Bayer Crop Science: FarmRise

December 2025

About the Study

This study aims to understand the experiences of farmers using Bayer's FarmRise app in India and its impact on their farming practices.

Between October and November 2025, 60 Decibels conducted phone surveys with 276 farmers that have used the FarmRise app in the past year. Farmers were asked about their engagement with the app, their experience with its features, and its impact on their farms and lives.

To understand how the depth of engagement with the app affects outcomes, we categorized farmers based on the number of app features they use, how frequently they use the app, and the extent to which they apply learnings on their farms (see for more information).

 For a detailed overview of the app's features, head to the next page.

About FarmRise

FarmRise is a digital advisory tool developed by Bayer to support farmers in making informed decisions and improving their agricultural practices. Designed with smallholder farmers in mind, the platform provides personalized recommendations on crop management, weather forecasts, market trends, and more. The app aims to offer accessible, reliable information, with the goal of helping farmers optimize their productivity, enhance sustainability, and ultimately improve their livelihoods.
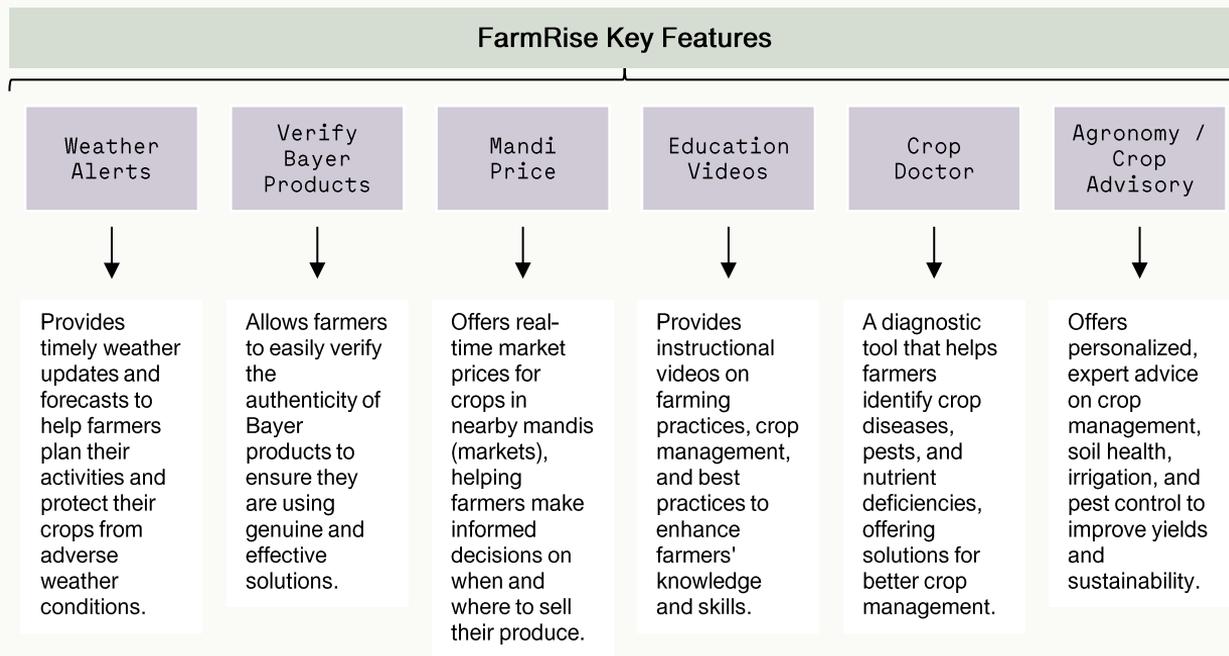
Purpose of the Study

Access to reliable, user-friendly digital information is crucial for farmers to make informed decisions and improve their livelihoods. While digital-first solutions have the potential to transform smallholder agriculture, their benefits are only realized when they genuinely meet the needs of the farmers who use them. However, common metrics like 'registered users' or 'downloads' fail to capture the true experience of farmers with these applications. By highlighting the voices of farmers, this study aims to help stakeholders better understand how and to what extent digital solutions such as FarmRise can support farmers' goals.

About FarmRise

FarmRise provides its users with a variety of features including advisory, weather alerts, and market information.

Farmers have access to a range of features on FarmRise, from advisory services to real-time market information. In the study, farmers were asked to identify all the features they use on the app and to highlight the one they found most useful.

Throughout the report, we highlight cases where farmers who access specific FarmRise features report deeper impact or greater satisfaction compared to others. While this helps showcase which features are correlated with better outcomes, most farmers use multiple FarmRise features (an average of three). As a result, any reported impact is likely driven by the combined use of multiple features, and feature-specific trends should be viewed as directional.

FarmRise Key Features

Weather Alerts	Verify Bayer Products	Mandi Price	Education Videos	Crop Doctor	Agronomy / Crop Advisory
Provides timely weather updates and forecasts to help farmers plan their activities and protect their crops from adverse weather conditions.	Allows farmers to easily verify the authenticity of Bayer products to ensure they are using genuine and effective solutions.	Offers real-time market prices for crops in nearby mandis (markets), helping farmers make informed decisions on when and where to sell their produce.	Provides instructional videos on farming practices, crop management, and best practices to enhance farmers' knowledge and skills.	A diagnostic tool that helps farmers identify crop diseases, pests, and nutrient deficiencies, offering solutions for better crop management.	Offers personalized, expert advice on crop management, soil health, irrigation, and pest control to improve yields and sustainability.

Welcome To Your 60dB Results

We enjoyed hearing from 276 farmers in India who use the FarmRise app.

01

Headlines

Credits: Bayer

Performance Snapshot

Farmers are highly satisfied with FarmRise, and few face challenges. There is room to deepen impact by improving training application.

Profile

1%

female farmers

Training Application

20%

applied 'all' the information on FarmRise

Quality of Life

35%

quality of life 'very much improved'

What Impact

42% mention increased yield

28% report better financial stability

22% talk about improved crop health

Data Summary

FarmRise Performance: 276 farmer phone interviews between October and November 2025, in India.

Quintile Assessment compares Company Performance with 60dB's Agriculture, Information and Advisory Benchmark comprised of 87 companies, 20 countries, and 31,000+ farmers. Full details can be found in Appendix.

Way of Farming

40%

way of farming 'very much improved'

Confidence level

38%

confidence level 'very much increased'
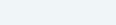
Net Promoter Score®

67

on a -100 to 100 scale

Challenges

17%

report challenges

Performance vs. 60dB Benchmark

TOP 20%

TOP 40%

MIDDLE

BOTTOM 40%

BOTTOM 20%
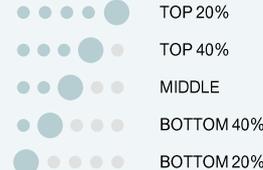
Top Actionable Insights (1/2)

1 Farmers access a range of features on FarmRise, many of which they access for the first time and without alternatives.

On average, farmers use three features on FarmRise, with 21% accessing five or more. Only 13% of farmers use just one feature. The most commonly used features are weather alerts (76%), Bayer product verification (66%), and Mandi price (61%). About 3 in 10 farmers report weather alerts and product verification as the most useful features.

These features also serve as key motivators for app usage. 28% of farmers began using the app for its weather alerts, while 25% were motivated by product verification. Additionally, 36% of farmers say they first started using the app due to company promotions, and 25% through peer recommendations. Overall, 79% of farmers report having no prior access to digital advisory tools like FarmRise, and 64% say they cannot easily find a good alternative to the app.

See pages 13 - 15.

2 A third of farmers engage deeply with the FarmRise app.

To measure engagement with FarmRise, we assessed the depth and breadth of a farmer's interaction with the app, as well as how they apply the advice on their farm. Taking into account feature usage, frequency of use, and depth of application, 34% of farmers can be classified as 'engaged users' of FarmRise.

While most farmers access multiple features, only 53% report using FarmRise on a daily or weekly basis. Farmers who find either 'Mandi price' or 'weather alerts' to be their most useful feature on FarmRise are more likely to be daily users compared to others (39% vs. 8%).

