

# Syngenta Foundation Farmers' Hub Impact Insights Bangladesh



September, 2020



# Welcome To SFSA Bangladesh's 60dB Results

60 Decibels interviewed 265 of SFSA Bangladesh's farmers  
- they had a lot to say!

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# Syngenta Foundation Performance Snapshot

Syngenta Foundation for Sustainable Agriculture (SFSA's) Farmers' Hubs are providing access to a new and unique offering to small and marginal farmers in Bangladesh. While farmers are satisfied, there is an opportunity to deepen impact.

## Profile

48%

live in poverty



## Impact

78%

quality of life  
'very much improved'



## What Impact

- 78% speak about increased earnings
- 28% talk about an improved standard of living
- 12% speak about ease of farming

## First Access

84%

first time accessing  
service provided



## Farmer Voice

"The Farmers' Hub has helped me a lot. Due to the recent flooding, I was not able to purchase seedlings on my own due to a financial crisis. The Farmers' Hub helped me by giving me the seedlings on credit."

## Data Summary

SFSA Farmers' Hub performance: 265 farmers interviewed during August 2020 in Bangladesh.

Quintile Assessment compares Syngenta Foundation's Farmers' Hub performance with 60dB Agriculture Benchmark comprised of 33 organizations and 6,000+ farmers. Full details can be found in [Appendix](#).

## Net Promoter Score®

40

on a -100 to 100 scale



## Challenges

8%

report challenges:  
65% of these were not  
resolved



## What Challenges

- Poor / inconsistent yield
- Doubts about seedling authenticity
- Crop loss due to pests

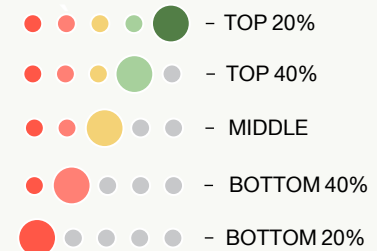
## Access to Alternatives

61%

report not having access  
to a good alternative






## Performance vs. 60dB Benchmark



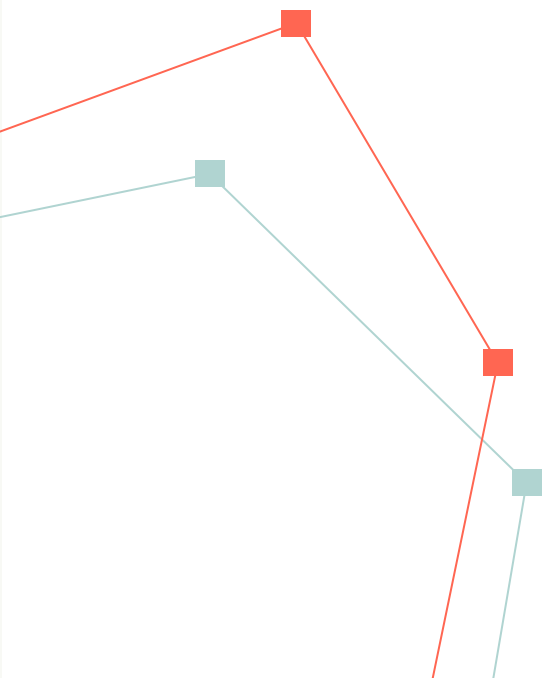
# Top Actionable Insights

SFSA’s Farmers' Hubs are offering a scarce, highly valued product with farmers reporting high levels of satisfaction, and increased crop earnings due to purchased seedlings.

Headline	Detail & Suggested Action
<div></div> <div>High levels of farmer satisfaction</div>	<p>The Net Promoter Score® - a common gauge of satisfaction/loyalty - was good at 40. A score above 50 is considered excellent. Farmers appreciated the quality and diversity of seedlings and access to training at the Farmers' Hubs.</p> <p>See slides:<a href="#">19</a>, <a href="#">20</a>,<a href="#">21</a></p> <p><b>For discussion:</b> Can SFSA highlight this value proposition in outreach efforts?</p>
<div></div> <div>First time access that contributes to income of some of the poorest farmers</div>	<p>The Farmers’ Hubs are bringing new product(s) to marginal and small farmers in Bangladesh – 84% said they were accessing the offering for the first time and 61% said they can’t easily find a replacement for it.</p> <p>In the last 12 months, Farmers’ Hubs products were applied to 40% of the average farmer’s cultivated crops that accounted for roughly half of their household’s income. See sides: <a href="#">8</a>, <a href="#">10</a>, <a href="#">7</a></p> <p><b>An idea:</b> How can SFSA deepen engagement with these farmer segments?</p>
<div></div> <div>Farmers report improved crop outcomes and quality of life</div>	<p>81% of farmers reported some increase in crop production due to Farmers’ Hub products. Almost 90% of this group said this came from the same land implying an increase in productivity. 77% reported increased revenue from these crops; almost all of which was driven by increased volumes they were able to sell.</p> <p>See slides: <a href="#">15</a>, <a href="#">16</a>, <a href="#">17</a>, <a href="#">14</a></p> <p><b>An idea:</b> SFSA could share these results in with partners and funders!</p>

# Farmer Voices

We love hearing farmer voices.  
Here are some that stood out.



## Impact Stories

78% shared how SFSA Farmer’s Hub services had improved their quality of life

“My income has increased more than before. I have been able to increase the amount of cultivation of other crops.”

“I have never cultivated vegetables before. Now I am earning more money from this business.”

“I am able to sell more now as I get more production within a short span of time.”

“I can now farm with less hassle as I do not have to worry about my crops dying before harvest.”

“My main source of income is from cultivating and selling bottle gourd. Before I was not financially solvent at all due to insufficient production of bottle gourd, but now I always have money in my hand for my daily expenses.”

## Opinions On Farmer Hubs’ Value Proposition

47% were Promoters and were highly likely to recommend

“I find the Farmers’ Hub to be very reliable and trustworthy which is very difficult to find in the market.”

“It is easy to access and whenever we face any problem the nursery authority come forward to help us.”

## Opportunities For Improvement

34% had a specific suggestion for improvement

“It is hard to identify which seedlings are original and which are not. Farmers’ Hubs should come up with a way through which farmers can be sure that the seedlings are of top quality.”

“I need to buy fertilizers separately. Then the cost goes a little higher later. It would have been better to give seedlings at a lower price.”

