

# SecuFarm Story

IN-FOCUS : SMALLHOLDER PADDY FARMERS OF UTTAR PRADESH

## Project At A Glance

**Focus Area:** Barabanki, Uttar Pradesh, India

**Target Group:** Smallholder Paddy Farmers

**Crop:** Paddy

**Project Duration:** 120 days

**Villages Covered:** 27

**Field visits:** 300+

**Core Objective:** To encourage Paddy Farmers of Barabanki, Uttar Pradesh to adopt digital & sustainable farming and secure them financially by increasing and protecting their income with the SecuFarm services.



## Impact Created



**High Yield :** Average Yield served **25-28** quintals per acre



**Income Protection :** Compensation of Rs **48,000** given to **8** farmers who experienced losses due to excessive rainfall



**Sustainable Farming :** Farmers adopted a positive outlook towards sustainable farming practices with SecuFarm

## Challenges faced by farmers



Heavy rainfall and strong winds



Lack of information on pests & diseases



Lack of irrigation planning



Usage of harmful pesticides

## Solutions by Secufarm

By installing Automatic weather stations, we provided farmers with hyper-local real-time weather advisory on the SecuFarm app to mitigate risks of extreme weather events.



Farmers received timely alerts & SMSs on conducive conditions for pests in their crop and measures to control pest infestation.

Our pest & disease advisory was focused on improving crop nutrition, soil health and accurate application of environmentally safe agrochemicals.



Farmers adopted a smart irrigation system where they received irrigation advisory based on soil moisture data and weather forecasting.

Farmers who suffered crop loss due to heavy rainfall were financially covered with farm-level compensation under the SecuFarm income protection policy.



## About WRMS

WRMS is an agricultural and dairy risk management company. We leverage data, technology and financial innovation to develop risk management solutions that help farmers

- ✓ Enhance productivity
- ₹ Gain a secure income
- ✓ Practice sustainable farming

## About SecuFarm

SecuFarm is the world's first income guaranteed smart & sustainable farming solution that de-risks farming for smallholder farmers and drives them towards sustainable agriculture practices. With SecuFarm, farmers get an assured farm-level yield and a guaranteed income.

## SecuFarm Highlights



**27,800**

Area Covered (Acres)



**25,800**

Farmers Enrolled



**2,000**

Farmers Compensated



**3,000**

Active Farmers



**260 Million**

Income Secured (INR)