Similarly, although 62% of farmers say that all or most of the information on FarmRise is new to them, and 72% find it easy to understand, only 41% report being able to apply all or most of this information on their farms. While limited funds, resources, and time are key barriers, some farmers also cite unclear or irrelevant content limiting application.

See pages 18 - 21.

3 Engaged users of FarmRise report deeper impact because of the app.

73% of all farmers report improvements in their way of farming since using FarmRise. Their top self-reported outcomes are timely pesticide application, the ability to make decisions based on accurate weather updates, and better crop disease detection.

79% of farmers also say that their confidence to invest on their farm as well as their overall quality of life has improved because of FarmRise. Farmers with improved quality of life talk about FarmRise enabling them to increase their yields, leading to enhanced financial security. Others also mention better crop health.

'Engaged users' of FarmRise are much more likely to report significant improvements in their way of farming, confidence to invest, and quality of life compared to less engaged users.

See pages 23 - 26 and 36.
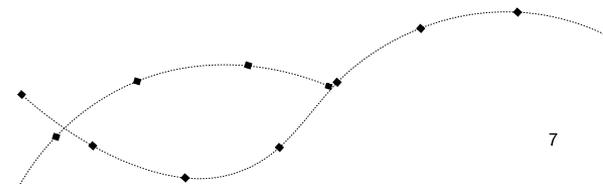
Top Actionable Insights (2/2)

4 **Farmers are highly satisfied with FarmRise, and most perceive the app to have good value.**

FarmRise has a Net Promoter Score (NPS) of 67, which is excellent. Farmers particularly value the app's main features, including accurate weather updates, crop treatment guidance, and market price information. Nearly all farmers report that the app is easy to navigate.

Overall, 83% of farmers rate the value offered by FarmRise as good, and 94% agree that the app puts their interests first.

Engaged users report higher satisfaction levels (NPS of 79 vs. 60) and are more likely to describe the value offered by FarmRise as 'very good' (64% vs. 40%) compared to less engaged users.

5 **Translating information from FarmRise to better farm outcomes remains a challenge.**

Among the 17% of farmers who report challenges with FarmRise, the most commonly cited issues include insufficient weather and crop information, along with other content-related gaps.

Similarly, 78% of farmers find the crop advisory information provided by FarmRise to be trustworthy; however, only 38% say it fully meets their needs. When asked how the app could be improved, 25% of farmers requested more information on pest and disease management, 15% wanted more details on the latest agri-inputs available in the market, and 13% asked for more crop-specific advice around potato, wheat, and sugarcane.

While accurate market price information is one of the top drivers of farmer satisfaction, 43% of Mandi Price users report no change in the actual price they receive for their crops.
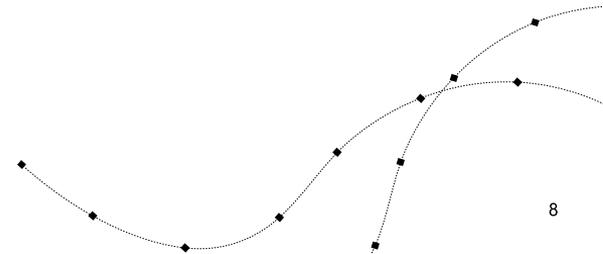
Farmer Voices

We love hearing farmers voices.

Here are some that stood out.

Impact Stories

79% shared how FarmRise has improved their quality of life

"My quality of life has improved. Earlier, I did not know about crop diseases. Now I have gained knowledge, and with this income, I'm able to manage household expenses and increase crop production." - Male, 32

"After following the FarmRise app's instructions, my income has increased. This has helped me with my farming needs, and I can now support my children with their education." - Male, 45

"Thanks to the FarmRise app, the quality of my crops has improved. I now get better prices in the market because the crops look shiny, have good color, and stay in demand." - Male, 47

"Earlier, my pesticides often went to waste because of unexpected rain. Now, I can check the forecast on the app and plan accordingly. I avoid spraying before rain and now spray at the right time. This has helped me save money and reduce loss." - Male, 42

Opinions On FarmRise App Value Proposition

71% were Promoters and were highly likely to recommend

"I benefit a lot while selling my produce because of the prices shown in this app. It provides daily updates on market rates. The app also gives accurate monsoon information. Upon asking whether it would rain within 24 hours, it started giving me hourly weather updates."
- Male, 31

Opportunities For Providing Support

72% had a suggestion around support they'd like from FarmRise.

"When a crop gets affected by fungus, it is not easy to understand what medicine to use. Since this is a tech-based app, it should have a feature where we can get crop-related guidance through video calls. It should also provide information about the latest technologies being used in farming." - Male, 33
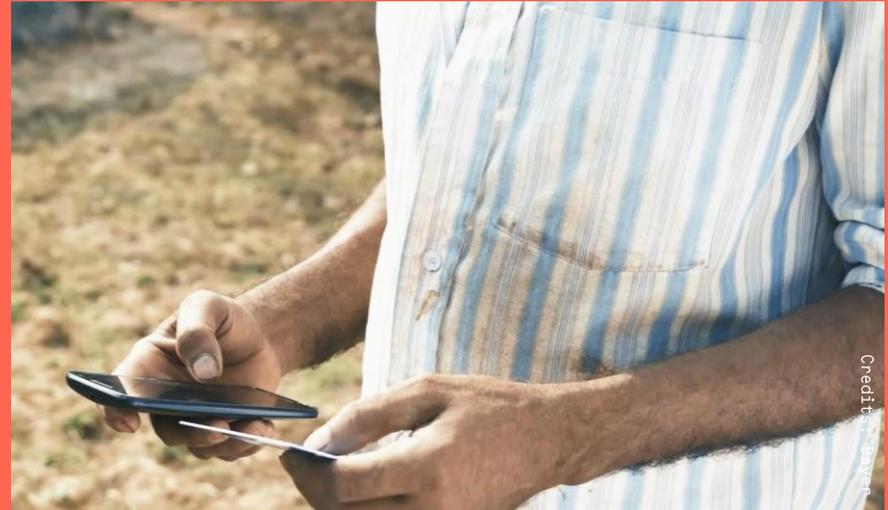
02

Detailed Results

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Demographics

Farmers we spoke to are typically male, growing wheat or corn on 8 acres of land, and have been using FarmRise for a year.

Our final sample represents users from Maharashtra (29%), Uttar Pradesh (23%), Karnataka (19%), Madhya Pradesh (14%), and other states (15%).

88% of all farmers we spoke to are smallholders* who are farming on less than 10 hectares of land. The 12% of larger farmers (≥10 hectares) are primarily from Uttar Pradesh, Karnataka and Maharashtra, and largely cultivate rice and wheat.

Throughout the report, we compare outcomes between farmers growing on plots at or above the median land size of 8 acres and farmers growing on plots smaller than 8 acres.

About the FarmRise Users We Spoke With

Data relating to farmer characteristics (n = 276)

1%
Female
Male: 99%

88%
% of smallholders*
Median land size: 8 acres

12 months
Median tenure
Max: 72
Min: 1

35
Median Age
Max: 69
Min: 18

42%
Growing Wheat
Corn: 42%
Rice: 39%

77%
Purchased Bayer Products

*Defined by Bayer as growing on less than 10 Hectares (24.7 acres)

Lean Data Insights For Bayer Crop Science

FarmRise Features Used

Farmers most commonly report using FarmRise's weather alerts and product verification features, both of which are perceived to be the most useful features of the app.