# Key Questions We Set Out To Answer

- Who is Syngenta Foundation's Farmers' Hubs reaching?
  - Demographics, disability & income profile
  - Share of farmers accessing Farmers' Hub services for first time
  - Availability of alternatives in market
  - Climate event history & recovery rates in farmer community
- What impact are the Farmers' Hubs having?
  - Impact on quality of life
  - Top outcomes being experienced
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  - Total spends on seedling

“I am earning much more than before.  
My family is more prosperous now.”

# About The Farmer

The average farmer cultivated 1 acre of land last year, 40% of which used Farmers' Hub products. These crops constituted about half of the household's income.

We asked questions to understand the farmer, their farms, and their engagement with Syngenta Foundation's Farmers' Hubs.

The average farmer we spoke with had worked with the hub for a little over a year. We anticipate reports of impact deepening as farmers use the Farmers' Hub's products over a longer period of time.

\*Other crops include cabbage, cauliflower, beans, pumpkin, bitter gourd, and several others.

## About The Farmers We Spoke With

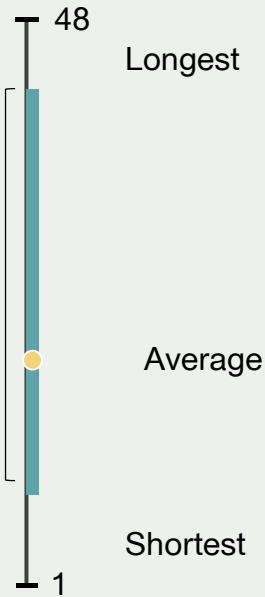
Data relating to farmer characteristics (n = 265)

1 Acres were cultivated by the average farmer last year

40% Of the land cultivated last year used Farmers' Hub products

47% Of household income last year came from crops that used Farmers' Hub products

## Engagement Duration (in months)



## Top Crops\* Using Farmer Hub Seedlings

- 56% Eggplant
- 24% Bottle Gourd
- 24% Papaya
- 23% Pepper
- 20% Tomato



# Poverty And Inclusivity

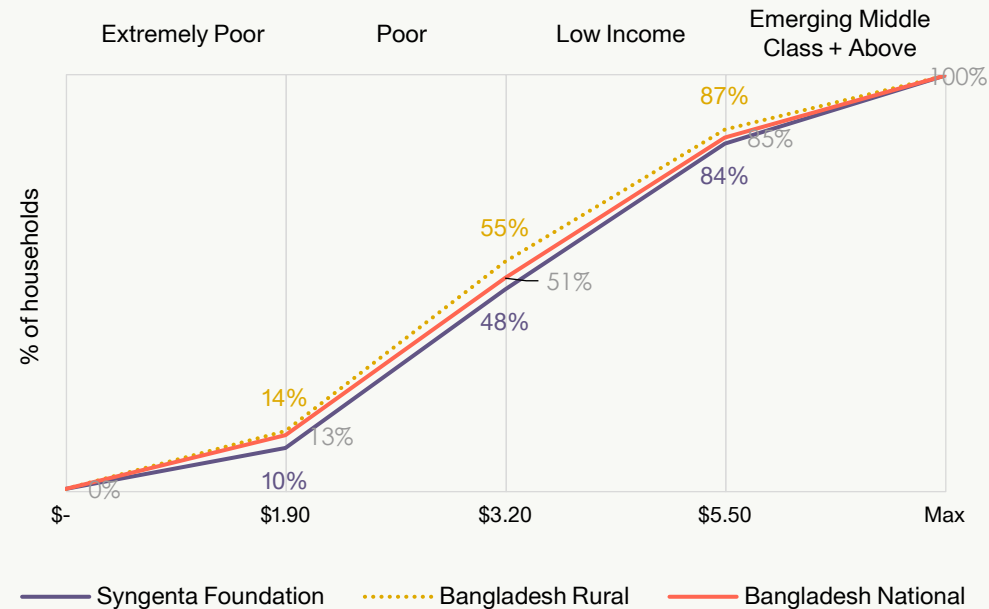
SFSA Farmers' Hubs are serving farmers whose poverty profile is in line with the Bangladesh national average and slightly lower than the rural average.

Using the **Poverty Probability Index®** we measured how the poverty profile of your farmers compares to the Bangladesh average.

48% of Syngenta Foundation's farmers live below the \$3.20/day compared to the Bangladesh rural average of 55% and national average of 51%.

## Income Distribution of Syngenta Foundation Relative to Bangladesh Average

% living below \$3.20 per person / per day (2011 PPP) (n = 265)



## Inclusivity Ratio

Degree that Syngenta Foundation is reaching low-income farmers in Bangladesh

0.9x

● ● ● ● ● - TOP 40%

We calculate the degree to which you are serving low-income farmers compared to the general population. 1 = parity with national pop. ; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.



# Disability Profile

We used the [Washington Group Disability questions](#) on disability to understand the profile of households and how products, services, marketing, training, or after-sales support could be more inclusive.

Farmer households have a 3.8% disability prevalence, which is higher than Bangladesh’s national population disability rate of 1.4%.

You can use this information to identify ways to better serve your farmers. For example, if respondents have challenges with eyesight, consider larger informational stickers or brochures. If they have challenges with communicating verbally, then having an option to send an SMS for support rather than call may help.

The disability rate among farmer households is more than twice that of Bangladesh’s national population.

## Disability Profile of SFSA Farmers' Hubs' Farmer Households

% who said a member of their household had a lot of difficulty doing any of the following or cannot do at all. (% of respondents, n = 261)

**3.8%** Respondents said that one or more of their household members had at least one of six disabilities

	<b>0.4%</b> difficulty seeing, even if wearing glasses (if available)		<b>0.0%</b> difficulty remembering or concentrating
	<b>1.9%</b> difficulty hearing, even if using a hearing aid (if available)		<b>0.0%</b> difficulty with self-care, such as washing all over or dressing
	<b>1.9%</b> difficulty walking or climbing steps		<b>0.4%</b> difficulty communicating or being understood, using their usual language

# Access and Alternatives

84% of farmers report accessing a new product because of the Farmers' Hub and less than 5% are certain that they can find a good alternative to it.

To understand the organization's contribution, we ask farmers if it is facilitating access to a new product or service and whether this offering can be easily replaced by an alternative.

