working With Us!

Let's do it again sometime.

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their farmers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to farmers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit [60decibels.com](https://60decibels.com).

We are proud to be a Climate Positive company.



## Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

## Acknowledgements

Thank you to Constance Spitzer and Harmanpreet Singh for their support throughout the project.

This work was generously sponsored by Bayer Crop Science.



I get useful information when purchasing inputs from BLF.

I tell everyone about BLF because of their quality inputs.

Because of BLF, there is an improvement in my family's standard of living.

There are more cases of:

- > better yields
- > improved quality
- > increased income

after interacting with BLF.

Ramiro Rejas

Malavika Rangarajan

Jacob Thamarappally

Nikhil Menon

Shweta Singh

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