

# Arya.ag

## Impact Performance Report




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## About This Report

This report was generously sponsored by Quona Capital, who partnered with 60 Decibels, a tech-enabled impact measurement company, to speak directly to the customers associated with their investee, Arya.ag.

The insights are based on phone interviews with 303 stakeholders. These interviews were conducted by 8 researchers trained by 60 Decibels. We really enjoyed hearing from your stakeholders – they had a lot to say!

For the analysis, we have included segmentation by stakeholders being farmers and MSME owners. We employed a random sampling method to select respondents. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other Agriculture companies in India in the [Performance Snapshot](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

**202 farmers interviewed,  
101 MSME owners interviewed**



“

I get to use a storage facility for my business so I can say that is a relief. I do not need to keep looking for a place to put my stock. Life is easy when you work with Arya.ag.

– MSME owner,  
Rajasthan

## 60dB Perspective

Arya.ag is satisfying stakeholders and positively impacting their farming and business experience. However, there is room to better meet customer needs and improve on their experience.

**79% of all stakeholders have not accessed services like Arya.ag's before. Stakeholders accessing similar services for the first time report better outcomes than stakeholders who had prior access.** Within farmers, those who have not had access to similar services previously report deeper and more positive impact and higher customer satisfaction and loyalty, compared to farmers with prior access to similar services. Farmers accessing these services for the first time report a higher NPS (32 vs -11) along with much significant increase in income (40% vs 18%). Similarly, MSMEs without prior access to similar offerings like Arya.ag's are more likely to report positively on customer experience and impact metrics, MSMEs with no prior access report a higher NPS (45 vs 11) along with a significant improvement in Quality of life (69 vs 56%) compared to MSMEs with prior access.

See pages [8](#), [10](#), and [22](#).

**Stakeholders report a strong positive impact from Arya.ag's offerings, with farmers reporting a higher and deeper impact than MSME owners.** 35% of Arya.ag's stakeholders say their quality of life has 'very much improved' by Arya.ag's services, with farmers reporting better farm incomes and MSMEs reporting business growth. 82% of stakeholders also report a decrease in stress levels after using Arya.ag's services. Among farmers, 79% report an increase in income and 75% report an improved ability to get good prices on their produce. 67% of farmers also report a reduced wastage of produce. Among MSMEs, 75% of MSMEs also reported a better ability to plan and manage working capital as a result of working with Arya.ag. 80% reported improved access to raw materials and 57% reported that they felt the price charged for the materials was good.

See pages [10](#), [12](#), [13](#), and [21](#).

**Despite its impact, Arya.ag has some room to improve customer experience and satisfaction.** Farmers report a Net Promoter score of 26 while MSMEs report a slightly higher score of 32. Farmers recommend Arya.ag's efficient loan processing and good storage and warehouse facilities. They would like to see reduced interest rates and lower fees from the company. MSME owners love quick loan processing and timely services while also seeking lower interest rates. Both farmers and MSME report a high challenge rate (27% & 34%). Top challenges include lack of transparency and communication, inflexible loan repayment, delayed services and high-interest rates.

See page [15](#), [16](#), [17](#), and [18](#).

**We recommend looking into two areas to further increase your impact:**

Understand main pain points for stakeholders and sub-groups within them: Stakeholder experience can strengthen loyalty towards Arya.ag. Explore the primary challenges your stakeholders and sub-groups within them are facing to improve their experience and satisfaction with your services. For example, within farmers, individual farmers report a more positive experience than FPO associated farmers. Similarly, individual farmers to report higher reduction in produce wastage than FPO associated farmers. This suggests that FPO farmers are not experiencing the full potential of Arya.ag's services. Can Arya work to improve its offering among these sub-groups?

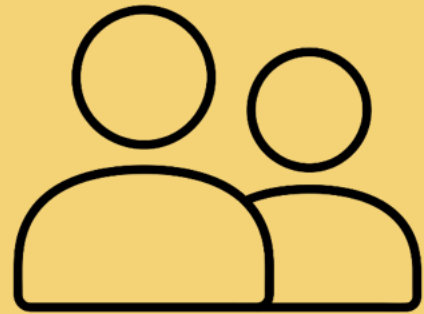
Identify and strengthen Arya.ag's offering in the market: 79% are accessing Arya.ag's services for the first time which suggests that Arya is reaching an under-reached market. However, stakeholders who have prior access to similar services, report lower impacts and satisfaction. Can Arya.ag work on addressing their needs and issues? Understanding the profile of these stakeholders and identifying their prior exposure to similar services can provide ways in which Arya.ag can better meet their needs and issues.

Keep up the good work!

“

We are financially better off due to Arya.ag's services, and we have regained our love for agriculture again. We can now work towards doing quality agriculture because of Arya.ag.

– Farmer, Andhra Pradesh



# 01: Profile

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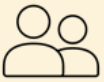
This section helps you understand your farmer and MSME base, and if you are reaching a previously underserved population.

The key indicators in this section are:

**Demographics:** What is a typical farmer or MSME owner engaging with Arya.ag like?

**Inclusivity Ratio:** Are you reaching less well-off farmers or MSMEs? How representative is your stakeholder base of the national population of India?

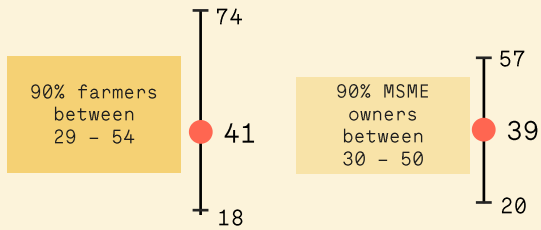
**Access to Alternatives:** What services do Arya.ag MSMEs/farmers use? Do your stakeholders have access to alternatives? Is there competition in the market?



## We primarily spoke to farmers living in rural areas and MSME owners living in urban areas, across different states in India.

### Demographics

#### Age



Regions	Farmer	MSME
South India <small>(includes Andhra Pradesh, Telangana, and Karnataka)</small>	43%	15%
Central India <small>(includes Madhya Pradesh and Maharashtra)</small>	28%	24%
Eastern India <small>(includes Bihar and Assam)</small>	18%	24%
North-West India**** <small>(includes Delhi, Haryana, Rajasthan, Uttarakhand, and Uttar Pradesh)</small>	12%	37%

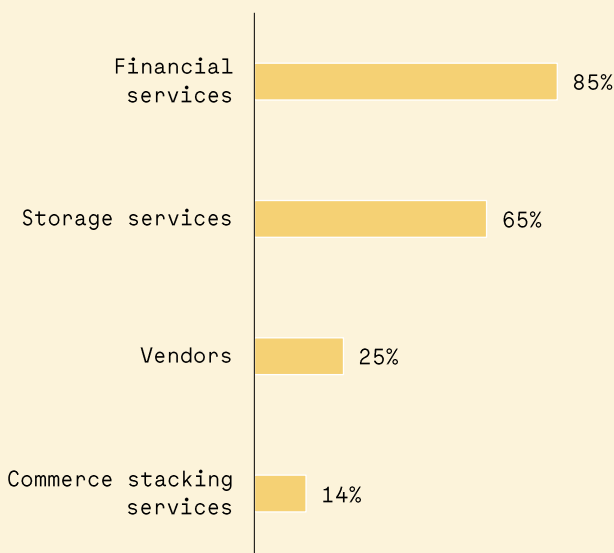
Location*	Farmer	MSME
Urban	4%	57%
Peri-urban	14%	29%
Rural	82%	14%

\* Location is self-reported

## 85% of farmers report accessing financial services, while 87% of MSMEs report accessing working capital in the last 12 months.