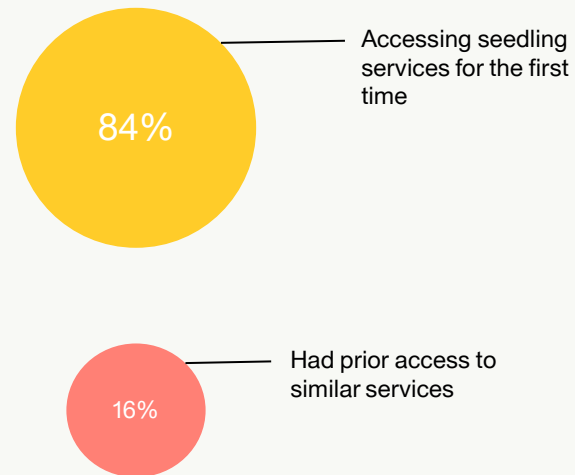
The high percentage of farmers who are accessing Farmers' Hub seedlings for the first time suggests that Syngenta Foundation's Farmers' Hubs are reaching an under-served farmer base.

The low availability of alternatives provides insight into the competitive landscape and the degree to which the Farmers' Hubs are providing a scarce service.

## First Access

Q: Before you started interacting with [Farmer Hub Name], did you have access to seedlings like those that [Farmer Hub Name] provides? (n = 265)

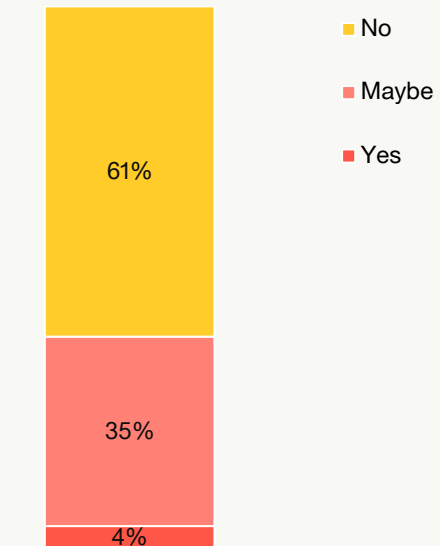
● ● ● ● ● - Top 20%



## Access to Alternatives

Q: Could you easily find a good alternative to [Farmer Hub Name] seedlings? (n = 265)

● ● ● ● ● - Top 40%%



# Resilience to Shocks

10% of farmers whose communities experienced shocks were resilient in the face of it. Less than half of the remaining 90% who reported being affected by the shock have recovered completely.

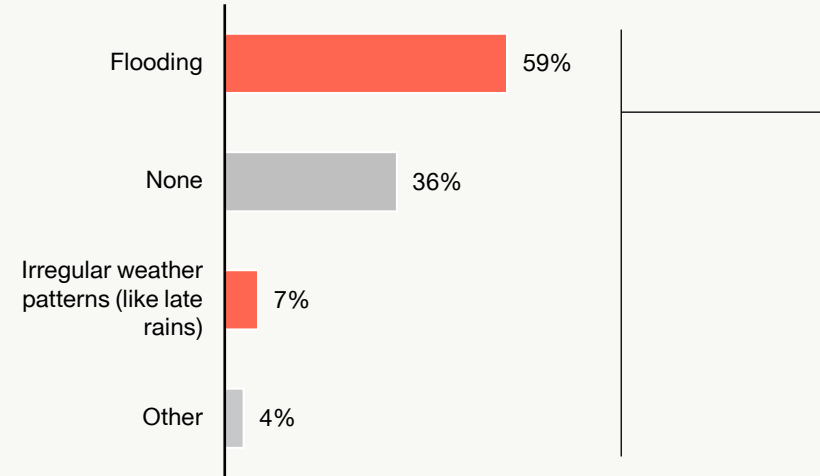
**64%** Of farmers said their community had experienced at least one climate related shock in the last 24 months

**10%** Of the 174 farmers' whose communities experienced a shock were resilient in the face of it and did not get affected

**42%** Of the 156 farmers whose households were affected by the shock were buoyant and have recovered

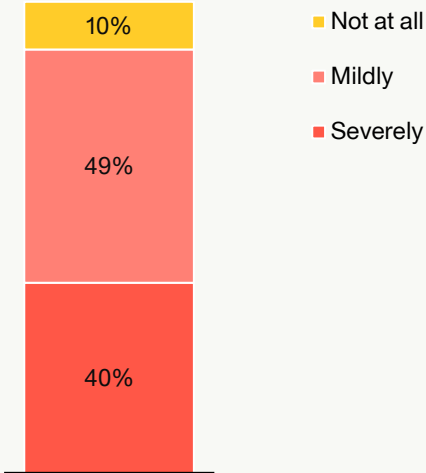
## Shocks Experienced By Community

Q: In the last 24 months, did your community / village experience any of the following: (select where affirmative) (n = 264)



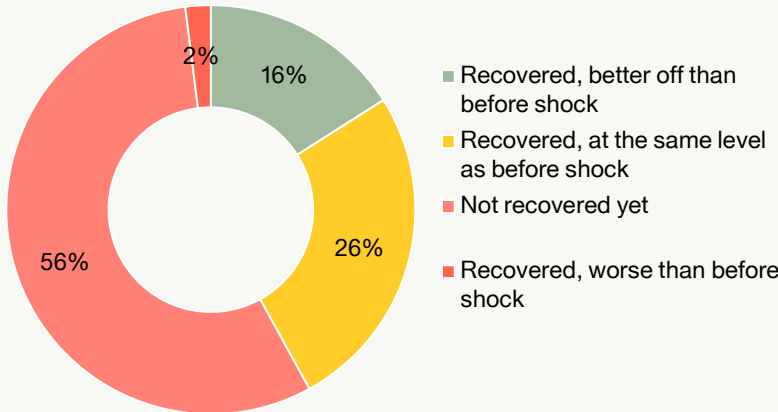
## Severity of Shock For Household

Q: Did the most severe of these shocks affect your household severely, mildly or not at all? (n = 174)



## Recovery

Q: To what extent was your household able to recover from this event? (% of respondents who were affected by a shock) (n = 156)



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Vegetable cultivation has been good.  
I had no income before, and I can  
earn now. The family benefits.

# Quality of Life

To gauge depth of impact, farmers were asked to reflect on whether their quality of life has changed because of SFSA Farmers' Hub services.


Of the ones who reported ‘no change’, more than half were waiting for the harvest season to be able to report a difference.

