

# Secu Farm 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

who experienced losses due to excessive rainfall



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

**Income Protection**: Compensation of Rs 48,000 given to 8 farmers

# Challenges faced by farmers



Heavy rainfall and strong winds



Lack of information on pests & diseases



Lack of irrigation planning

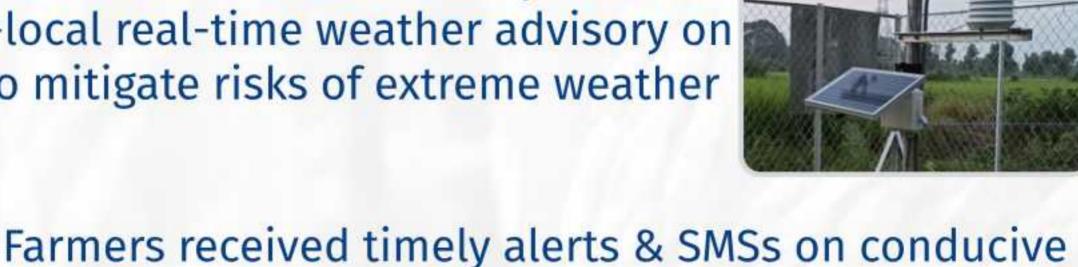


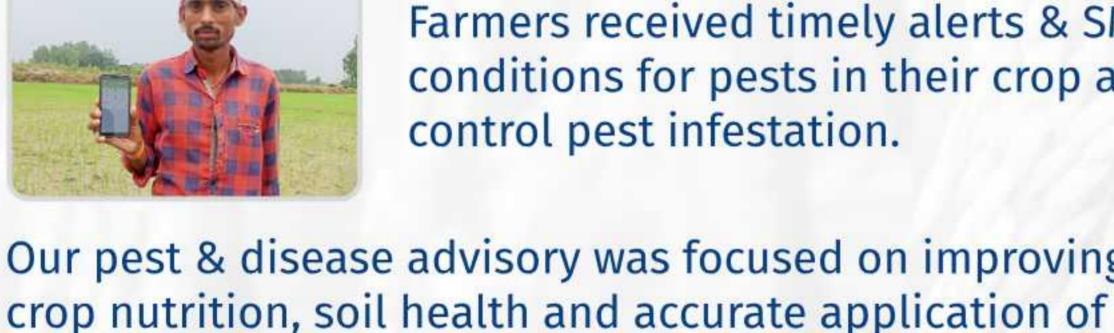
Usage of harmful pesticides

### Solutions by Secufarm

farmers with hyper-local real-time weather advisory on the SecuFarm app to mitigate risks of extreme weather events.

By installing Automatic weather stations, we provided

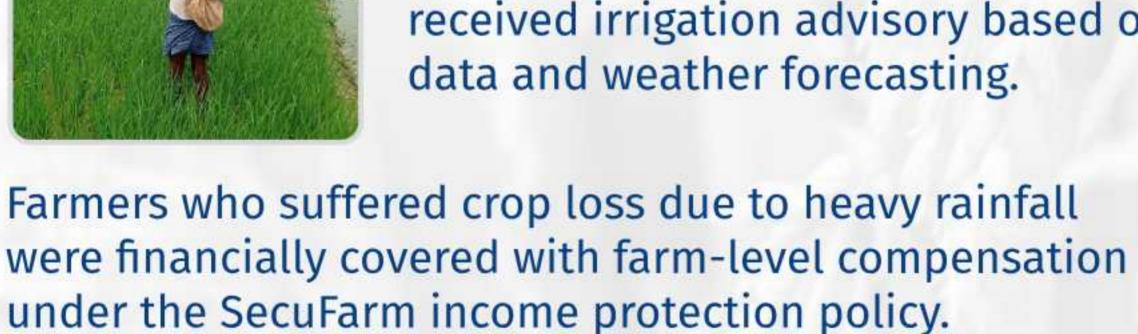




conditions for pests in their crop and measures to control pest infestation. Our pest & disease advisory was focused on improving

environmentally safe agrochemicals. Farmers adopted a smart irrigation system where they





data and weather forecasting. Farmers who suffered crop loss due to heavy rainfall

Farm Smart



#### data, technology and financial innovation to develop risk management solutions that help farmers

**About WRMS** 

**Enhance productivity** Gain a secure income Practice sustainable farming

WRMS is an agricultural and dairy risk management company. We leverage

- **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



Area Covered (Acres)



Farmers Enrolled



Compensated



**Active Farmers** 