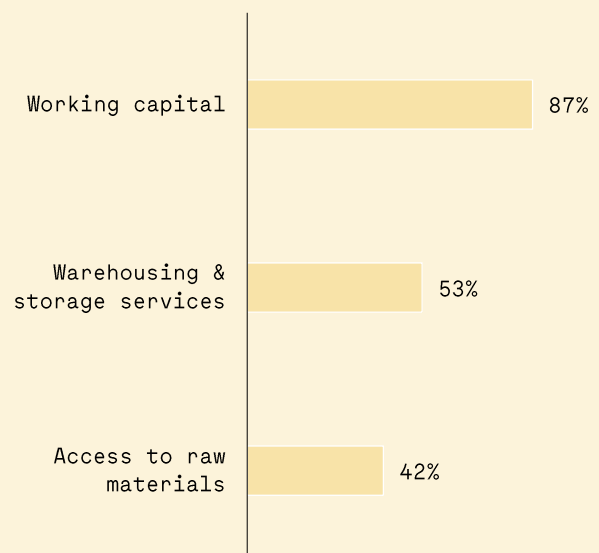
### Access to Services: Farmer

Q: Which services from Arya.ag have you used in the last 12 months? (MS)? (n = 202)



### Access to Services: MSME

Q: Which services from Arya.ag have you used in the last 12 months? (MS)? (n = 101)



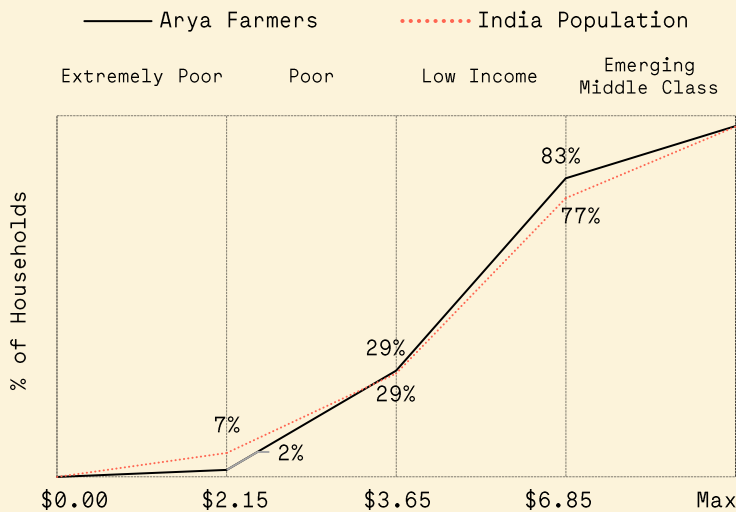




## 29% of Arya.ag’s farmers live under \$3.65 per day, which aligns with the Indian national average.

### Farmers’ Income Distribution Relative to India Average

% living below \$x.xx per person per day (2017 PPP) (n = 190)



### Inclusivity Ratio

Degree to which Arya.ag is reaching low- income stakeholders in (n = 190)

0.80

1 = parity with population;  
 > 1 = over-serving;  
 < 1 = under-serving.  
 See Appendix for calculation.

TOP 20% - 60dB Benchmark

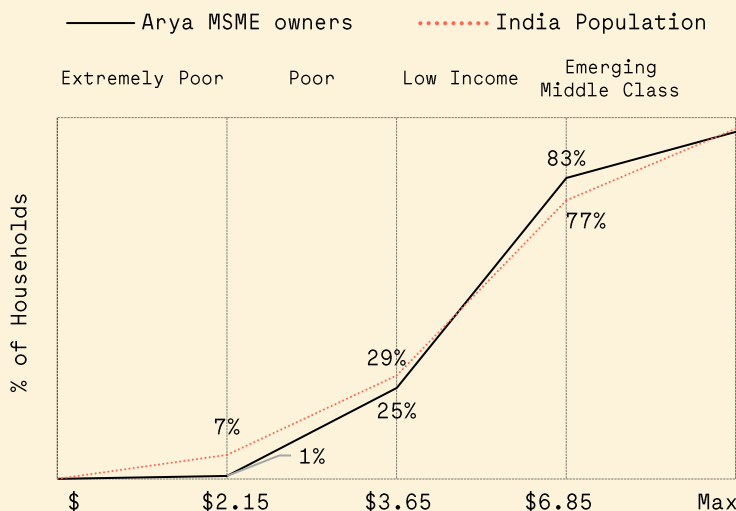
TOP 20% - 60dB Benchmark

\* 12 farmers unwilling to disclose personal information.

## 25% of Arya.ag’s MSMEs live under \$3.65 per day, which is below 29% of Indian households nationally.

### MSME Owners Income Distribution Relative to India Average

% living below \$x.xx per person per day (2017 PPP) (n = 69)



### Inclusivity Ratio

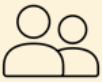
Degree to which Arya.ag is reaching low- income stakeholders in (n = 69)

0.70

1 = parity with population;  
 > 1 = over-serving;  
 < 1 = under-serving.  
 See Appendix for calculation.

BOTTOM 20% - 60dB Benchmark

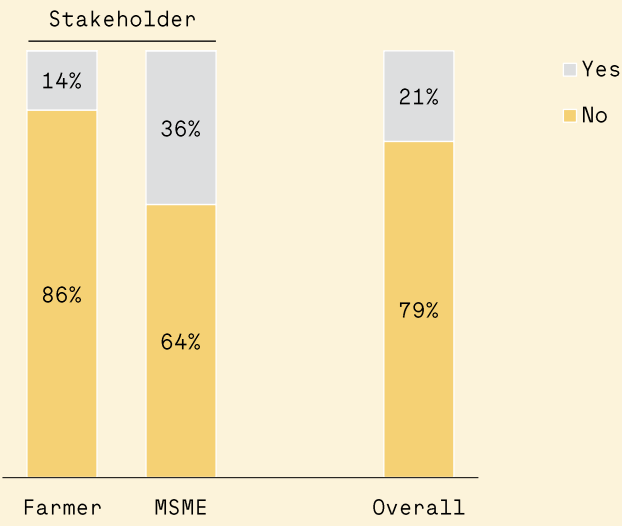
\* 32 MSME owners unwilling to disclose personal information.



## 79% of respondents say are accessing services like Arya.ag’s for the first time, with farmers more likely to report it first time access.