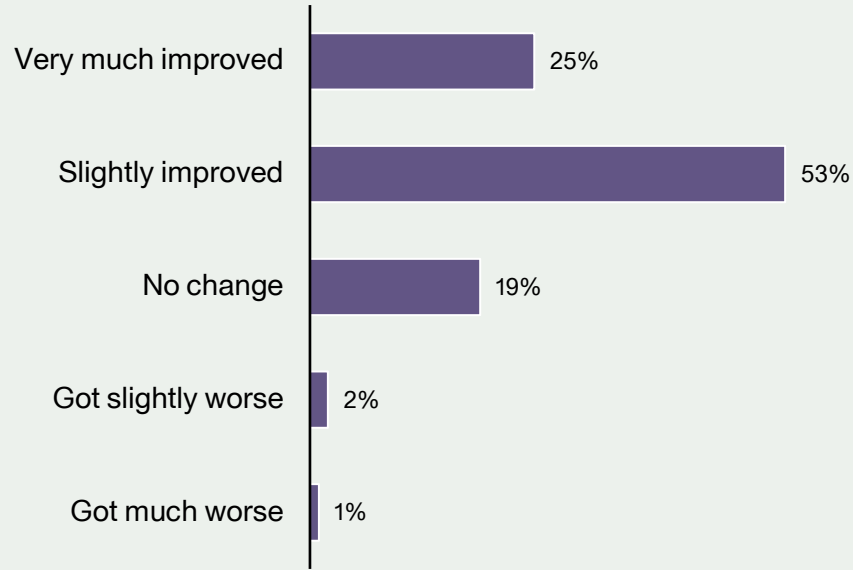
Farmers who report ‘very much improved’ quality of life are also more likely to report increases in money earned.

78% of farmers report experiencing quality of life improvements.

## Perceived Quality of Life Change

Q: Has your quality of life changed because of [Farmer Hub Name]? (n = 265)

 - Bottom 40%



### Very much improved:

“Using the profit I repaired my house and started other vegetable cultivation.”

### No change:

“I couldn't make any profit because of the rain my yield got damaged.”

### Got worse:

“A lot of my plants died. I don't have money for daily requirements because of the loss.”

# Quality of Life: Top Outcomes

Farmers were asked to describe – in their own words – the positive changes they were experiencing because of the Farmers' Hubs' services.

The top outcomes are shown on the right.

Others included:

- Improved farming practices and gaining more knowledge (5%)
- Increase in the varieties of crops cultivated (4%)

The increased earnings and higher yield had farmers speaking about a better standard of living, better farming practices and a better state of mind.

## Top Three Self-Reported Outcomes for 78% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 265). Open-ended, coded by 60 Decibels.

78%	Spoke about <b>improved earnings and better yield</b> (61% of all respondents)	“Using their seedlings I got huge sales in tomato during the winter season and in brinjal during the summer season.”
28%	Mentioned an <b>increase in standard of living</b> and being able to afford more (22% of all respondents)	“I am earning a good income and can spend more on the family. I am spending it on [my] children's education.”
12%	Spoke about <b>ease of farming</b> and said they <b>worried less</b> about the quality of their yield (9% of all respondents)	“Farming overall has become easier as I need to worry less about a pest outbreak. My overall production has also increased.”

# Changes In Production

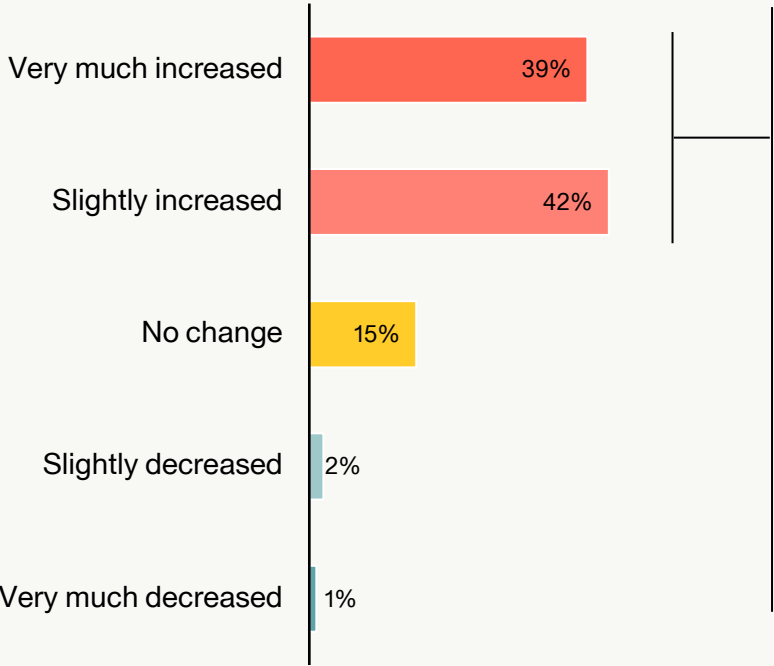
81% of farmers reported an increase in crop production. Almost all of this came from the same land suggesting an increase in productivity due to the Farmers' Hubs' seedlings.

We asked farmers if they had noticed changes in the production of crops that used Farmers' Hubs' seedlings and what might have caused it.

Farmers who have been with the Farmers' Hubs for the least time (0-6 months) were most likely to report no change in their production.

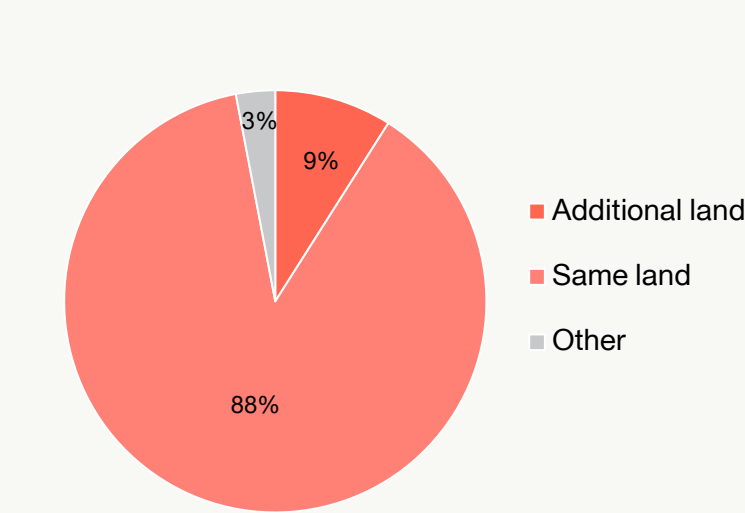
## Impact on Production

Q: Has the total production from your [crop] changed because of [Farmer Hub Name] seedlings? (n = 265)



## Reasons for increases in production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 215)





# Impact on Crop Revenue (1/2)

77% of farmers reported an increase in revenue from crops that used Farmers' Hub seedlings with 93% of these farmers saying that the change is due to increased volumes sold.

We asked farmers if they had noticed changes in revenue from crops for which they had used Farmers' Hub seedlings.