On average, farmers report using three features on FarmRise, with 21% saying they use five or more features. 13% of farmers use only one feature.
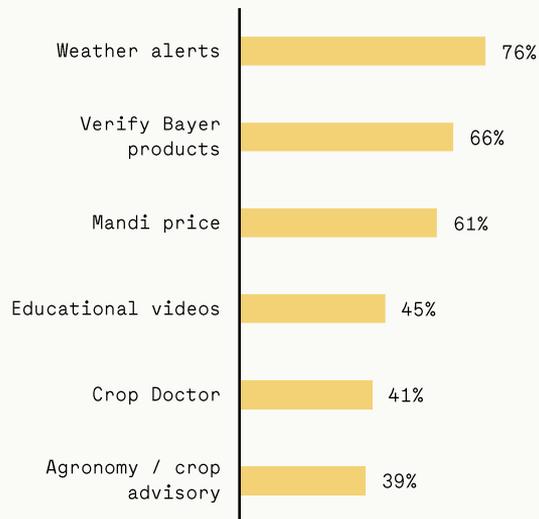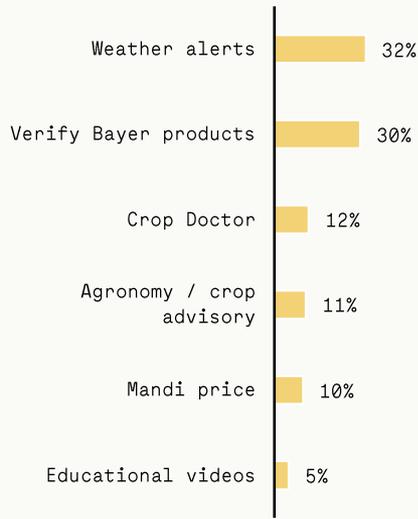
Crop Doctor is more likely to be mentioned as the most useful feature on FarmRise by farmers who have used the app for a year or longer, compared to those who have been using it for less than a year (15% vs. 8%).

Farmers from Karnataka are more likely to report weather alerts to be their most useful feature compared to those from other states (65% vs. 25%).

Features Used

Q: Which of these FarmRise app features did you use this year (2025)? Select all that apply. (n = 276)

Feature	%
Weather alerts	76%
Verify Bayer products	66%
Mandi price	61%
Educational videos	45%
Crop Doctor	41%
Agronomy / crop advisory	39%

Most Useful Feature

Q: What was the most useful feature on the FarmRise app? (n = 276)

Feature	%
Weather alerts	32%
Verify Bayer products	30%
Crop Doctor	12%
Agronomy / crop advisory	11%
Mandi price	10%
Educational videos	5%

Motivation Behind Usage of App

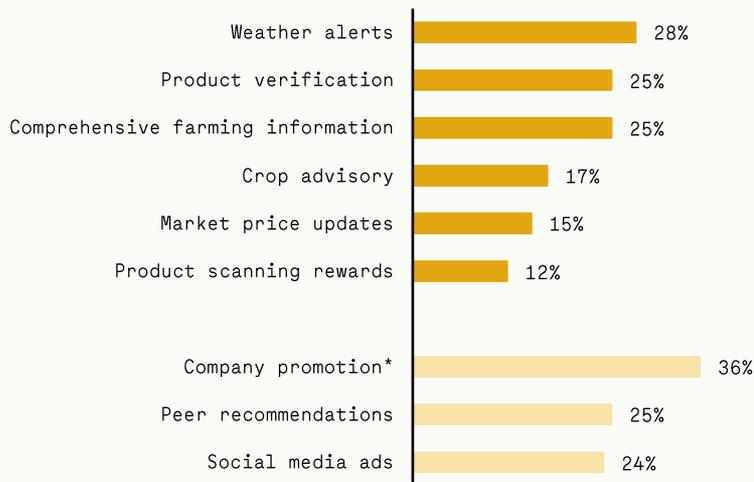Farmers were motivated to use FarmRise both through company promotions and by a desire to access features such as weather alerts or production verification.

Farmers who have used FarmRise for a year or more are more likely to cite company promotions as their motivation to use the app (45% vs. 27%). In contrast, newer users – those on the app for less than a year – are more likely to mention peer recommendations (30% vs. 20%) as the main motivating factor.

Motivation to Use

Q: What motivated you to use the FarmRise app? (n = 276). Open-ended, coded by 60 Decibels.

Offering	%
Weather alerts	28%
Product verification	25%
Comprehensive farming information	25%
Crop advisory	17%
Market price updates	15%
Product scanning rewards	12%

Which offerings motivated farmers?

Who	%
Company promotion*	36%
Peer recommendations	25%
Social media ads	24%

Who motivated farmers?

*Refers to promotion by Bayer agents and shopkeepers selling Bayer products.

First Access and Alternatives

79% farmers say they did not have prior access to digital advisory like what FarmRise provides. 64% say they cannot easily find a good alternative to the app.

Farmers who find Mandi Price to be the most useful feature on the app are more likely to not have good alternatives to FarmRise compared to others (86% vs. 71%)

Farmers from Maharashtra are more likely to have access to good alternatives to FarmRise, compared to the rest of the farmers (44% vs. 22%).

First Access

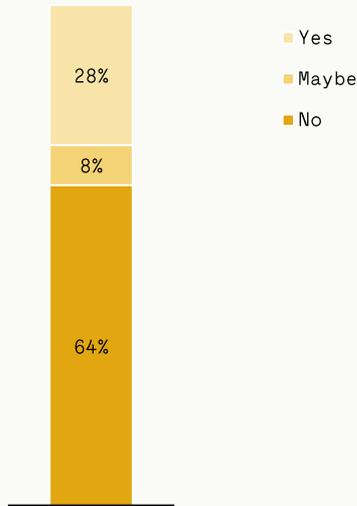Q: Before the FarmRise app, did you have access to digital advisory like FarmRise provides? (n = 276)

TOP 40%

21%

79%

- Yes
- No
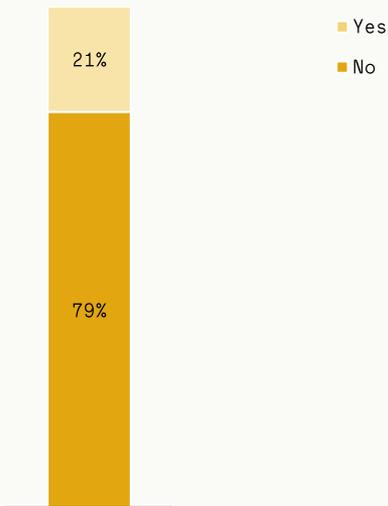
Access to Alternatives

Q: Could you easily find a good alternative to the FarmRise app? (n = 276)

MIDDLE

28%

8%

64%

- Yes
- Maybe
- No

Trusted Information Sources

46% of farmers report friends and family, and 43% report social media as their most trusted sources for agronomic information.

Only 20% of farmers say they trust other digital advisory services besides FarmRise. In a context where farmers largely rely on friends, family, or social media for information, FarmRise represents a unique addition to their suite of advisory sources.

Larger farmers (≥ 8 acres) are more likely to report extension workers as a source of agricultural information compared to smaller farmers (< 8 acres) (34% vs. 22%).

Most Trusted Sources of Information

Q: What are your trusted sources for agronomic information? Select all that apply (n = 276)

Friends or family	46%
Social Media	43%
Agro dealer	36%
Extension worker	28%
Local government official	26%
Television alerts	22%
Digital advisory services (other than FarmRise)	20%
SMS	18%
Radio broadcasts	16%
Other*	7%
None	5%

*This includes, IVR, books, and Bayer staff/agents.

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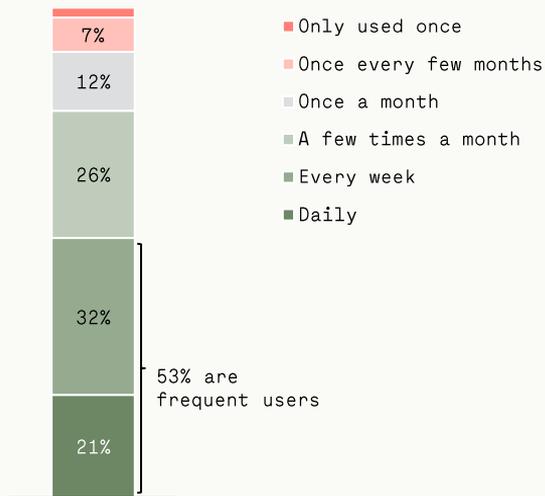
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Frequency of App Usage

53% of farmers report using FarmRise on a daily or weekly basis. 88% expect to continue using the app for many years to come.