### First Access

Q: Before Arya.ag, did you have access to a service like Arya.ag provides? (n = 303 | farmer = 202, MSME= 101)



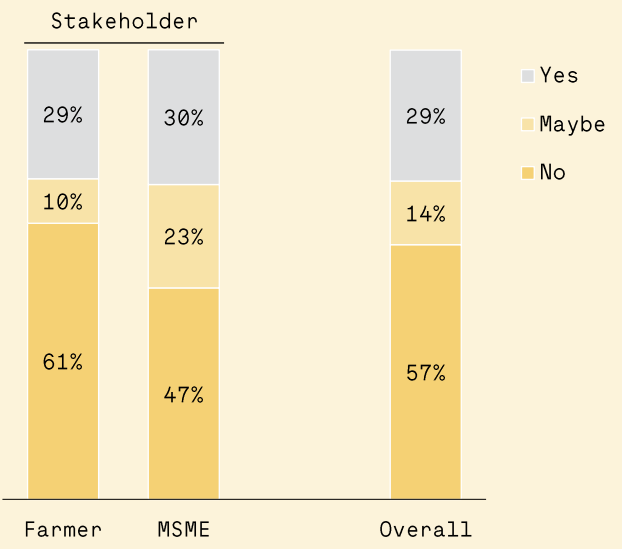
Farmer type	% with prior access to Arya.ag’s services
Individual (n=102)	90%
FPO (n=100)	82%

TOP 40% (FARMERS)- 60dB Benchmark

## 57% of the respondents say that they cannot easily find a good alternative to Arya.ag, especially farmers.

### Access to Alternatives

Q: Could you easily find a good alternative to Arya.ag? (n = 303 | farmer = 202, MSME= 101)



Farmer type	% without access to alternatives
Individual (n=102)	59%
FPO (n=100)	63%

#### Insights

Farmers mention some of the alternatives to Arya.ag as Samunnati Finance, Axis Bank, and HDFC Bank. MSMEs talk about Digi-grains and Yes Bank as alternatives.

BOTTOM 20% (FARMERS) - 60dB Benchmark





## 02: Impact

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We believe that the best way to understand the social impact that you are having is to simply ask stakeholders whether their quality of life has changed because of access to Arya.ag's services, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are stakeholders experiencing, in their own words. We are presenting insights by stakeholder type including farmers and MSMEs.

The key indicators in this section are:

**Quality of Life Change:** To what extent has the quality of life of your stakeholders changed because of your offering?

**Impact on Farming:** Are farmers less stressed about their farming because of Arya.ag? Are they able to earn a higher income and get a good price from their farm produce and has the farm produce wastage reduced?

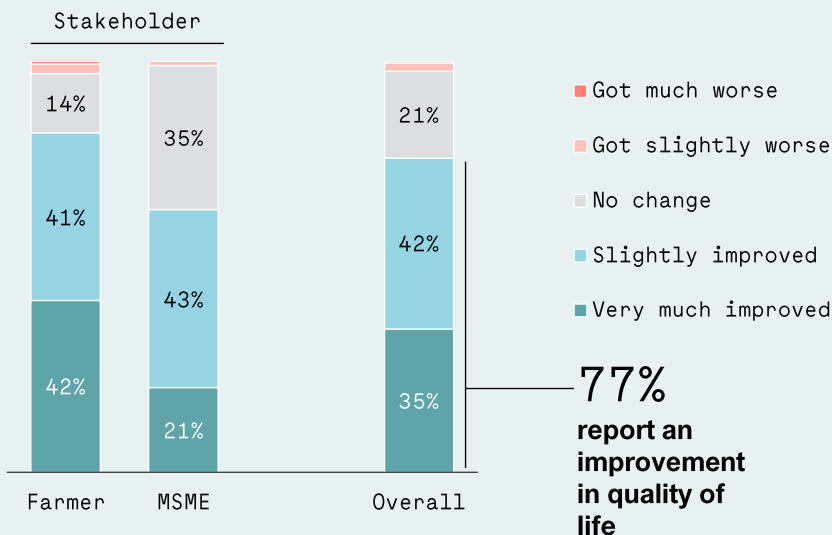
**Impact on business activities:** Are Arya.ag's MSMEs getting a better price and access to raw materials and working capital?



## 35% report that their quality of life has ‘very much improved’. Farmers are more likely to mention improvements than MSMEs.

### Quality of Life Change

Q: Has your quality of life changed because of Arya.ag? Has it: (n = 298 | farmer = 201, MSME= 97)



### Insight

Stakeholders reporting first-time access to Arya.ag’s offerings are more likely to report their quality of life has ‘very much improved’, compared to stakeholders with access to similar services (40% vs 15%).

Farmers from South India are more likely to report their quality of life has ‘very much improved’ compared to farmers from the rest of India. (49% vs 36%)

TOP 20% (FARMERS) - 60dB Benchmark

## Improved farming income and investments in farm infrastructure are the main drivers of improvement among Arya.ag’s farmers.

### Farmers Whose Lives Have Improved

Q: How has your quality of life improved? Open-ended question, responses coded by 60dB. (n = 163)

**47%** mention improved income from farming  
(38% of all farmers)

**22%** talk about investing in farm infrastructure  
(28% of all farmers)

**17%** report increased ability to purchase farm inputs  
(25% of all farmers)

### Farmers Whose Lives Have Not Changed

Q: How has your quality of life improved? Open-ended question, and responses coded by 60dB. (n = 29)

**41%** mention interest rates being high  
(6% of all farmers)

**31%** talk about not being associated with the company recently  
(5% of all farmers)

**28%** report reduced savings & profits because of high fees  
(4% of all farmers)



## MSMEs reporting improvements talk about business growth and report reduced stress.

### MSME Owners Whose Lives Have Improved

Q: How has your quality of life improved? Open-ended question, responses coded by 60dB. (n = 62)

**37%** mention **business growth**  
(23% of all MSME owners)

**34%** talk about **reduced stress**  
(21% of all MSME owners)

**32%** report **better savings and income**  
(20% of all MSME owners)

### MSME Owners Whose Lives Have Not Changed

Q: How has your quality of life improved? Open-ended question, and responses coded by 60dB. (n = 34)

**32%** say that it's too soon to see any changes  
(11% of all MSME owners)

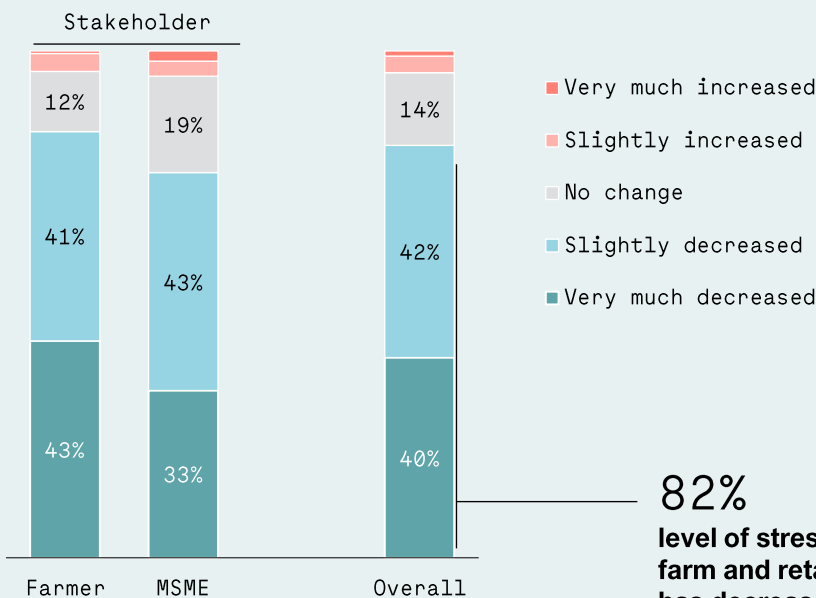
**29%** talk about **interest rates being high**  
(10% of all MSME owners)