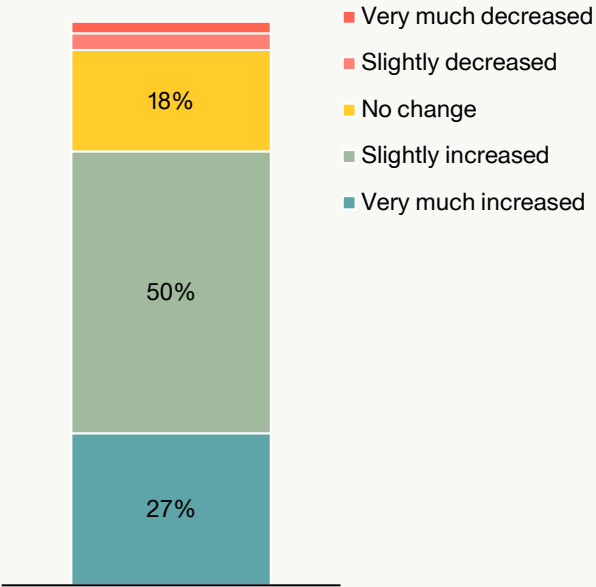
On average, 45% of farmers' total household income came from crops for which farmers purchased seedlings. Given that over three quarters of farmers reported increased crop earnings, this suggests that the Farmers' Hubs are having significant impact on farmer's overall earnings.

Over 40% of farmers also mentioned increase in price or reduced cost as factors contributing to increased revenue

**Question**  
Do Farmers' Hubs already offer services that help reduce costs and increase crop prices?  
If so, marketing them further may help further boost farmer earnings!

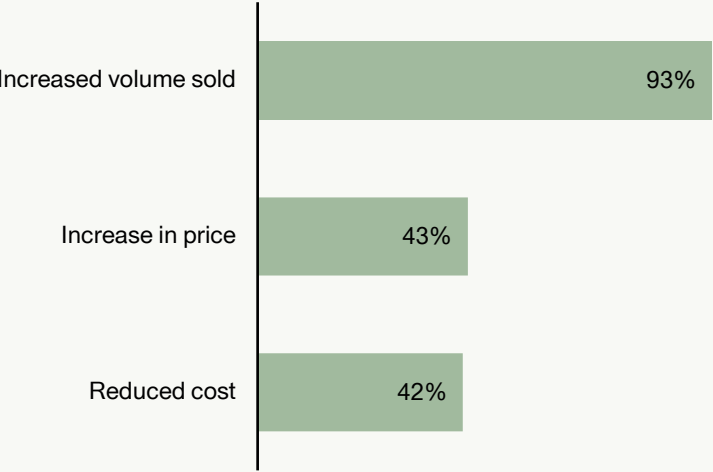
## Returns from Crops

Q: Has the money you earn from [crop] changed because of [Farmer Hub Name] seedlings? (n = 265)



## Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? (n = 204)



# Impact on Crop Revenue (2/2)

On average, farmers reported a 59% increase in their crop revenue and 47% of household income from the crops for which they used Farmers' Hubs' seedlings.

47%

Of household income last year came from crops that used farmer hub seedlings

59%

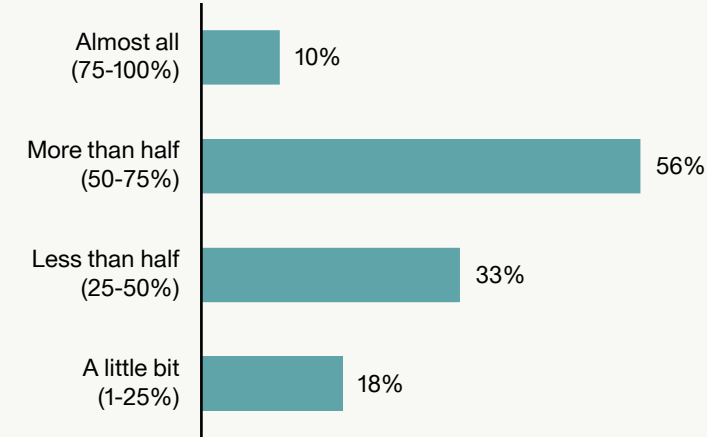
Was the average increase in revenue from crops that Farmers' Hub seedlings were used for

83%

Rated this change a significance of 4 or 5 when thinking about its contribution to household income

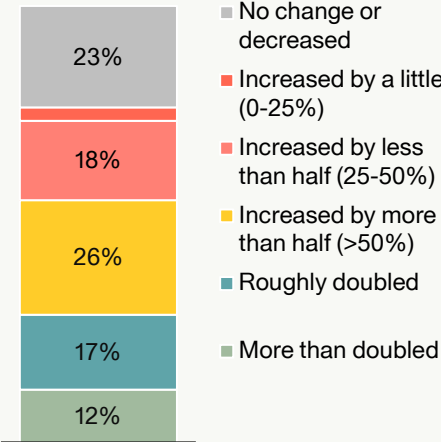
## Household Income Impacted By Farmer Hubs

Q: In the last 12 months, what proportion (%) of your household's total income, came from [crop]? (n = 243)



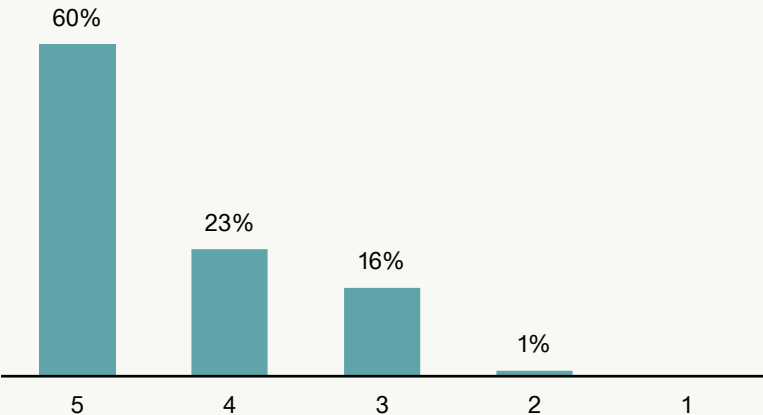
## Change In Crop Returns

Q: Can you give a rough estimate how much your money earned from your crop has increased because of [Farmer Hub Name] seedlings? (n = 204)



## Significance of Change in Crop Returns

Q: On a scale of 1 to 5, where 1 is not significant at all and 5 is very significant how significant is this increase to your overall household income?(n = 204)



# Key Questions We Set Out To Answer

The seedlings are of very good quality, especially the eggplant and bottle gourd seedlings. The crops do not die easily, and the crops grow faster compared to those of other companies.