Farmers who find either 'Mandi price' or 'weather alerts' to be their most useful feature on FarmRise are more likely to be daily users compared to others (39% vs.8%).

Frequency of App Usage

Q: This year (2025), how often have you used the FarmRise app? (n = 276)

- Only used once — 7%
- Once every few months — 12%
- Once a month — 26%
- A few times a month — 32%
- Every week — 21%
- Daily

53% are frequent users

Perception of Future Engagement

Q: How long do you see yourself using the FarmRise app in the future? (n = 276)

- Many years to come — 88%
- Next year — 6%
- This year — 3%
- Other — 2%
- Will no longer use app — 1%
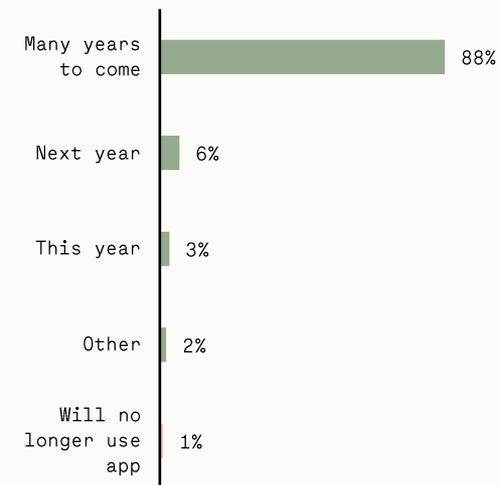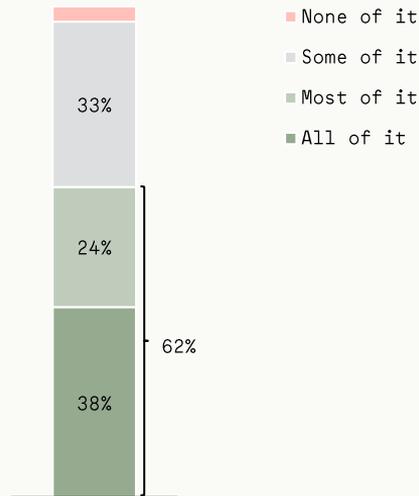
Novelty and Ease of Understanding

62% of farmers say that 'all' or 'most' of the information on FarmRise is new to them, and 72% find the information was easy to understand.

The perception of information novelty may vary based on farmers' access to similar apps. Farmers without alternative digital advisory tools like FarmRise are more likely to say that all the information is new to them, compared to those who have access to alternatives (44% vs. 28%).

Farmers who report Mandi price to be their most useful feature on FarmRise are more likely to find 'all' of the information new to them compared to those who report other features (61% vs. 35%).
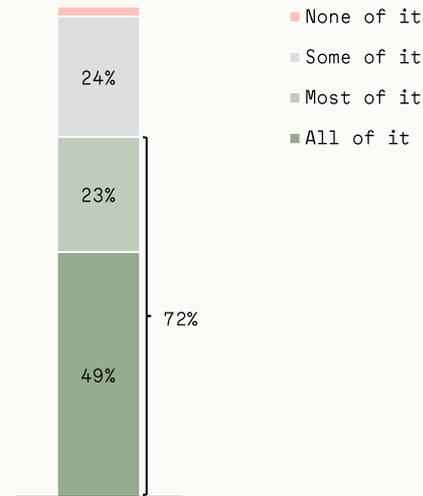
Novelty of Information

Q: How much of the information on the FarmRise app was new information to you? (n = 276)

- None of it
- Some of it
- Most of it
- All of it

33%

24%

38%

62%

Ease of Understanding of Information

Q: How much of this information was easy to understand? (n= 276)

- None of it
- Some of it
- Most of it
- All of it

24%

23%

49%

72%

Application to Farming

59% of farmers say they applied only 'some' of the information or didn't apply any of it. The main barriers to application are the lack of funds, time, or equipment to implement.
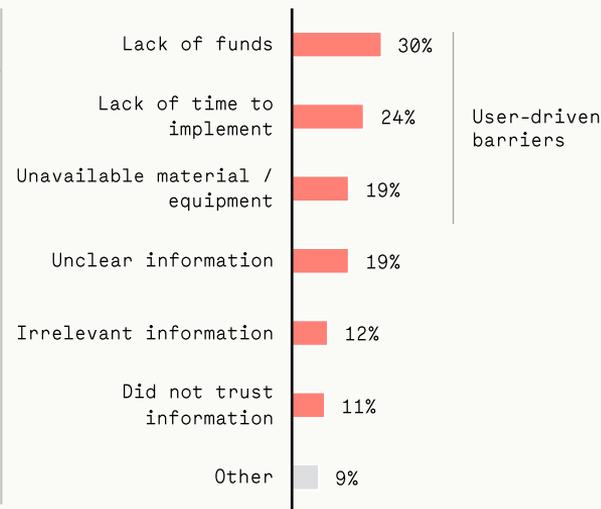
Farmers who identify product verification as their most useful feature are more likely to apply 'all' of the information to their farm compared to others (28% vs. 16%). Unlike other features that require additional resources or effort, this feature strengthens farmers' confidence in products they already use, which may explain its higher uptake.

Small-scale farmers (< 8 acres) are much more likely to say they applied 'some' or 'none' of the information on their farm compared to larger farmers (≥ 8 acres) (66% vs. 53%).They are also more likely to talk about information not being clear (28% vs. 18%).

Application of Information

Q: How much of this information did you apply to your farming? (n = 276)

8%

51%

59%

21%

20%

■ None

■ Some

■ Most

■ All or almost all of it
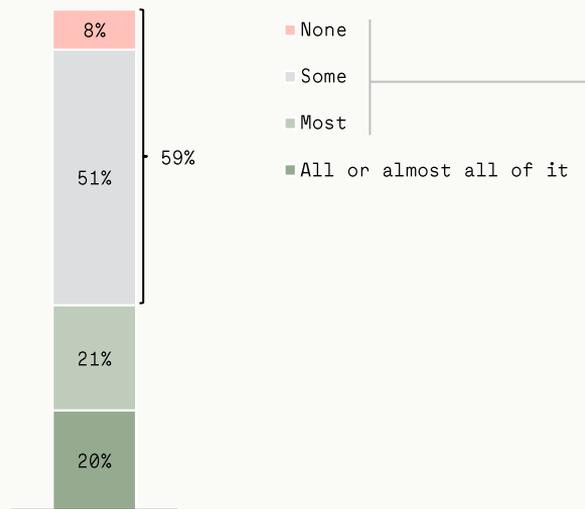
Barriers to Information Application

Q: Would you mind sharing with me what prevented you from applying all of the information? (n = 276)

Lack of funds	30%
Lack of time to implement	24%
Unavailable material / equipment	19%
Unclear information	19%
Irrelevant information	12%
Did not trust information	11%
Other	9%

User-driven barriers

Engaged Use

A third of the farmers we spoke with are classified as 'engaged users' of FarmRise, based on the user engagement index.

Engagement with digital advisory applications for farmers is often measured by user registrations alone, but this does not capture the full extent and depth of use among farmers. In consultation with Bayer, 60 Decibels identified additional metrics to better assess how farmers engage with FarmRise.

User engagement is defined across three dimensions: the number of features accessed (breadth), frequency of use (depth), and the extent to which information is applied (application). Each dimension is scored out of five and averaged to create a composite engagement score. Users with an overall score of four or higher are considered 'engaged'. More details about the scoring in the Appendix.