**27%** report **reduced savings and profits due to high fees.**  
(9% of all MSME owners)

## 40% of stakeholders report that their level of stress has 'very much decreased' because of Arya.ag.

### Worry about Farming and Business Activities

Q: Has the level of stress you feel related to your farm and retail activities changed because of Arya.ag? (n = 301 | farmers = 201, MSME = 100)



#### Insight

MSME owners in North India are less likely to report that their stress levels have 'very much decreased' related to their business compared to MSME owners in the rest of India. (21% vs 49%)

**82%** level of stress related to farm and retail activities has decreased.

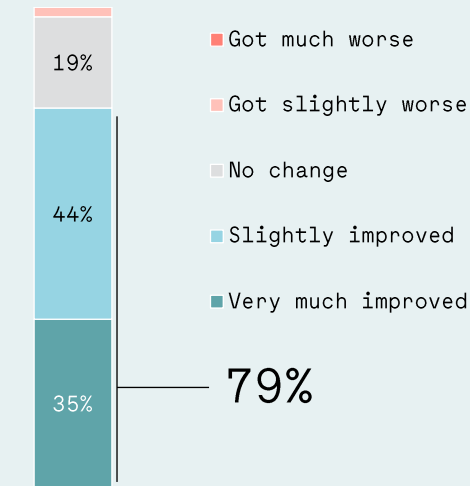


Farmers

# 79% of farmers report that their income has improved and 75% report an improvement in their ability to get a good price for produce.

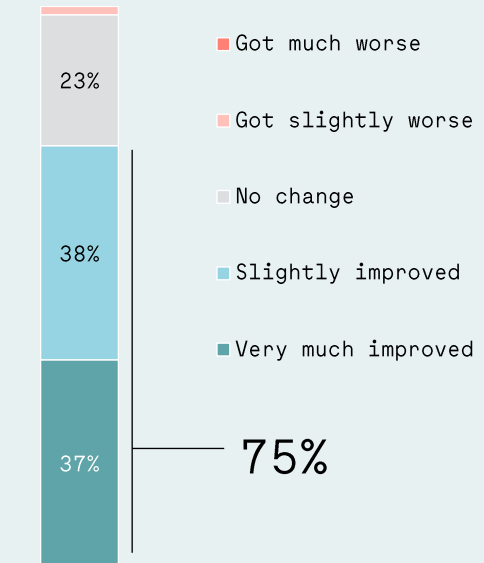
## Money Earned

Q: Has the money you earn from farm changed because of Arya.ag? (n = 201)



## Ability to Get Good Price

Q: Has your ability to get a good price for your farm's produce changed because of Arya.ag? (n = 201)

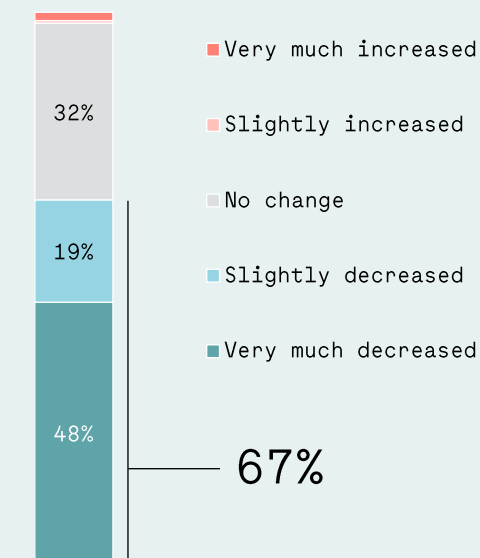


TOP 20% - 60dB Benchmark

# 67% of farmers report that the amount of produce wasted in their farms decreased because of Arya.ag.

## Produce Wasted

Q: Has the amount of your produce that was wasted (did not get sold, got damaged, etc.) changed because of Arya.ag? (n = 200)



## Insights

Individual farmers are more likely to report reduced wastage in their farms as compared to FPO-associated farmers. (73% vs 58%).

Across regions, Farmers in South India are much more likely to report that their farm produce has 'very much decreased' because of Arya.ag compared to farmers from rest of India. (64% vs 35%).

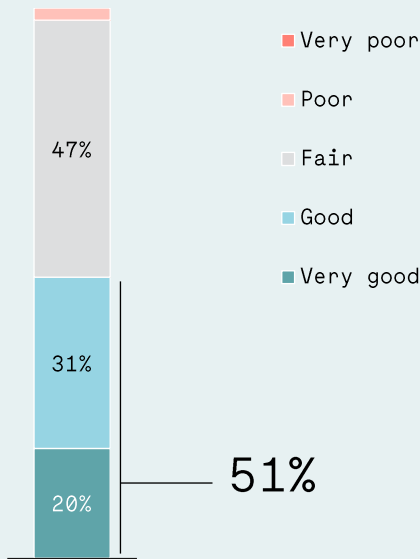


MSME

## 51% of Arya.ag MSMEs report receiving a good price for raw materials, with 81% reporting an improved ability to manage working capital.

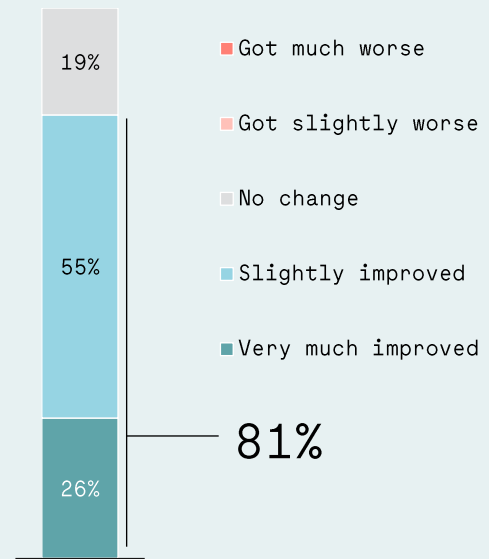
### Price Charged for Raw materials

Q: The price charged for raw materials by suppliers identified through Arya.ag platform is: (n = 45\*)



### Ability to Manage Working Capital

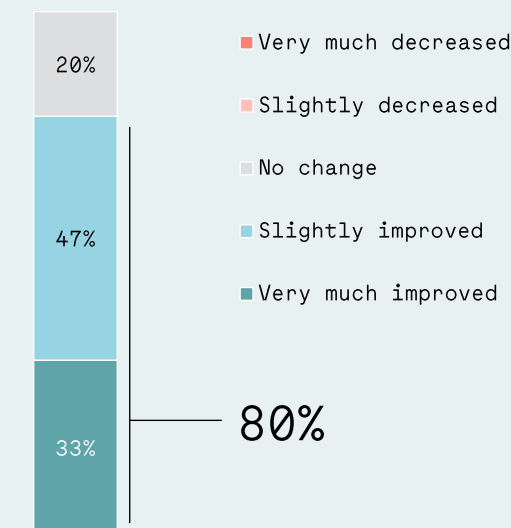
Q: Has your ability to plan and manage your working capital changed because of Arya.ag? (n = 98)



## Among those accessing raw materials, 80% report that their access to them at the right time improved because of Arya.ag.

