

# Impact Assessment Krish-E Village Project (SM Sehgal Foundation)

Corporate Social Responsibility Project by  
Mahindra and Mahindra Ltd.

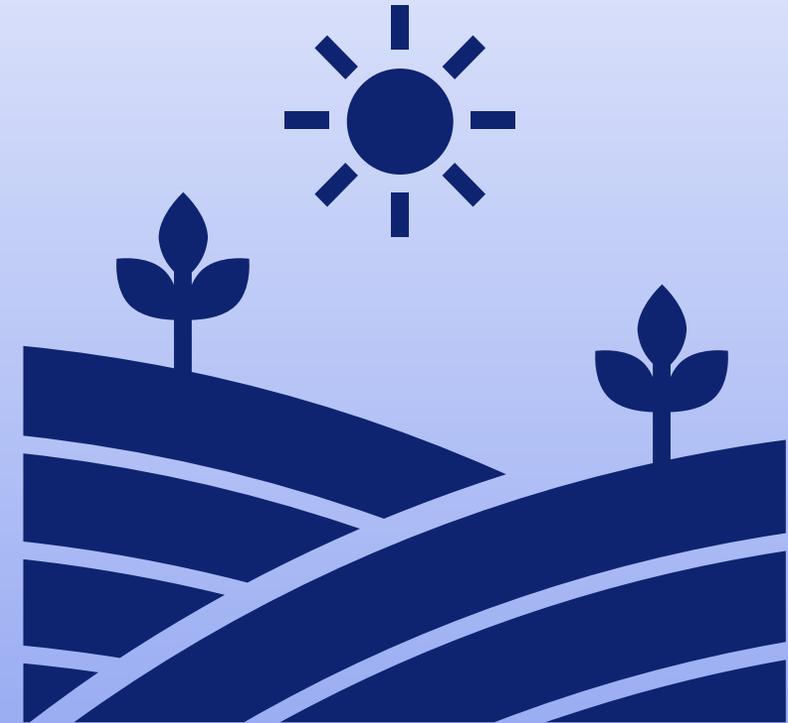
March 2023

Prepared by,  
KPMG Assurance and consulting services LLP



# Contents

|           |                                   |    |
|-----------|-----------------------------------|----|
| <b>01</b> | About the Project                 | 03 |
| <b>02</b> | Project Objectives and Components | 04 |
| <b>03</b> | Approach and Methodology          | 05 |
| <b>04</b> | Profile of Beneficiaries          | 06 |
| <b>05</b> | Notable Project Outcomes          | 07 |
| <b>06</b> | IRECS Evaluation                  | 08 |



# About the Project:

SM Sehgal Foundation proposed and implemented “Krish-e Village Project” which was designed to offer integrated solutions to small farmers by focusing on improving farm income. It leveraged technical know-how about improved agronomical practices and promoted use of machines. It also helped in building capacity of the farming community to use digital apps for fast and timely delivery of knowledge inputs. The focus was bringing down overall farming costs and improving crop output to boost farmer income.

## Objective

- To develop farmer capacity with digital services, across the crop cycle, and provide holistic knowledge (agronomy advisory, advanced farm equipment rentals, digital farming solutions).
- Bring down overall farming costs and improve crop output, and consequently the farmer’s income.

## Project Geography

- The interventions under the project are being undertaken in two districts: **Sultanpur in Uttar Pradesh and Aurangabad in Maharashtra.**
- The two districts are quite distinct both in terms of geography and ecology as well as cropping patterns and land holdings.

# Project Objectives and Components:

01

To equip farmers with the knowledge of available farm machines and modern agricultural practices to reduce costs and time spent on agriculture activities.

02

To undertake training and broaden knowledge base, utilise Takneek plots and offer agronomy advisory services to boost income.