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# Farmer Satisfaction: Net Promoter Score

Syngenta Foundation’s Farmers' Hubs have a Net Promoter Score® of 40 which is good, and inline with the 60dB South Asia benchmark.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor. The Farmers' Hubs’ score of 40 is good.

Asking respondents to explain their rating explains what they value and what creates dissatisfaction. These details are on the next page

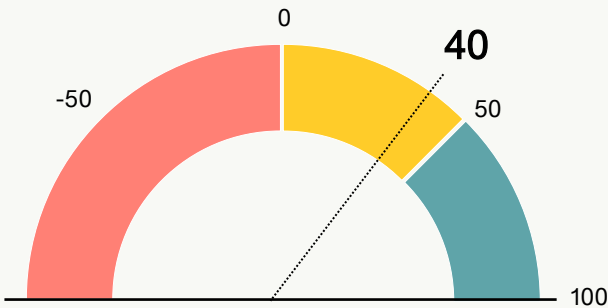
**Insight**

You’re in the middle of our Agriculture Farmer as Customer benchmark for this indicator.

Increase this score by 7 points to move into the next quintile!

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend [Farmer Hub Name] to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 265)



NPS = % Promoters — % Detractors

9-10 likely to recommend      0-6 likely to recommend

## NPS Benchmarks



60 Decibels Global average	41
300+ companies	
South Asia average	40
86 companies	
Agriculture (Farmer as Customer) average	36
74 companies	

# NPS Drivers

Promoters value the high quality and the variety of seedlings. Detractors complain about fraudulent seedlings.

47% are Promoters : )

They love:

- 1. Superior yield because of high quality seedlings  
(89% of Promoters / 42% of all respondents)
- 2. The large varieties of seedlings that are available  
(6% of Promoters / 7 respondents)
- 3. Farming advice and training that Farmers' Hubs offer  
(6% of Promoters / 7 respondents)

“I have already recommended people because the seedlings gave me a higher yield – more than any seedlings from the local market. ”

Tip:

Highlight the above value drivers in marketing.  
Promoters are powerful brand ambassadors — can you reward them?

46% are Passives : \

They like:

- 1. Superior yield because of high quality seedlings  
(82% of Passives / 38% of all respondents)
- 2. Helpful staff at the Farmers' Hubs  
(5% of Passives / 6 respondents)

But complain about:

- 1. Crop loss due to floods and rains  
(6% of Passives/ 7 respondents)

“The yield is good so far. My business is running well. Though the flood caused a lot of damage to my farm.”

Tip:

Passives won’t actively refer you in the same way that Promoters will.  
What would it take to convert them?

7% are Detractors : (

They complain about:

- 1. Seedlings that could be fake  
(28% of Detractors / 5 respondents)
- 2. Crop loss due to pests  
(28% of Detractors / 5 respondents)
- 3. Unsatisfactory and spoilt yield – “leaves turn white and die”  
(17% of Detractors / 3% of all respondents)

“Sometimes the yield is good, but there are times when the yield is not sufficient. So it makes me question the seedlings' authenticity.”

Tip:

Negative word of mouth is costly.  
What’s fixable here?

# Farmer Challenges

Asking about farmer challenges enables Syngenta Foundation's Farmers' Hubs to identify problem areas and tackle them proactively.

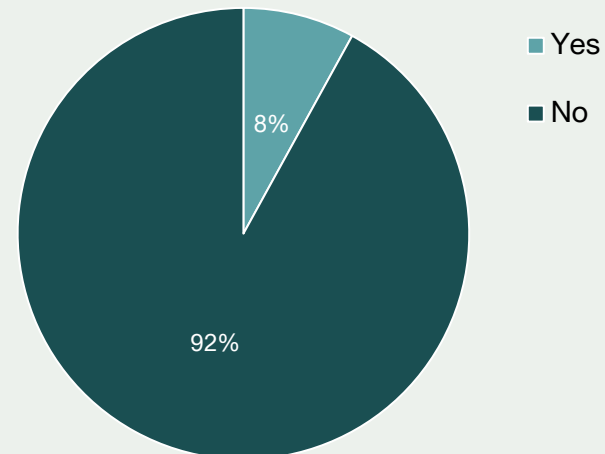
We observed a significant difference in NPS based on farmer challenges. Unsurprisingly, those with challenges had a significantly lower NPS of -15 compared to 45 for those who did not face challenges.

8% of farmers report challenges with their Farmers' Hub services. The most common challenges are poor yield and lack of guarantee of seedlings.

## Proportion of farmers Reporting Challenges

Q: Have you experienced any challenges with [Farmer Hub Name]? (n = 265)

● ● ● ● ● - TOP 20%



## Top Challenges Reported

Q: Please explain the challenge you have experienced (n = 20)

### 1. Poor and inconsistent yield - especially seedlings of eggplant and cauliflower

(35% of farmers w. challenges / 7 respondents)

“My vegetables die easily, and the production is not good.”

### 2. Unsure about authenticity of seedlings

(25% of farmers w. challenges / 5 respondents)

“My yield had two different sizes of cauliflower, but they supposed to be the same. So I assume that there was a slight mixture in my seedlings.”

### 3. Crop loss due to pests

(20% of farmers w. challenges / 4 respondents)

“Insects were caught in the tomato trees. We were very disappointed.”