### Access to Raw Materials

Q: Has your ability to access raw materials at the right time changed because of Arya.ag? (n = 45\*)



### Insights

MSMEs with no prior access to Arya.ag's services are more likely to report 'very much improved' access to raw materials compared to MSMEs with prior access to similar services. (39% vs 21%).

\*54 respondents report that they did not access raw materials through Arya.ag's platform.



# 03 : Experience

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If your stakeholders are not satisfied, it's unlikely they will continue to choose your product or recommend to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of client satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve. We are presenting insights by Arya.ag's stakeholders - farmers and MSMEs.

The key indicators in this section are:

**Net Promoter Score:** How likely are your stakeholders to recommend your company to a friend or family member?

**% Experiencing Challenges:** What proportion of stakeholders experience challenges with your services?

**Needs met and Loss of services:** What proportion of stakeholders have their needs met? What proportion would be disappointed if they could no longer use your services?



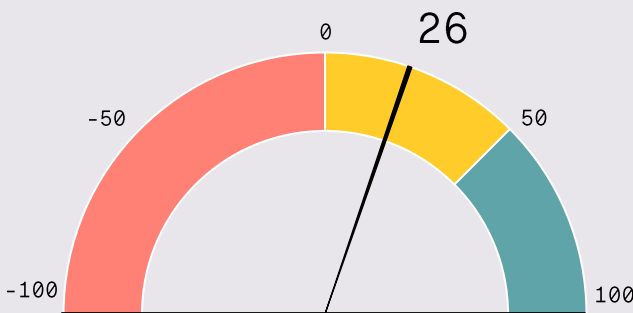
Farmers

# Arya.ag farmers have an NPS of 26, which is fair but lower than the Agriculture benchmarks in India

## Net Promoter Score® (NPS): farmers

Q: On a scale of 0-10, how likely is it that you would recommend Arya.ag to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 202)

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of farmers rating 9 or 10 ('Promoters') minus the percent of farmers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.



The score can range from -100 to 100. Arya.ag in India has an NPS of 26, which has some room for improvement.

NPS = 42% Promoters - 16% Detractors  
 9-10 rating                      0-6 rating

BOTTOM 20% - 60dB Benchmark

## Promoters value efficient loan processing and good storage facilities. Detractors and Passives want to see a lower interest rate.

**42%**  
are Promoters 😊

**42%**  
are Passives 😐

**16%**  
are Detractors ☹️

They love:

- 1. Efficient & quick loan processing (45% / 19% of all farmers)
- 2. Good storage facilities (37% / 15% of all farmers)
- 3. Good credit terms (29% / 12% of all farmers)

They like:

- 1. Easy loan approval process (31% / 13% of all farmers)
- 2. Efficient & quick loan processing (21% / 9% of all farmers)

They want to see:

They want to see:

- 1. Reduced interest rate (40% / 17% of all farmers)

- 1. Reduced interest rate (59% / 9% of all farmers)
- 2. Reduced additional fees (31% / 4% of all farmers)



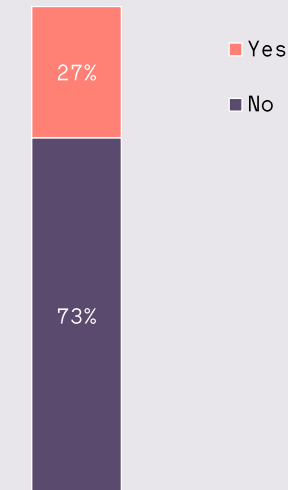


Farmers

## 27% of farmers report facing a challenge with Arya.ag, especially FPO-associated farmers.

### Proportion of Farmers Reporting Challenges

Q: Have you experienced any challenges with an Arya.ag's services?  
(n = 202)



Segments	% of farmers saying "Yes" to experiencing challenges
Individual farmers	23%
FPO-associated farmers	31%

BOTTOM 40% - 60dB Benchmark

## Farmers who experience challenges report a lack of transparency and communication, along with inflexible loan repayment.

### Most Common Challenges: Farmers

Q: Please explain these challenges. (n = 54). Open-ended, coded by 60 Decibels.

30%

talk about **lack of transparency & communication**

(8% of all farmers)

“

When I deposit a big amount using IMPS, I don't get confirmation from Arya.ag's side which leads me not to trust their services.

- farmer, Andhra Pradesh

24%

mention **inflexible repayment options**

(6% of all farmers)

“

The loan renewal period is very short at Arya.ag. money is directly credited to farmers' accounts. The renewal period should be a minimum of 1 year.

- farmer, Maharashtra

24%

talk about **poor customer service**

(6% of all farmers)

“

If we are facing any problems, we don't have any customer care to contact and resolve things.

- farmer, Andhra Pradesh



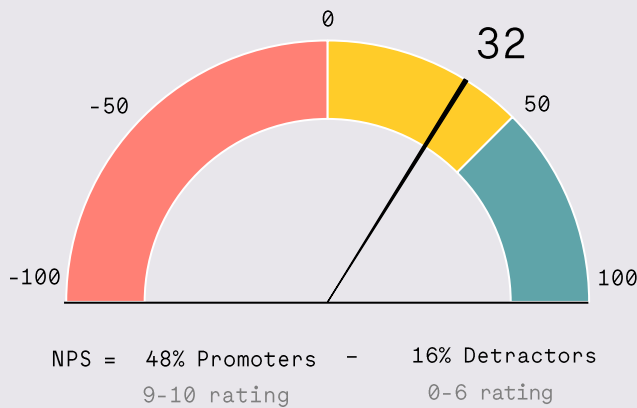
MSMEs

## MSMEs working with Arya.ag have an NPS of 32, which is fair but is lower than the 60dB Agriculture benchmark for India.

### Net Promoter Score® (NPS): MSME

Q: On a scale of 0-10, how likely is it that you would recommend Arya.ag to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 101)

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of MSME rating 9 or 10 ('Promoters') minus the percent of MSME rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.



The score can range from -100 to 100. Arya.ag MSMEs in India has a NPS of 32, which is fair.

Promoters and Passives value Arya.ag’s customer service and efficient loan processing. Detractors would like see a reduced interest rate.