Dimensions of User Engagement Index

(5-point score per dimension)

Breadth of Use: Using more than 3 app features (46% of all farmers)
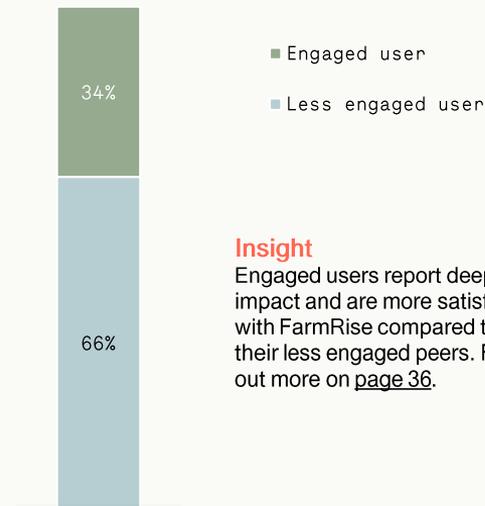
➕

Depth of Use: 'Daily' or 'Weekly' frequency of use (53% of all farmers)

➕

Application of Information: Applying 'all' or 'most' of the information from FarmRise on their farm (41% of all farmers)

User Engagement

Calculated from user engagement index (n = 276)

34%

66%

- Engaged user
- Less engaged user

Insight
Engaged users report deeper impact and are more satisfied with FarmRise compared to their less engaged peers. Find out more on page 36.
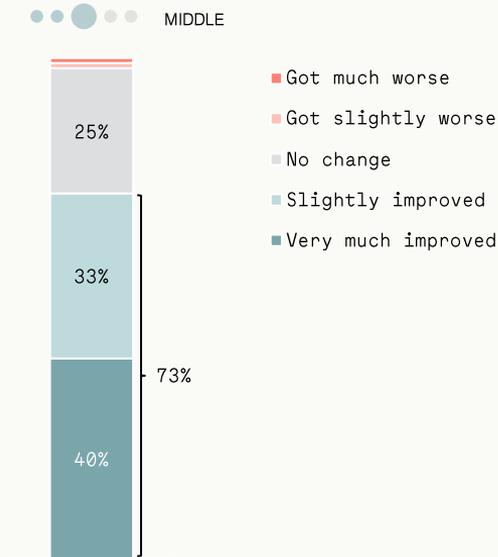
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Way of Farming

40% of farmers say that their way of farming has 'very much improved' because of FarmRise.

A higher proportion of farmers who access educational videos through FarmRise report significant improvements in their way of farming, compared to those who do not use this feature (53% vs. 30%).

This suggests that the information – particularly around input use and application – from these videos may be helping farmers improve their methods. Find out more on the next page.

Perceived Way of Farming Change

Q: Has your way of farming changed because of the FarmRise app? (n = 276)

MIDDLE

■ Got much worse

■ Got slightly worse

■ No change

■ Slightly improved

■ Very much improved

25%

33%

73%

40%

"My way farming has improved because of the Crop Doctor feature. Earlier, I depended on shopkeepers, but now I diagnose diseases correctly using the app's Crop Doctor feature. I'm able to use the right pesticides and now my turmeric stays healthy with far less loss."

- Male, 50

"Previously, I used to start sowing without any information. Now, I look at weather updates from the app so that I can harvest my crops before the weather turns bad."

- Male, 35

Way of Farming: Top Outcomes

Timely pesticide application, the ability to make decisions based on accurate weather updates, and crop disease detection are the top farming improvements.

The top self-reported drivers of improved way of farming are shown on the right. Others include:

- Optimal and timely fertilizer application (17%)
- Farming based on crop calendar information (15%)
- Seed quality verification (8%)

For the 25% farmers who report no change in their farm practices, limited app usage (46%), insufficient guidance (19%), and reliance on traditional farm methods (17%) are the top reasons cited.

Top Outcomes for 73% of Farmers Who Say Way of Farming Improved

Q: How has your way of farming improved? (n = 204). Open-ended, coded by 60 Decibels.

66%   talk about **accurate and timely pesticide use**
(49% of all farmers)

"Last year, my paddy crops were badly damaged; they had turned yellow and rotten. But this year, I followed the app's pesticide advice and my crops turned out well." - Male, 34

26%   report the **ability to make farm decisions through accurate whether updates**
(19% of all farmers)

"Earlier, I used to manage my farm by guessing the weather. Now, I use weather updates to protect my crops before the bad weather arrives." - Male, 52

18%   mention **better crop disease detection**
(13% of all farmers)

"For the longest time, my groundnut crops used to get infested with worms, and I didn't know which pesticide to use. After using the app, I used the correct pesticide, and now my groundnuts are healthy and free from pests." - Male, 39

Quality of Life and Confidence Level

35% of farmers report that their quality of life has 'very much improved' because of FarmRise. 38% say that their confidence to invest in their farm has 'very much increased'.

Farmers without any prior access to digital advisory services similar to FarmRise are much more likely to see an increase in their confidence compared to those who had prior access (83% vs. 61%).
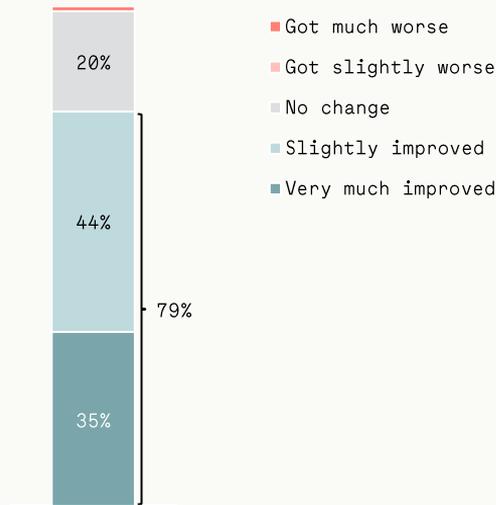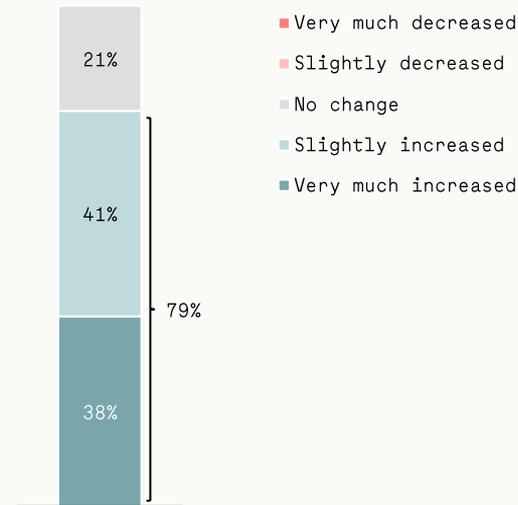
Find out more about what farmers had to say about their top drivers of improved quality of life on the next page.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the FarmRise app? (n = 276)

● ● ● ● ●   TOP 40%

20%	■ Got much worse
	■ Got slightly worse
44%	■ No change
	■ Slightly improved
79%	■ Very much improved
35%	

Change in Confidence in Farm Investment

Q: Has your level of confidence in investing in your farm changed because of the FarmRise app? Has it: (n = 276)

21%	■ Very much decreased
	■ Slightly decreased
41%	■ No change
	■ Slightly increased
79%	■ Very much increased
38%	

Quality of Life: Top Outcomes

Increased yield, improved financial stability, and better crop health are the top self-reported quality of life improvements.

The top self-reported drivers of improved quality of life are shown on the right. Others include:

- Easy access to knowledge about pesticide use (28%)
- Weather preparedness (16%)
- Assurance of using authentic products (12%)

Farmers who report no change (20%) in their quality of life talk about limited app usage (40%), market price discrepancies from what is shown on the app (12%), and negative impact of floods (12%) as their top reasons.

Top Outcomes for 79% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 218). Open-ended, coded by 60 Decibels.

54%   mention **increased yield**
(42% of all farmers)

"Now, my crops have started growing better. I use good-quality seeds, and as a result, the yield has increased, giving me a better profits." - Male, 22

35%   report **improved financial stability due to increased earnings***
(28% of all farmers)

"My financial situation has improved compared to before, when I was struggling with debt. Now, my crops are better and yields have increased, so my income has increased." - Male, 39

28%   talk about **improved crop health**
(22% of all farmers)

"The size and color of the fruits have improved, which is very appealing to my customers. The fruits have grown bigger in size, leading to increased earnings." - Male, 36

*Responses primarily talk about higher profits, the ability to invest more in inputs and crops, and higher savings.

