

# SecuFarm Story

**IN-FOCUS : SMALLHOLDER TOMATO FARMERS OF HARYANA**

## Background

Haryana, the northern state of India, holds 11th position in production of tomatoes with 3.11% of the total country's production. With an average area of 29,000 ha, the state produces around 20-30 t/ha of tomatoes. Karnal stands at 4th position in Haryana tomato production with approx 43,587 tons per year.



## Problem Statement

Farmers usually delay in diagnosing their crop diseases which don't allow them to take timely action against evident pests leading to crop losses. In this area, farmers also require output purchase options in order to maximize their income.

# Project At A Glance

**Focus Area:** Karnal, Haryana, India

**Target Group:** Smallholder Tomato Farmers

**Core Objective:** Empowering Tomato Farmers of Karnal, Haryana with Secufarm - a smart & sustainable farming solution that guarantees yield to farmer.

## Challenges faced by farmers



- Farmers do not have soil testing service available locally and hence, they are not able to apply nutrient in required quantity.
- Farmers lack real-time climate information which makes them prone to extreme weather events and impacts their decision-making.
- Farmer don't have access to tools for early detection of pest and disease which delays the whole disease management process that may prove fatal for the crop.
- Farmers tend to over or under irrigate because of lack of soil, water or climate information.
- Access to market remains a major challenge for smallholder farmers due to lack of information and network.

# Solutions by Secufarm



A complete 14-parameter based soil analysis at our local soil testing labs.



Hyper local weather information and advisory through indigenously manufactured IoT installation to help farmers predict upcoming weather events and assist them with timely measures to resolve their crop issues.

Educating farmers to use fertilizers and other agro-chemicals accurately to protect soil nutrients.



Rule-engine based dynamic farm-level advisory and alerts on nutrient and crop protection application, irrigation and crop management.



Post harvest market linkages to enhance farmers' market accessibility and reduce post-harvest losses.



## Impact Created



Yield Increased by  
**13%**



Cost Reduction by  
**8%**



Price Realisation of  
**5%**

# 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\*



**8,808**

Area Covered (Acres)



**8,662**

Farmers Enrolled



**1,959**

Farmers  
Compensated



**2,935**

Active Farmers



**5,727**

Farmers Benefited  
(Yield Enhancement)