**48%**  
are Promoters 😊

They love:

1. Good customer service (38% / 18% of all MSMEs)
2. Timely services (38% / 18% of all MSMEs)
3. Efficient & quick loan processing (34% / 16% of all MSMEs)

**36%**  
are Passives 😐

They like:

1. Efficient & quick loan processing (32% / 12% of all MSMEs)
2. Good customer service (24% / 9% of all MSMEs)

They want to see:

1. Reduced interest rate (43% / 16% of all MSMEs)

**16%**  
are Detractors 😞

They want to see:

1. Reduced interest rates (7 MSMEs)
2. Delayed release of stock (4 MSMEs)

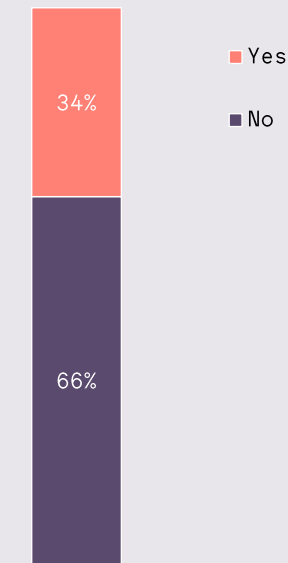


MSMEs

## 34% of MSMEs report facing a challenge with Arya.ag.

### Proportion of MSMEs Reporting Challenges

Q: Have you experienced any challenges with Arya.ag's products and services? (n = 101)



## MSME owners who experience challenges primarily report delays in availing Arya.ag's services.

### Most Common Challenges: MSME

Q: Please explain these challenges. (n = 34). Open-ended, coded by 60 Decibels.

38%

talk about **delay in services including stock release and processing.**

(13% of all MSMEs)

“

I experienced material taking time to get into the shop because of unwilling labor from Arya.ag and this happened to me twice.

- MSME, Rajasthan

21%

mention **high interest rates**  
(5% of all MSMEs)

“

I have to pay more interest on the funding. Others charge 10.5 to 11 and Arya.ag charges 13% which is a lot more.

- MSME, Bihar

15%

talk about **poor experiences with company staff**  
(5% of all MSMEs)

“

The staff keeps the work pending for a long time and they take so much time to solve problems, so I have to follow-up on small things.

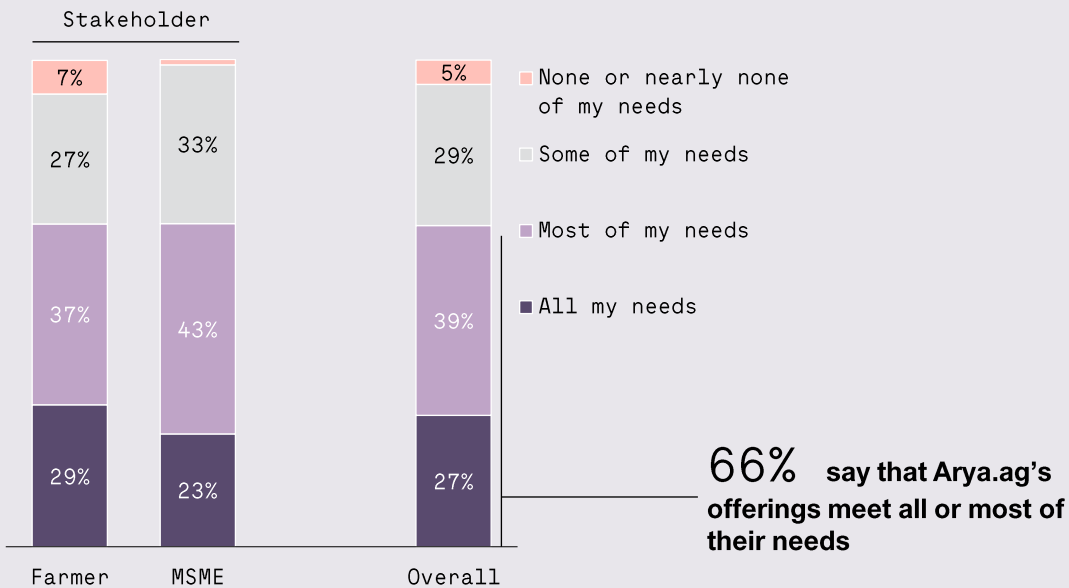
- MSME, Bihar



## 27% of Arya.ag’s stakeholders mention that Arya.ag’s offerings meet all of their needs.

### Meeting Customer Needs

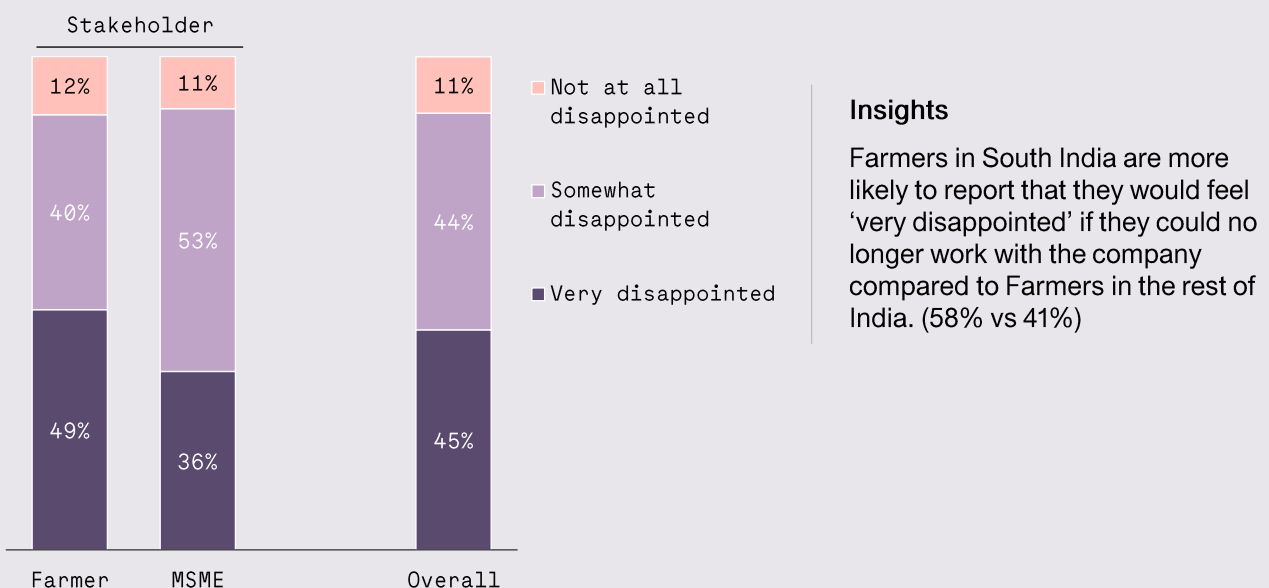
Q: Think about the offering you needed for your farm. Did Arya.ag’s offering meet none, some, most or all of the needs? (n = 297)

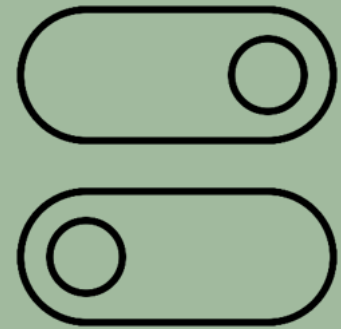


## 45% of stakeholders report that they would be ‘very disappointed’ if they could no longer use Arya.ag’s offerings.

### Sean Ellis Test

Q: How would you feel if you could no longer use Arya.ag’s offering? (n = 289)





# 04 : Segmentation Analysis

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Not every client is the same. Understanding your impact across different groupings of stakeholders can reveal additional insights into how you can improve performance.