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Net Promoter Score®

FarmRise has an NPS® of 67 which is excellent and is in the top 20% of 60dB's global agriculture benchmarks.

Farmers without prior access to similar digital advisory services report higher satisfaction levels with FarmRise compared to those who have previously used similar services (NPS of 70 vs. 54).

Farmers from Maharashtra and Uttar Pradesh (both NPS of 74) are likely to report being more satisfied with FarmRise compared to farmers from other states (NPS of 59). Farmers from Maharashtra report higher satisfaction levels despite being more likely to have access to good alternatives to FarmRise (see).

Net Promoter Score®

Q: On a scale of 0-10, how likely are you to recommend the FarmRise app to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 276)

TOP 20%

0
-50
50
67
-100
100
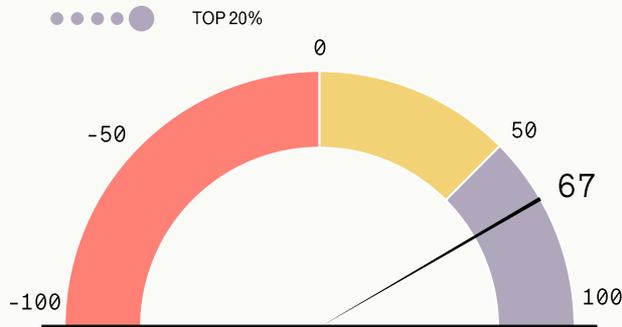
NPS = 71% Promoters   4% Detractors
        9-10 likely   0-6 not likely
        to recommend   to recommend

Promoters

"The app's weather updates are very accurate, and the irrigation-related updates for my wheat were consistently helpful and timely." – Male, 27

Passives

"The scan feature quickly verifies the product and confirms if it is safe to use. I also earn points that I can redeem on Flipkart." - Male, 19

Detractors

"The weather information and market rates displayed on the FarmRise app have always been inaccurate." – Male, 25

NPS Drivers

Promoters value FarmRise's accurate weather updates, guidance on crop treatment, and updates on the latest market rates.

71% are Promoters

They love:

1. Accurate weather updates
   (55% of Promoters / 39% of all farmers)

2. Crop treatment guidance
   (41% of Promoters / 29% of all farmers)

3. Market rate updates
   (35% of Promoters / 25% of all farmers)

"I find the weather information most useful. The updates are consistently accurate and greatly help my farming decisions. The Crop Doctor feature also provides helpful guidance on suitable pesticides." - Male, 35

25% are Passives

They like:

1. Accurate weather updates
   (40% of Passives / 10% of all farmers)

2. Convenient product scanning
   (22% of Passives / 5% of all farmers)

But want to see:

1. Reliable market price updates
   (22% of Passives / 5% of all farmers)

2. Comprehensive crop information
   (22% of Passives / 5% of all farmers)

"The FarmRise app works well. It gives accurate weather information and explains product use. However, the app should offer stronger guidance for crops such as orange and turmeric." - Male, 55

4% are Detractors

They want to see:

1. Accurate weather updates
   (4 farmers)

2. Comprehensive crop information
   (3 farmers)

3. Reliable scanning feature
   (3 farmers)

"The weather information is inaccurate, and when I scan my crops, the app says they are diseased even when they are not." - Male, 30

Challenges

17% farmers report facing challenges with FarmRise. Unfulfilled reward promises, along with poor information on weather and crops are the top challenges reported.

Longer tenured farmers (≥ 1 year) are more likely to report facing challenges with FarmRise compared to their lesser tenured counterparts (22% vs. 12%).
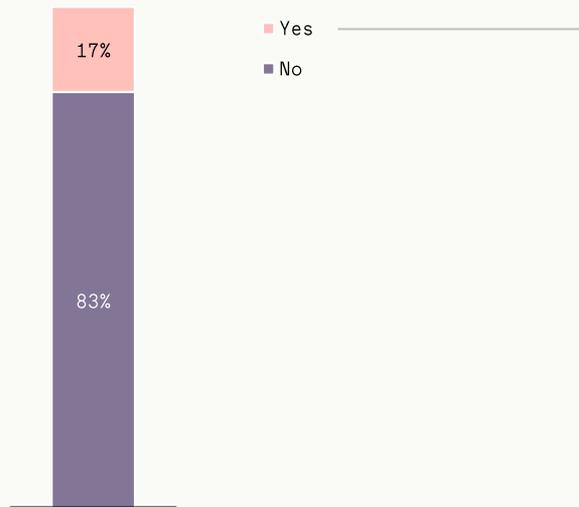
Top challenges are shown on the right. Others include:

- Incorrect market rates (8 farmers)
- Ineffective product scanning (7 farmers)
- Inaccurate pesticide recommendations (7 farmers)

Farmers Reporting Challenges

Q: Have you experienced any challenges with the FarmRise app? (n = 276)

●●●● ● TOP 40%

17%

83%

■ Yes
■ No

Most Common Issues Experienced

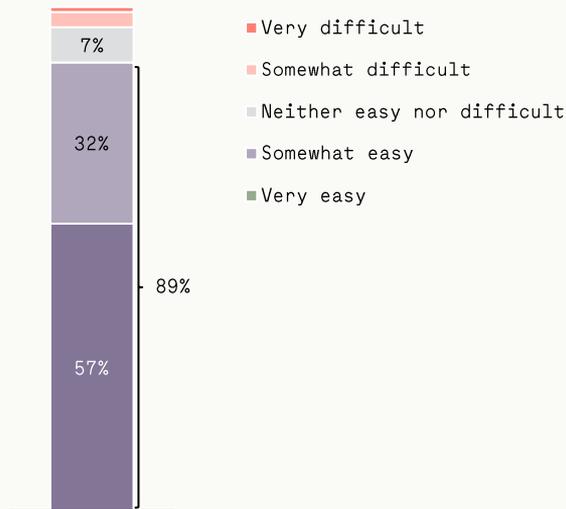Q: What were your challenges with the FarmRise app? (n = 47). Open-ended, coded by 60 Decibels.

19% report **unfulfilled reward promises from product scan** (9 farmers)

17% mention **inaccurate weather information** (8 farmers)

17% talk about **incomplete crop information** (8 farmers)

Ease of Use, Value, & Loyalty

89% farmers find FarmRise's platform easy to navigate. 83% rate the value offered by it to be good, and 94% agree that the app prioritizes their interests.
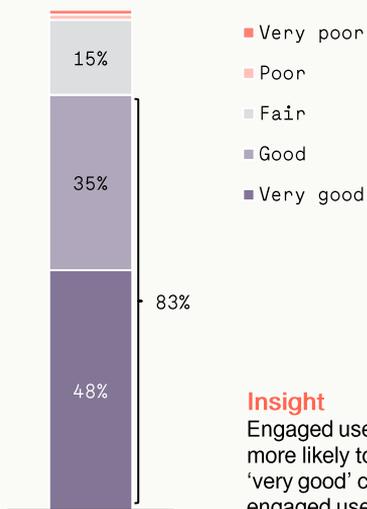
Ease of Navigating Platform

Q: How easy or difficult is it for you to navigate the platform to find the resources you need? (n = 276)

7%
32%
57%
89%

■ Very difficult
■ Somewhat difficult
■ Neither easy nor difficult
■ Somewhat easy
■ Very easy

Value Offered by App

Q: Do you think the value offered by FarmRise app is…? (n = 276)

15%
35%
48%
83%

■ Very poor
■ Poor
■ Fair
■ Good
■ Very good

Insight

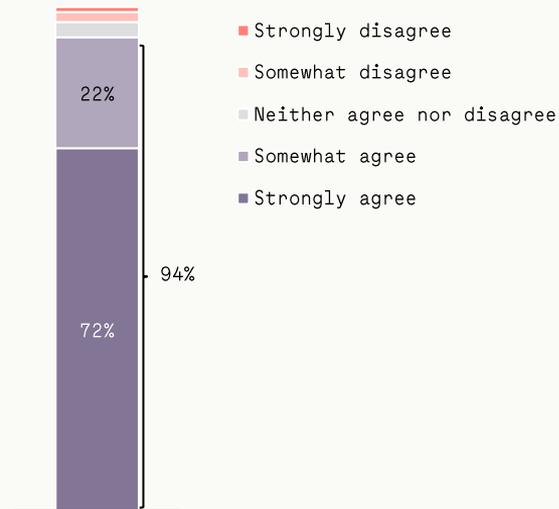Engaged users with FarmRise are more likely to find the value to be 'very good' compared to less engaged users (64% vs. 40%).

