



FARMER SPOTLIGHT

Kancharla Anjaneyulu

Farmer's greenhouse was subsidized by the Dept. of Rural Development SERP (Govt. of Andhra Pradesh)



“Kheyti's Greenhouse-in-a-Box is a **blessing for small farmers like us**. Lower input costs, reduced pesticide use, and healthier crops have made me **feel more secure about the future**.

For 20 years, I grew vegetables in the open-field. Farming was always uncertain. The cost of pesticides and labor was high, and when rains failed or market prices dropped, I often ended up with losses.

That changed when I installed **Kheyti's Greenhouse-in-a-Box**. I got a **subsidy for 50%** of the cost and a **low-cost loan for the rest** from the **Government of Andhra Pradesh**.

I chose cucumber as my first crop. The first harvest came in just 27 days, and over the next **40 days**, I harvested nearly **2,500 kg**. My first-season profit of **\$600** gave me confidence.

The crops stayed healthier, and I needed far fewer pesticides, spraying only once every 10 days. The quality improved, and my input costs dropped significantly.

In Q2, Kheyti progressed towards scale via deeper govt. engagement, validated impact & tech partnerships

Government for scale

Successful pilots and consistent govt. engagement have created pipeline

Successful pilots from last FY have sparked **renewal talks**, with multiple stage governments planning to **increase sanctioned farmers tenfold**

Forged first partnership with a state Horticulture Department (of Madhya Pradesh), a major milestone given its strong alignment & large budgets, **enabling replication across states.**



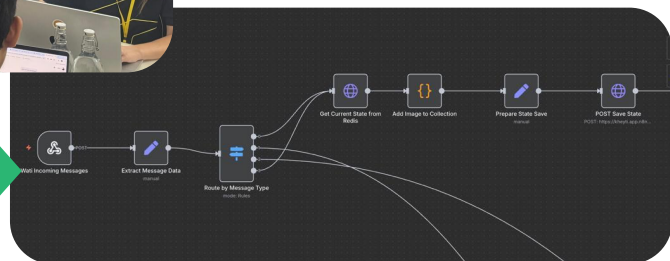
Technology for Scale

Kickstarted work on technology roadmap to provide advisory in a scalable, low-cost, high quality manner



Autodesk, IDInsight and Kheyti Teams Collaborating to Develop the Chatbot

AI Engine Driving Contextual Crop Advisory



Partnered with multiple organizations to develop an **AI-powered WhatsApp crop advisory** and strengthen **internal technical capacities**

QUARTERLY SPOTLIGHT

Third party rigorous control study of 1,698 farmers across four agro-climatic zones confirms Kheyti's focus on underserved farmers and transformative impact across income, climate resilience and sustainability

- **Study Design & Methodology:** Independent **quasi-experimental evaluation** using farmer surveys and soil testing to measure income, resilience, and sustainability.
- **Target farmers & baseline:** **Low-income smallholders** with average landholding of 2.39 acres (median 1.8 acres) and baseline open-field income of \$784/year (\$611 median).
- **Alignment with Internal Data:** Results closely match Kheyti's internal monitoring, **reinforcing the reliability of Kheyti's M&E systems**



Farmers earn **73% higher income in greenhouses** compared to their open-field farming



Average income per farmer from different greenhouse sizes is **\$644** (Median - \$449)



Income prorated to the smallest 240 m² greenhouse unit is **\$378** (Median - \$217)

67% ↓
Water Usage

70% ↓
Fertiliser Used

58% ↓
Crop Loss

10x ↑
Labor Productivity



Sahab Singh and his wife turn a **\$700 investment into \$2,100** with their 400 m² Kheyti greenhouse within 4 months

Rajasthan farmers celebrate Vijay Kumar Jat's **\$850 greenhouse income within 4 months**, inspiring neighbors to follow suit





Smart Farmer Revolution