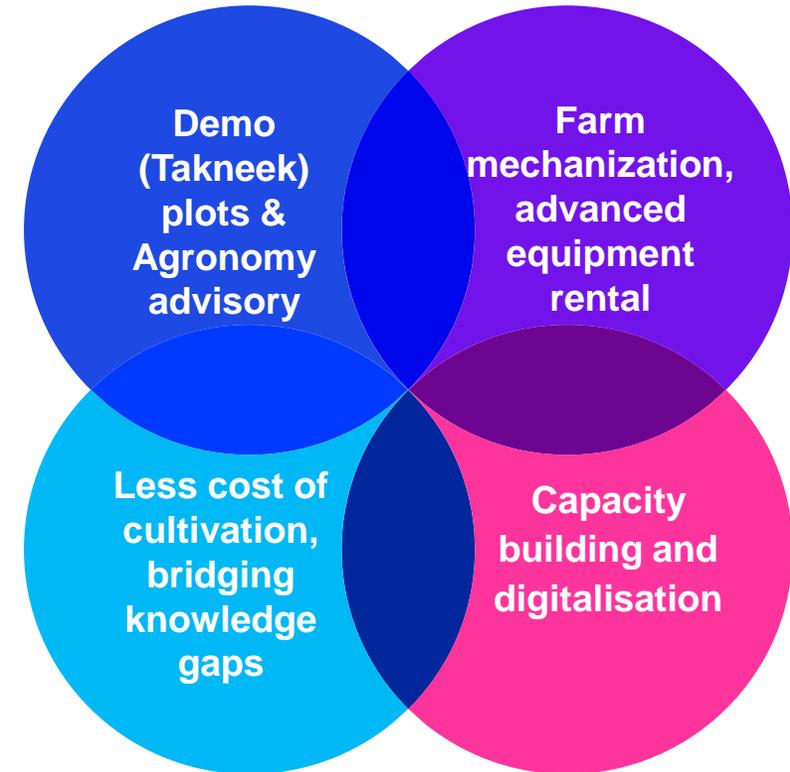
03

To improve access to farm machinery for those unable to afford it, meet the need for advanced farm machinery through FPOs and CHCs.