This section disaggregates results by stakeholder type and stakeholder experience based on prior access to services similar to Arya.ag's across key indicators introduced in previous sections.

The key indicators in this section are:

**Quality of Life and other impact indicators**

**First access**

**Access to alternatives**

**Ease of use**

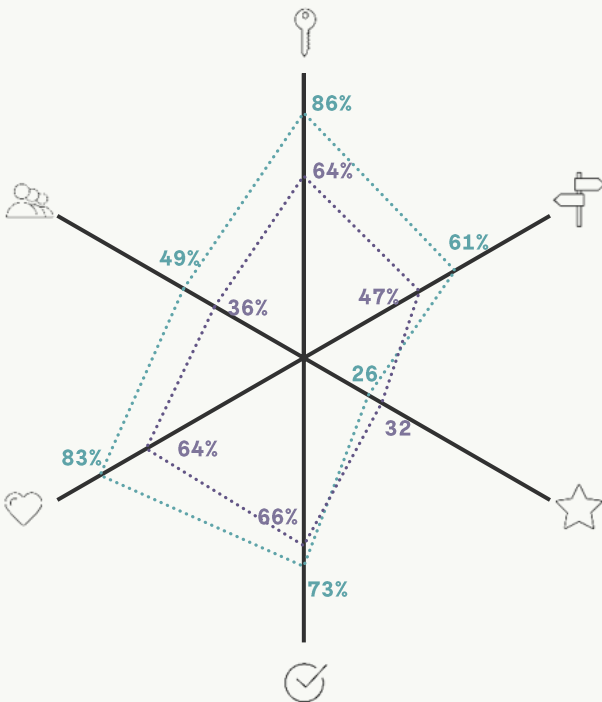
**Net Promoter Score**

**Disappointment at lost of services.**



# Arya.ag delivers a more positive impact to farmers, while MSMEs experience higher customer satisfaction.

Client-type segmentation analysis



## Key

- First access**  
% of stakeholders accessing product/service for the first time
- No access to alternatives**  
% of stakeholders not able to access a good alternative
- Net Promoter Score (NPS)**  
Scale -100 to 100
- Challenge rate**  
% of stakeholders not experiencing challenges
- Quality of life**  
% of stakeholders whose lives have slightly or significantly improved
- Disappointment over loss of services**  
% of stakeholders feeling 'Very disappointed' if they could no longer use Arya.ag

## Results

..... farmers n = 202      ..... MSME n = 101

## Insights

- 1 Farmers report a higher and deeper positive impact on their life than MSME, with 83% of farmers reporting that their quality of life improved compared to 64% of MSME. Farmers are also likely to report their quality of life has 'very much improved' than MSME. (42% vs 21%).**
- 2 MSMEs report a higher level of satisfaction with the services with an NPS of 32, compared to farmers with 26. However, in other indicators, farmers report a lower rate of challenges than MSME (27% vs 34%) and a higher proportion of farmers are more likely to report 'very much disappointed' over the loss of services (47% vs 36%).**
- 3 Farmers are more likely to report using services like Arya.ag's for the first time than MSME. 86% of farmers report that they are using services like Arya.ag's for the first time in comparison to 64% of MSME. A high proportion of farmers are not able to access a good alternative compared to a lower proportion of MSME. (61% vs 47%)**

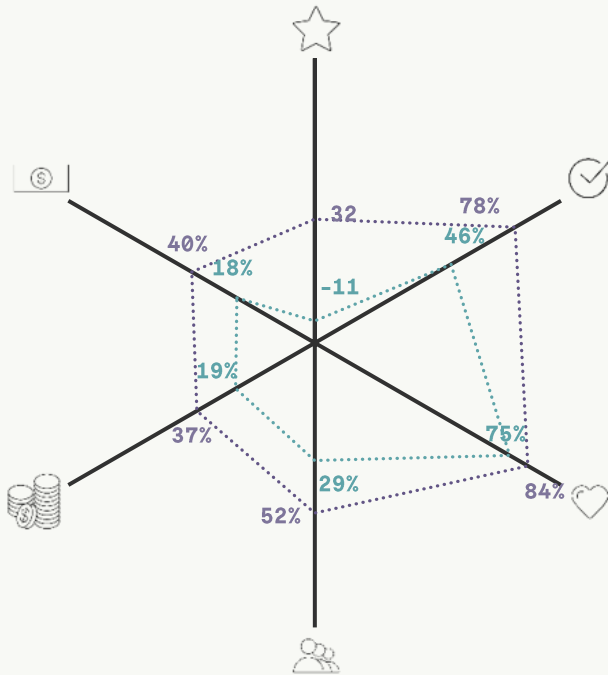
## Actions

- 1 Farmers working with Arya.ag experience better outcomes than MSME. Are there lessons that Arya.ag can learn from their farmers' operations and use them to engage with MSME?**
- 2 There is some room for improvement for Arya.ag to improve the experience of both stakeholders. Arya.ag can dive deeper into key themes around customer satisfaction and challenges and address needs. This could help increase customer satisfaction and loyalty.**
- 3 Arya.ag is serving highly competitive markets, especially for MSMEs. Improving access to unique services can enable Arya.ag to create a stronger presence in the Retail space.**



## Farmers accessing Arya.ag’s offerings for the first-time report deeper impact and better customer experience than farmers who have accessed similar services previously.

First Access segmentation analysis



Key

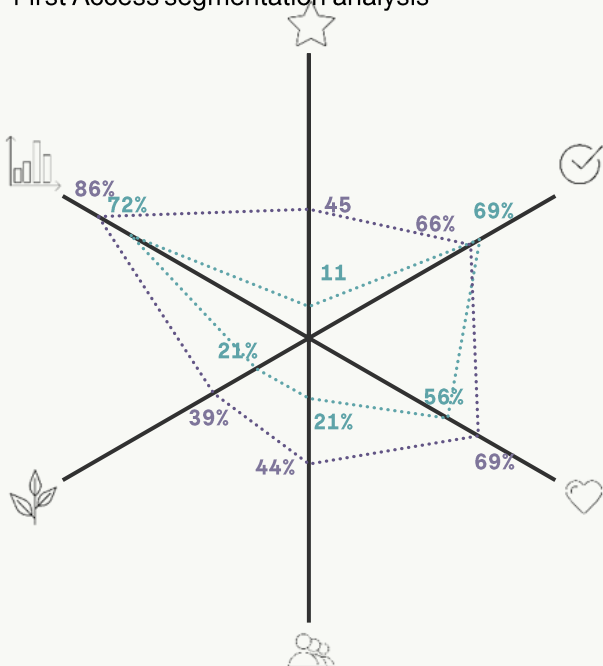
- Net Promoter Score (NPS)**  
Scale -100 to 100
- Challenge rate**  
% of farmers **not** experiencing challenges
- Quality of life**  
% of farmers whose lives have slightly or significantly improved
- Disappointment over loss of services**  
% of farmers feeling 'Very disappointed' if they could no longer use Arya.ag
- Income change**  
% of farmers who report that their income has 'very much increased'
- Ability to get a good price**  
% of farmers feeling that their ability to get a good price on produce has 'very much improved'

Results

..... Prior access n = 28      ..... No prior access n = 174

## MSMEs using Arya.ag’s services for the first time are also more likely to report positive impact and stakeholder satisfaction than MSMEs with prior access to similar services.