# Farmer Suggestions

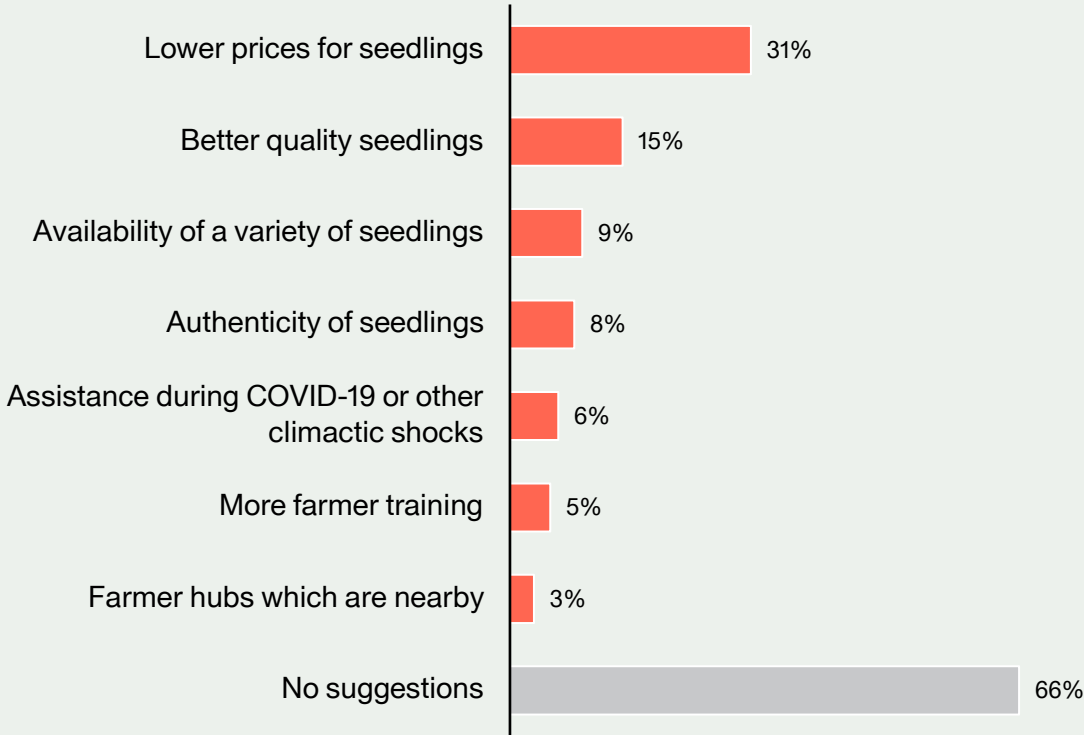
Of the farmers who had suggestions to share, 31% asked for lower prices of seedlings, 15% asked to improve the quality of seedlings and 9% wanted Farmers' Hubs to be better stocked with more varieties of seedlings.

Some other suggestions include ensuring authenticity of seedlings, discounts and offers during the pandemic or periods of climactic shock and more farmer training.

More than half of the farmers were either content with the Farmers' Hubs' services or had no suggestions. Reducing the cost of seedlings was the top suggestions farmers had.

## Suggested improvements

Q: What about [Farmer Hub Name] could be improved? (n = 265)





# Key Questions We Set Out To Answer

I am getting good vegetable yield at a low cost. I hope I can do good business next winter. This is a good investment.

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# Farmers' spending on seedlings

We asked farmers about their spending patterns to gain an insight into farmers' basket size and how the Farmers' Hubs can better serve farmers specific requirements.

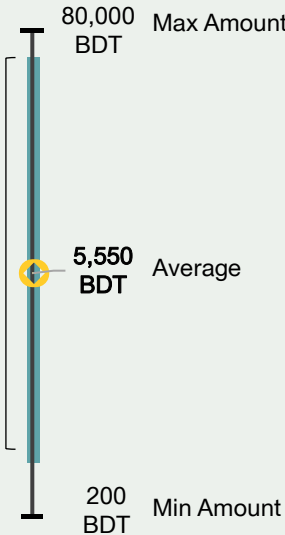
We collected data on farmer spending separately for the most recent season (Summer I, 2020) and jointly for the previous two seasons (Summer II and Winter 2020). The chart on the left captures data from the most recent season and the chart on the right captures the average for each of the two previous seasons.

Unsurprisingly, farmers with smaller total land sizes spent less at the Farmers' Hub.

Farmers spent an average of BDT 5,550 on seedlings in the most recent season and BDT 4,900 in each of the previous two seasons.

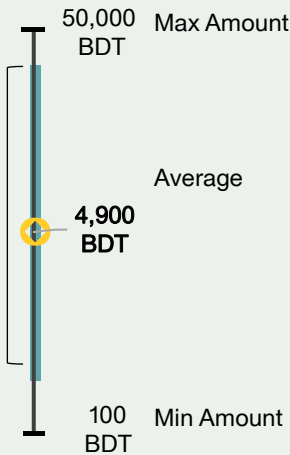
## Expenditure on Seedlings: This Season

Q: How much did you spend on your most recent seedling purchase (for all crops) from the [Farmer Hub Name] during the Summer I (April/May) season? (n=199)\*



## Expenditure on Seedlings: Average of Previous Two Seasons

Q: How much did you spend on your most recent seedling purchase (for all crops) from the [Farmer Hub Name] in the previous two seasons (Winter 2019 and Summer II 2019) (n=82)\*\*



# Convenience and Frequency of Access

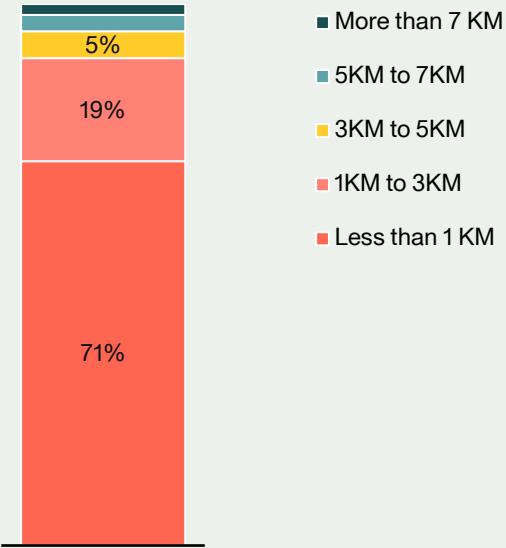
We also asked farmers about the frequency of their visits and distance from Farmers' Hubs.

Farmers who visit the Farmers' Hub more often are more likely to report that the income increases due to the seedlings have a greater impact on their overall income than farmers who visit less frequently.

Most farmers live within 1 km of their Farmers' Hub with 40% having visited over 10 times in the last year.