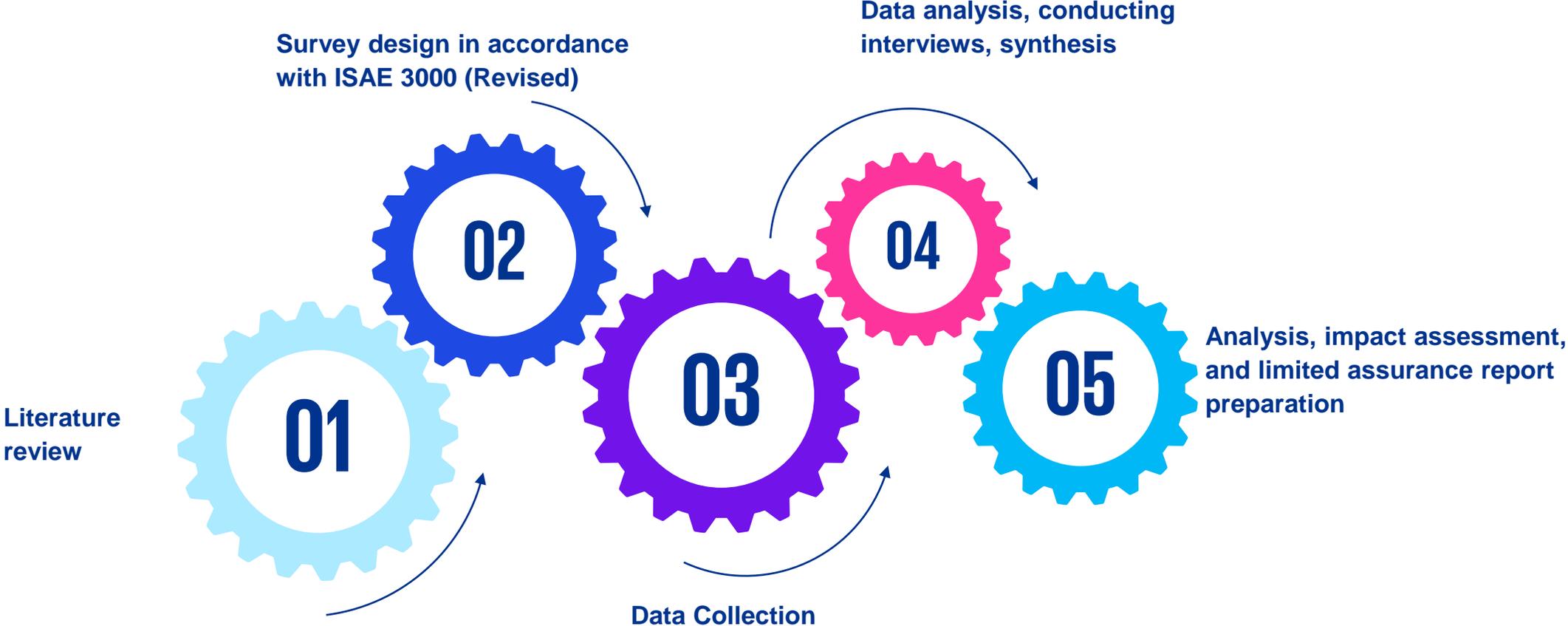
04

To increase access to digital platforms and farming technologies through apps like Krish-e Mobile. This will enable better cultivation practices, improve yields.