Prioritizing Customer Interest

Q: To what extent do you agree or disagree with the following statement: FarmRise app puts my interest first. (n = 276)

22%
72%
94%

■ Strongly disagree
■ Somewhat disagree
■ Neither agree nor disagree
■ Somewhat agree
■ Strongly agree

Crop Advisory: Deep Dive

Among farmers using crop advisory (39%), 38% say that the feature met 'all' of their needs. 50% rated its information as 'very trustworthy' relative to other sources.

Application of information may determine the extent to which farmers perceive their needs being met. Farmers saying they were able to apply 'all' or 'most' of the information from FarmRise are much more likely to say that the app met 'all' of their needs compared to others who have only applied 'some' or 'none' of the information (54% vs. 22%).

Farmers who have been using FarmRise for a year or longer are significantly more likely to find its advisory to be 'very trustworthy' compared to farmers who have been using the app for less than a year (61% vs. 38%).

Ability to Meet Farmer Needs

Q: Think about all the information you needed for your farm. Did crop advisory information provided by the FarmRise app meet none, some, most or all of the needs? (n = 106*)

5%
29%
28%
38%

65%

■ None
■ Some
■ Most
■ All
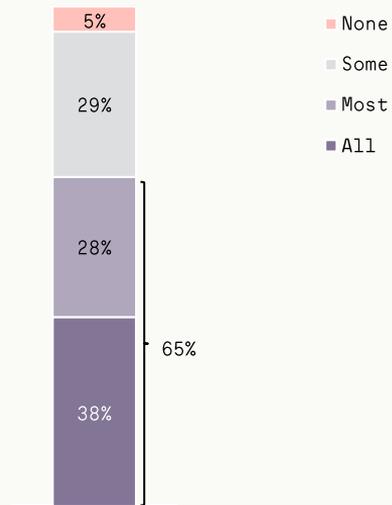
Trustworthiness of Information

Q: How would you rate the trustworthiness of crop advisory information provided by the FarmRise app, compared to the advisory from other sources you use? (n= 106*)

4%
5%
13%
28%
50%

78%

■ Very untrustworthy
■ Somewhat untrustworthy
■ Neither
■ Somewhat trustworthy
■ Very trustworthy
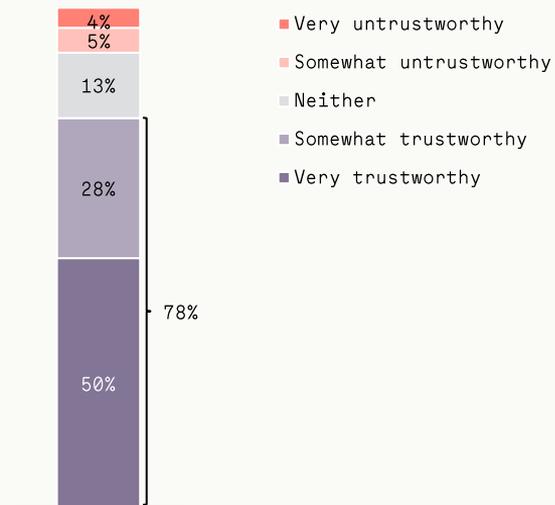
*61% of the farmers we spoke to did not access crop advisory information and were excluded from analysis

Market Price & Weather Information

26% of Mandi price users say the prices they receive have 'very much improved' since using the feature. 50% of those using the weather information feature feel 'much more prepared' for future climate shocks.
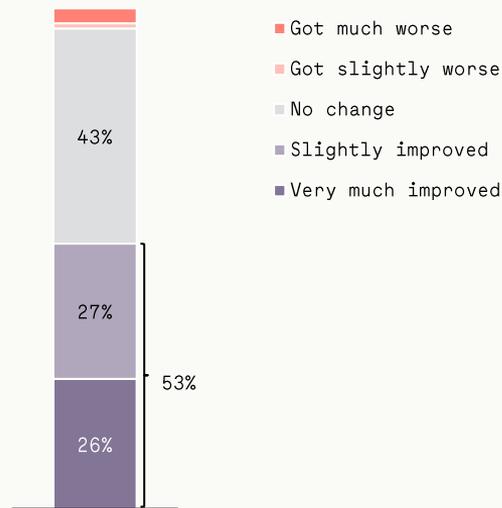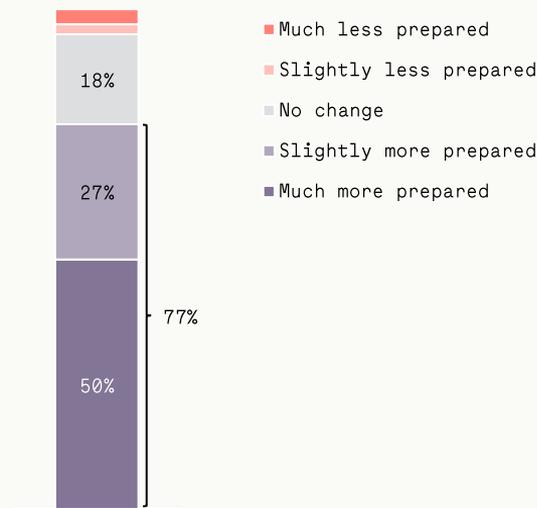
Larger farmers (≥ 8 acres) are more likely to find their market price to have significantly improved since using the Mandi price feature compared to smaller farmers (32% vs. 20%). They are also more likely to report being 'much more prepared' for future climate shocks than smaller farmers (< 8 acres) (56% vs. 36%).

Among farmers using weather alerts, those who use the app 'daily' are more likely to feel 'much more prepared' for a weather shock compared to those who use it less frequently (62% vs. 45%).

Market Access and Price Perception

Q: Has the market price you receive for your crop changed because of the Mandi Price feature? Has it (n = 168*)

- ■ Got much worse
- ■ Got slightly worse
- ■ No change
- ■ Slightly improved
- ■ Very much improved

43%

27%

53%

26%

*39% of the farmers we spoke to did not access Mandi Price and were excluded from analysis

Change in Preparedness for Weather Shocks

Q: Has the weather information on FarmRise affected how prepared you feel for a weather shock? (n= 209**)

- ■ Much less prepared
- ■ Slightly less prepared
- ■ No change
- ■ Slightly more prepared
- ■ Much more prepared

18%

27%

77%

50%

**24% of the farmers we spoke to did not access Weather alerts and were excluded from analysis

Suggestions for Improvement

A quarter of all farmers would like to see more advisory on pest and disease management.

Other suggestions include:

- Expansion of product information to non-Bayer products (13 farmers)
- More information on farm equipment (10 farmers)
- Livestock and animal care (7 farmers)
- Customer service in regional languages, specifically Kannada (6 farmers)
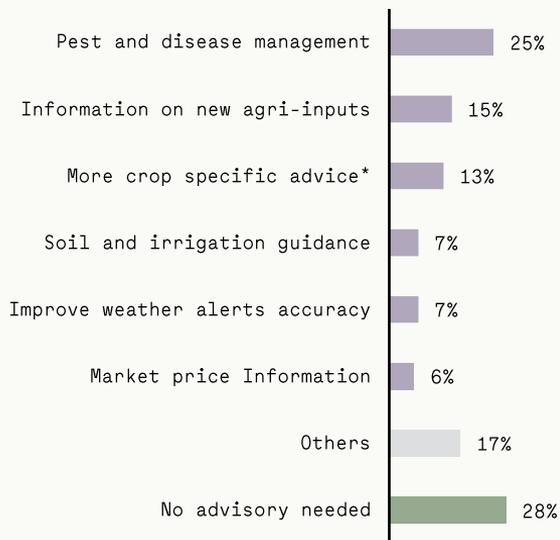
Advisory Required from FarmRise

Q: In the future, what other topics would you like more advisory/information from FarmRise app? (n = 276). Open-ended, coded by 60 Decibels.