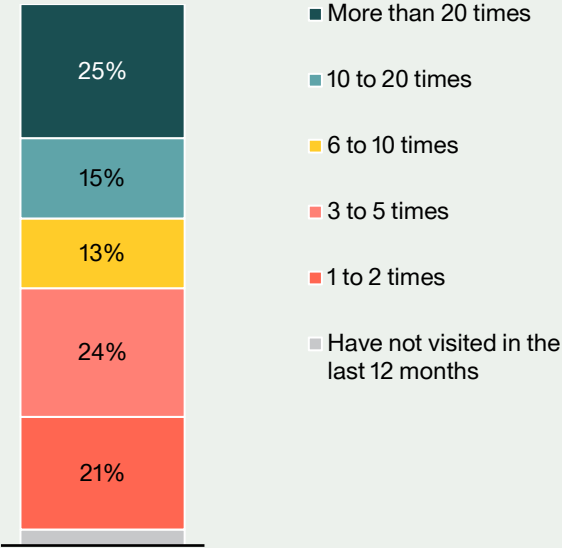
## Distance to Farmer Hub

Q: How far do you need to travel to visit the [Farmer Hub Name]? (n=265)



## Frequency of Visits

Q: How many times have you visited the [Farmer Hub Name] in the last 12 months?(n=265)



# Appendix

# Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

**SFSA Farmer Hub Data**

# farmers 265

**60dB Global Average:**

# companies 300  
# respondents 70,000

**60dB Agriculture Farmer as Customer Average**

# companies 33  
# respondents 6000+

**60dB South Asia Average**

# companies 70  
# respondents 17,000

Syngenta Foundation’s Farmers' Hubs performs particularly well on reaching low income farmers and farmer satisfaction. Quality of life impact is an area of improvement

Comparison of SFSA’ Farmers' Hub Performance to Selected 60dB Benchmarks

Dimension	Indicator	Syngenta Foundation	60dB Global Average	60dB Agri* Average	60dB South Asia Average
Who	% live in poverty (below \$3.20 line)	48	42	51	42
	Inclusivity Ratio	0.9	0.8	-	-
	% female	12	38	-	34
How Much	% reporting quality of life very much improved	25	45	44	33
	% reporting quality of life slightly improved	53	38	38	43
Contribution	% first time accessing Farmers' Hub services	84	67	70	68
	% saying no good alternatives are available	61	72	85	71
Risk	% experiencing challenges	18	33	25	31
Experience	Net Promoter Score	40	41	36	40

\*Agriculture Farmer As Customer Average

# Staff Quiz Results

You can find the quick and fun online quiz we made for Syngenta Foundation [here](#).

## How well does Syngenta Foundation know its farmers?

### Questions the Team Got RIGHT (on average)

:) woohoo!

% with access to an alternative

Guess: 0-20%

Actual: 4%

### Questions the Team Got WRONG (on average)

:/ better luck next time...!

% Promoters

Guess: 80-100%

Actual: 47%

% reporting quality of life “very much improved”

Guess: 40-60%

Actual: 25%

% reporting production “very much increased”

Guess: 40-60%

Actual: 39%

% reporting a challenge

Guess: 20-40%

Actual: 8%

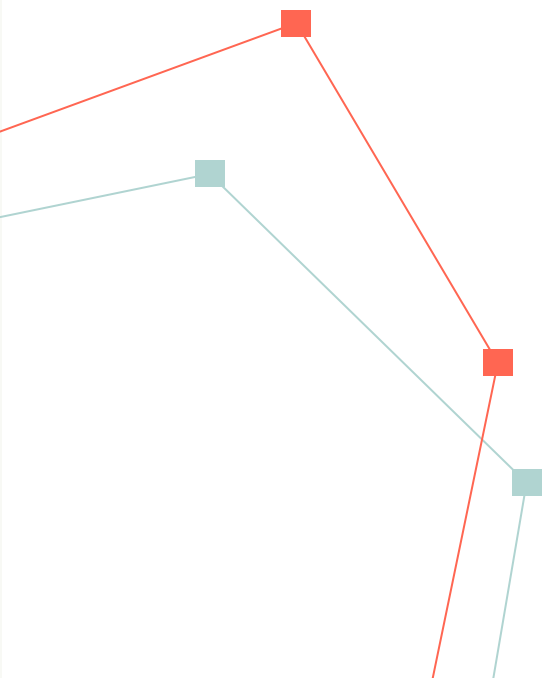
# Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of farmer loyalty. It is measured through asking farmers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of farmers rating 9 or 10 out of 10 ('Promoters') minus the % of farmers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off farmers. It is calculated by taking the average of organization's % / National %, at the \$1.90, \$3.20 &amp; \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</div> <div><math display="block">\sum_{x=1}^3 \frac{([Company] Poverty Line \\$x)}{(Country Poverty Line \\$x)} / 3</math></div>



# Summary Of Data Collected



265 phone interviews completed in August 2020

Methodology

Survey mode	Phone Interviews
Country	Bangladesh
Language	Bangla, English
Dates	August 2020
Sampling	Random sampling of 1700 Syngenta Foundation farmers across 2 Master franchisees
Response rate	74%

Responses Collected

Farmers	265
---------	-----

Sampling

	% sample	% population
% female	12%	3%

Region

Natore	50%	35%
Nilphamari	24%	19%
Dinajpur	19%	16%
Rangpur	5%	14%

Accuracy\*

Confidence Level	c. 85%
Margin of error	c. 5%

\*The confidence and margin of error do not account for mobile penetration and response rates

# Thank You For Working With Us!

Let's do it again sometime.

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their farmers, suppliers, and beneficiaries. Its proprietary approach, Lean Data<sup>SM</sup>, brings farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 280+ trained Lean Data<sup>SM</sup> researchers in 35+ countries who speak directly to farmers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit [60decibels.com](https://60decibels.com).

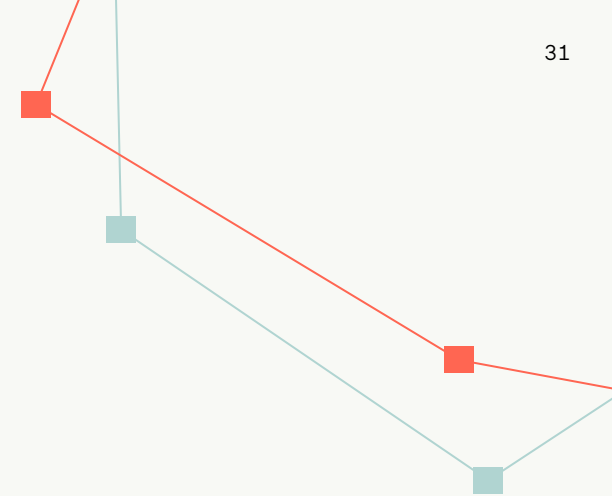
## Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

## Acknowledgements

Thank you to Rouf Abdur, Zamil Farhad & Zhou Yuan for their support throughout the project.

This work was generously funded by Syngenta Foundation and the Strengthening Impact Investing Markets in Agriculture (SIIMA) programme, through Foreign, Commonwealth & Development Office (FCDO)'s Research and Evidence Division.



I can now plant on time.  
I used to delay getting seedlings.  
I was interested in the payment plan.

My family is  
very

>healthy  
>happy  
>safe  
>hopeful

now.

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