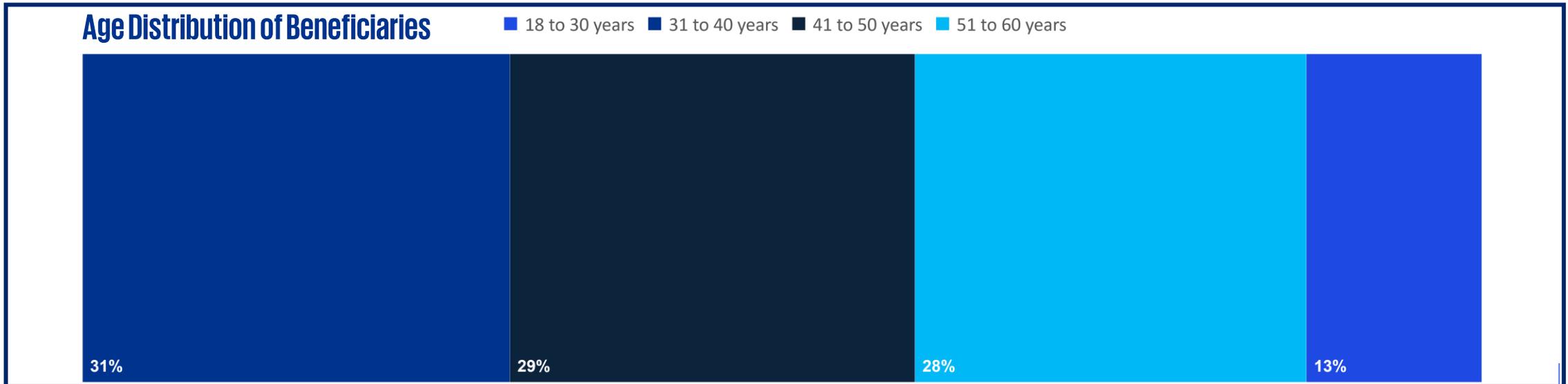
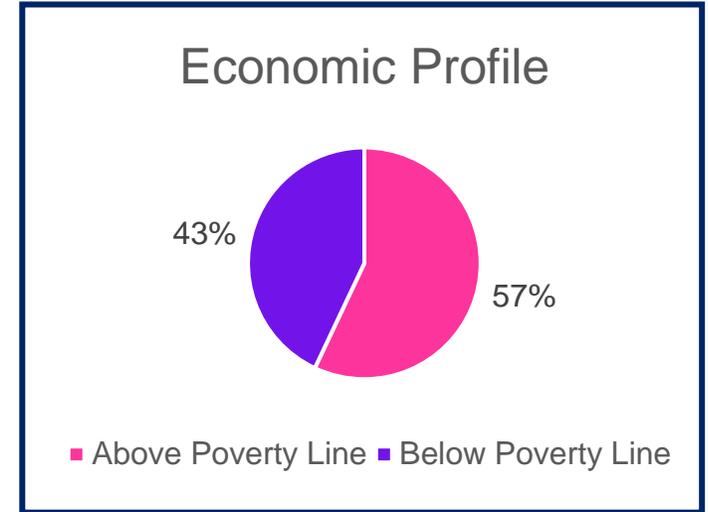
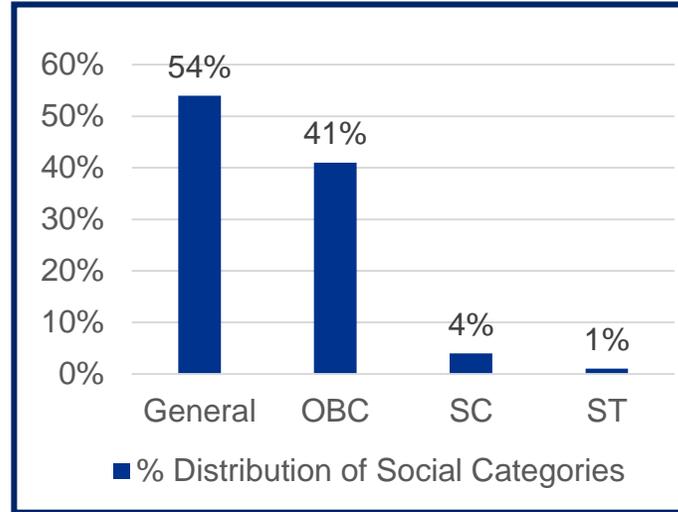
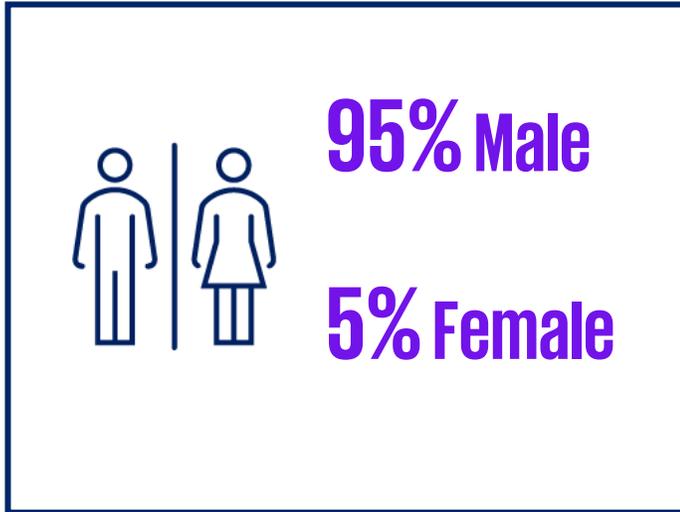
## Project Components