First Access segmentation analysis



Key

- Net Promoter Score (NPS)**  
Scale -100 to 100
- Challenge rate**  
% of MSMEs **not** experiencing challenges
- Quality of life**  
% of MSME owners whose lives have slightly or significantly improved
- Disappointment over loss of services**  
% of MSME owners feeling 'Very disappointed' if they could no longer use Arya.ag
- Access to Raw Materials**  
% of MSMEs whose access to raw materials has "very much improved"
- Ability to Manage Working Capital**  
% of MSMEs whose ability to manage working capital has slightly or significantly improved.

Results

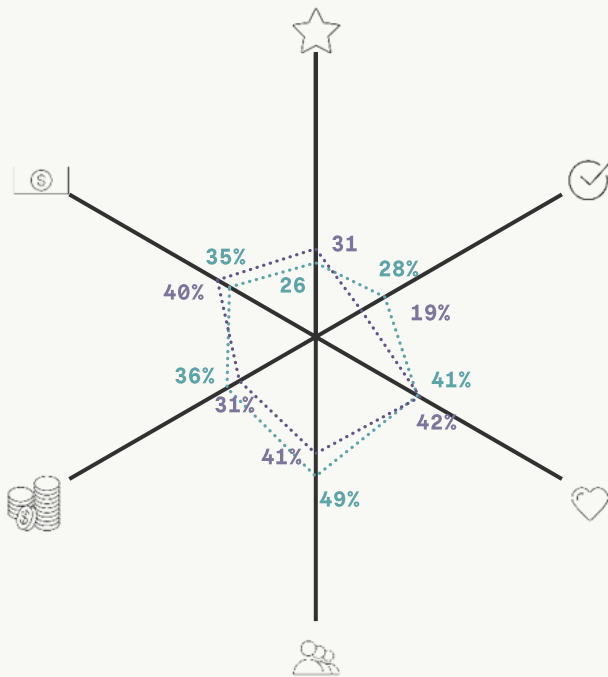
..... Prior access n = 36      ..... No prior access n = 64





There are no statistically significant differences between farmers who have engaged with Arya more recently and farmers who have engaged with Arya for a longer tenure.

Tenure segmentation analysis



Key

- Net Promoter Score (NPS)**  
Scale -100 to 100
- Challenge rate**  
% of farmers experiencing challenges
- Quality of life**  
% of farmers whose lives have slightly or significantly improved
- Disappointment over loss of services**  
% of farmers feeling 'Very disappointed' if they could no longer use Arya.ag
- Income change**  
% of farmers who report that their income has 'very much increased'
- Ability to get a good price**  
% of farmers feeling that their ability to get a good price on produce has 'very much improved'

Results

..... <2 Years n = 75      - - - - - >2 Years n = 97



“

Anya.ag has made a big difference in my life. I bought new equipment and seeds, and I could afford to hire extra help during the busy seasons. It made a huge impact on my farm and my family's way of life, and I'm grateful for that.

- Farmer, Andhra Pradesh



# Appendix

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# Detailed Arya.ag Farmer Impact Performance

- BOTTOM 20%
- BOTTOM 40%
- MIDDLE
- TOP 40%
- TOP 20%

Performance Relative to Benchmark indicates where Arya.ag falls in the ranking relative to other companies in the Agriculture sector in India:

## Benchmark Overview

**India** geographical focus  
**Agriculture** sector focus  
**10** companies included  
**2,561** voices listened to

Indicator	Description	Arya.ag Farmers	60dB Benchmark	60dB Top 20%	Performance Relative to Benchmark
<b>Profile &amp; Access</b>					
First Access	% accessing for the first time	86%	81%	95%	
Alternatives	% without access to good alternative	61%	86%	93%	
Inclusivity	Inclusivity Score	0.80	0.73	0.74	
<b>Impact</b>					
Quality of Life	% 'very much improved' quality of life	42%	24%	37%	
Income	% "very much improved" income	35%	13%	30%	
<b>Satisfaction</b>					
Net Promoter Score	NPS, on a scale -100 to 100	26	44	56	
Challenges	% experiencing challenges	27%	16%	11%	

IMPACT PERFORMANCES

# Methodology

## About the 60 Decibels Methodology

In February-March 2024, 60 Decibels’ trained researchers conducted 202 phone interviews with its farmers and 101 phone interviews with its MSME stakeholders. These were randomly selected from a sample list provided by Arya.ag of active farmers and MSME in the last 2 years. Here is the breakdown of how we collected this data:

	Farmers	MSME
States	<b>Bihar, Uttar Pradesh, Karnataka, Rajasthan, Haryana, Madhya Pradesh, Assam, Andhra Pradesh, Uttarakhand, Delhi, Maharashtra and Telangana.</b>	
Client Population	<b>435</b>	<b>380</b>
Interviews Completed	<b>202</b>	<b>101</b>
Response Rate	<b>63%</b>	<b>62%</b>
Languages	<b>Hindi, Kannada, Telugu &amp; Marathi</b>	
Average Survey Length	<b>13 mins</b>	<b>14 mins</b>
Confidence Level	<b>90%</b>	<b>90%</b>
Margin of Error	<b>5%</b>	<b>5%</b>

## Calculations and Definitions

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

### Metric

### Calculation

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off stakeholders. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$$

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking stakeholders to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of stakeholders rating 9 or 10 out of 10 (‘Promoters’) minus the % of stakeholders rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.

## Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

### Review Your Results

- Review your results and qualitative client responses. There's a lot of interesting feedback in there!
- 

### Engage Your Team

- Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
  - Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
- 

### Spread The Word

- Reach a wider audience on social media & show you're invested in your stakeholders. Check out the social media post examples below.
  - 3 in 5 stakeholders would recommend us to a friend or family member, what are you waiting for? #ListenBetter with @60\_decibels
  - stakeholders say they like Arya.ag's ease of use and simplicity: "it provides easy access to managing your money within the platform." #ListenBetter with @60\_decibels
- 

### Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
  - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
- 

### Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

# 60\_\_decibels

## About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and client insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 1,000+ researchers in 80+ countries, and have worked with more than 800 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most.

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## Thank You For Working With Us!

### Let's do it again sometime.

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

### Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

## Acknowledgments

**Thank you to Arya.ag team for their support throughout the project. This work was generously sponsored by Quona Capital.**