# Approach and Methodology



# Profile of beneficiaries



# Notable Project Outcomes

1

**Crop Diversification:** 46% of the respondents were able to diversify and sustain farm-based livelihoods.

2

**Takneek Plot Modules:** Above 85% of respondents knew about the rightful usage of pesticides, and fertilisers, how to reduce input costs, and improve soil health.

3

**Beneficiary satisfaction:** 100% of respondents were satisfied with the demonstration plots. 99% were aware of M&M's contributions.

4

**Increase in Farm Productivity:** Nearly 90% of beneficiaries noted at least a 5-10% increase in farm productivity.

5

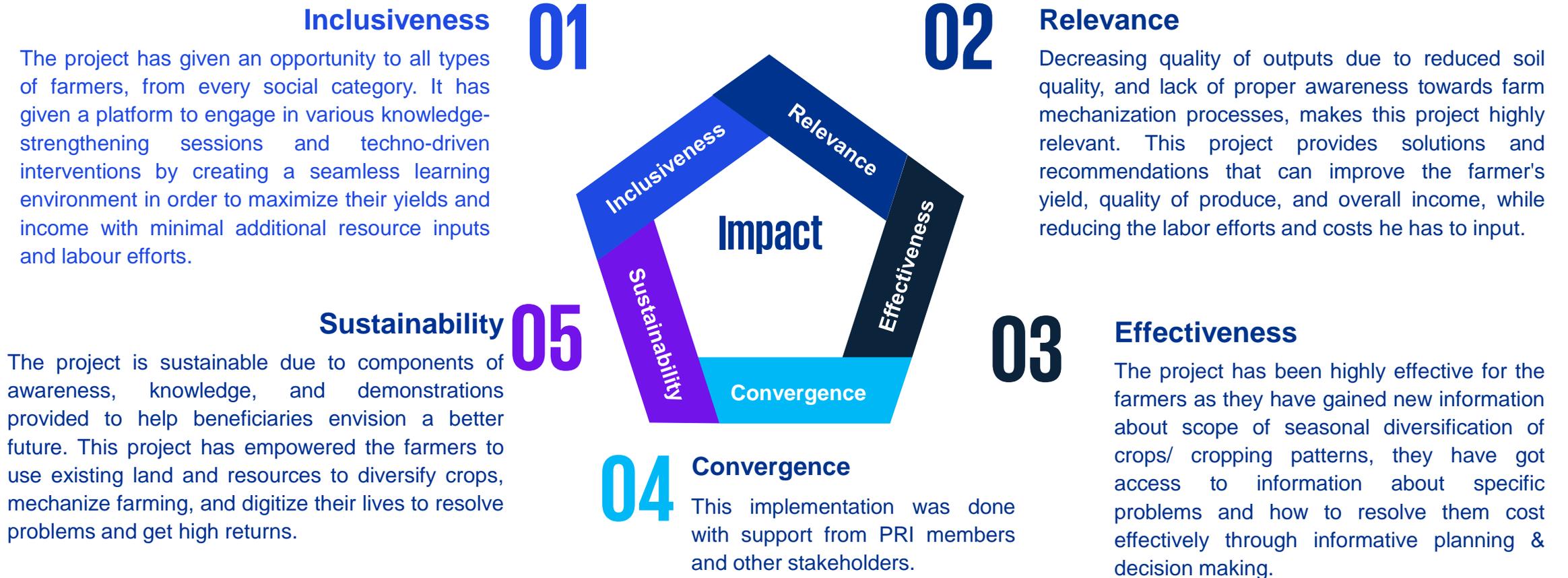
**Bridging the digital divide:** 93% of farmers were able to use mobile applications for agri-advisory purposes

6

**Improved financial behaviour:** Beneficiaries enhanced their purchasing power and investment portfolio post-intervention (Savings, FDs, etc.).

# IRECS Evaluation

The overall impact assessment findings may be mapped as per the criteria of the IRECS framework as follows:



# Thank You

## Disclaimers:

- This report has been prepared for Mahindra and Mahindra Ltd. ("Client") based on the terms of the Contracts ("Contract") executed between Mahindra and Mahindra Ltd. and KPMG Assurance and Consulting Services LLP ("KPMG" or "we").
- The performance of KPMG's services and the report issued to the Client are based on and subject to the terms of the Contract.
- This report sets forth our views based on the completeness and accuracy of the facts stated to KPMG and any assumptions that were included. If any of the facts and assumptions is not complete or accurate, it is imperative that we be informed accordingly, as the inaccuracy or incompleteness thereof could have a material effect on our conclusions.
- While performing the work, we assumed the genuineness of all signatures and the authenticity of all original documents. We have not independently verified the correctness or authenticity of the same.
- While information obtained from the public domain or external sources has not been verified for authenticity, accuracy or completeness, we have obtained information, as far as possible, from sources generally considered to be reliable. We assume no responsibility for such information.
- Performance of our work was based on information and explanations given to us by the Client. Neither KPMG nor any of its partners, directors or employees undertake responsibility in any way whatsoever to any person in respect of errors in this report, arising from incorrect information provided by the Client.
- Our report may make reference to 'KPMG Analysis'; this indicates only that we have (where specified) undertaken certain analytical activities on the underlying data to arrive at the information presented; we do not accept responsibility for the veracity of the underlying data.
- In accordance with its policy, KPMG advises that neither it nor any of its partner, director or employee undertakes any responsibility arising in any way whatsoever, to any person other than Client in respect of the matters dealt with in this report, including any errors or omissions therein, arising through negligence or otherwise, howsoever caused.
- In connection with our report or any part thereof, KPMG does not owe duty of care (whether in contract or in tort or under statute or otherwise) to any person or party to whom the report is circulated to and KPMG shall not be liable to any party who uses or relies on this report. KPMG thus disclaims all responsibility or liability for any costs, damages, losses, liabilities, expenses incurred by such third party arising out of or in connection with the report or any part thereof.
- By reading our report, the reader of the report shall be deemed to have accepted the terms mentioned hereinabove.