Category	Percentage
Pest and disease management	25%
Information on new agri-inputs	15%
More crop specific advice*	13%
Soil and irrigation guidance	7%
Improve weather alerts accuracy	7%
Market price Information	6%
Others	17%
No advisory needed	28%

**Kannada.

*Responses requesting information on potato, wheat, sugarcane and other vegetables.

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Results By User Engagement

Engaged users report deeper impact and are more satisfied with FarmRise compared to their less engaged peers.

We set out to understand if engaged users of Farm Rise experienced the app differently.

Engaged users are most concentrated in Madhya Pradesh (45%), and Maharashtra (39%), compared to other states (29%).

Larger scale farmers (≥ 8 acres) are more likely to be engaged users of FarmRise compared to smaller farmers (44% vs. 24%). Similarly, farmers who have been using FarmRise for one year or longer are more likely to be engaged users compared to those using the app for less than a year (39% vs. 29).

Segmentation Analysis*

80%

66%

88%

80%

60%

27%

23%

40%

58%

28%

64%

65%
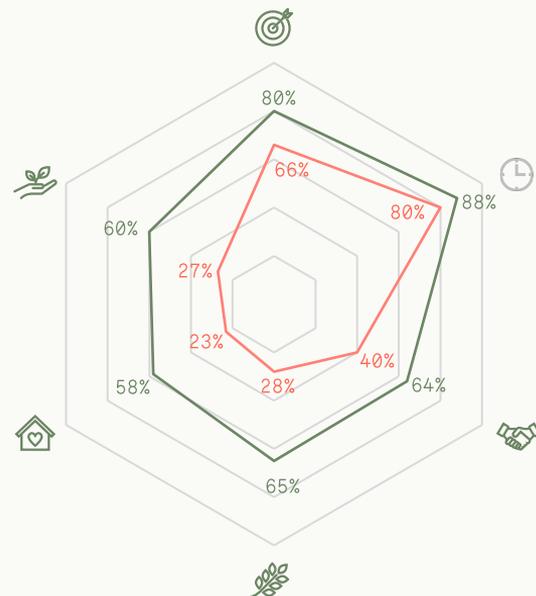
Key

Engaged User
n = 95

Less Engaged User
n = 181

% Promoters
% likely to recommend FarmRise to peers

No Challenges
% reporting no challenges

Value Offered
% 'very good' value offered

Way of Farming
% 'very much improved' way of farming

Quality of Life
% 'very much improved' quality of life

Confidence
% 'very much increased' confidence levels

*Results that are statistically significantly different are indicated with a green icon.

Impact and Satisfaction Deep Dive

19% of farmers report deep impact and satisfaction with FarmRise across multiple parameters. Engaged farmers are more likely to report deeper impact.

To better understand variations in the impact and satisfaction among FarmRise's users, we categorized them based on their responses to four key outcomes: NPS, perceived value, impact on way of farming, and impact on quality of life. Farmers who report significant improvements in all four areas are classified as 'high impact' farmers. Those who report moderate improvements in most areas are classified as 'medium impact' farmers, while those who report little to no change or low satisfaction are classified as 'low impact' farmers.

We find no differences in the overall impact and satisfaction based on which feature of FarmRise farmers report as most useful to them.

Impact Personas

(n = 276)
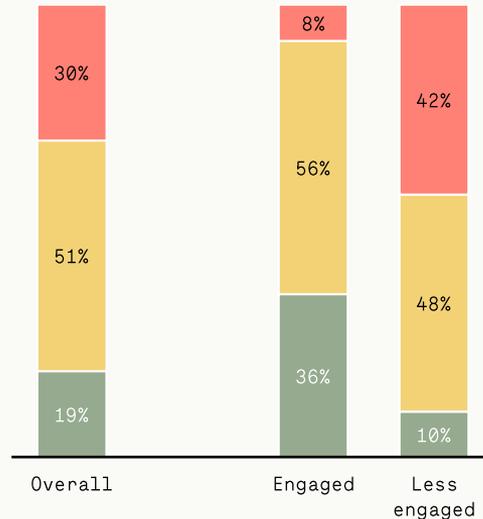
'Low Impact': NPS of 6 or below, 'fair or poor' value, and 'no change or worse' way of farming and quality of life

'Medium Impact': NPS of 8 or 7, 'good' value, and 'slightly improved' way of farming and quality of life

'High Impact': NPS of 10 or 9, 'very good' value, and 'very much improved' way of farming and quality of life

03

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.

Information on the benchmarks is found below:

Bayer FarmRise App Data
\# farmers   276

60dB Global Agriculture Benchmark:
\# companies   176
\# farmers   80,629

60dB Agriculture, Agri Information and Advisory Benchmark:
\# companies   75
\# farmers   21,330

Comparison of Bayer India's Performance to Selected 60dB Benchmarks

Dimension	Indicator	FarmRise App	60dB Global Agriculture Benchmark	Agriculture Information and Advisory Benchmark
Who	% female	1%	28%	29%
	% first time accessing services	21%	73%	67%
	% saying no access to alternatives	64%	73%	68%
How Much	% reporting 'very much improved' way of farming	40%	37%	40%
	% reporting 'very much improved' quality of life	35%	34%	32%
	% reporting 'very much increased' confidence level	38%		
	% reporting 'yes, all' of the training applied in farming	20%	53%	52%
Risk	% experiencing challenges	17%	23%	21%
Experience	Net Promoter Score	67	42	41

User Engagement Classification

To classify farmers based on their engagement with FarmRIse, we used a scoring system that assessed the breadth, depth, and application of the information they received through the app.

Farmers were assigned scores based on their responses to the three questions shown on the right. These scores were then averaged for each farmer, and those with a composite score of 4 or higher were classified as 'engaged' users of FarmRise.

User Engagement Index Scoring

Question	Answer Option	Score
Which of these FarmRise app features did you use this year (2025)?	5 or more services	5
	4 services	4
	3 services	3
	2 services	2
	1 service	1
This year (2025), how often have you used the FarmRise app?	Daily	5
	Every week	4
	A few times a month	3
	Once a month / once every few months	2
	Only used once	1
How much of this information (from FarmRise did you apply to your farming?	All or almost all of it	5
	Most	4
	Some	2
	None	1

Summary Of Data Collected

276 phone interviews completed between October and November 2025.

Farmers in our survey were sampled from a contact base of 937,605 users who have meaningfully engaged* with the FarmRise app in 2025. Our final sample frame of 642,575 includes only users who selected the app language as Hindi, Marathi, or Kannada, or those who reside in states where these languages are spoken but have selected English as their app language. The sample frame represents 69% of all FarmRise users who have meaningfully engaged with the app in 2025.

To screen eligibility for the survey, we used an AI-based agent to determine whether farmers had engaged with the app in the past year. Of the 2,016 phone numbers that answered the calls, 1,646 were ineligible. Reasons for ineligibility included: 52% say they never heard of FarmRise, 20% did not recall using the app, 18% were not farmers, and 10% had not used the app in the past year.

Methodology

Survey mode	Phone
Country	India
Language	Hindi, Marathi, Kannada
Dates	October – November 2025
Sampling	Random sample of 276 farmers registered on the FarmRise App. Sampled from a database of 642,575 contacts.
Response rate	31%
Average time p/interview	19 mins

Accuracy

Confidence Level	90%
Margin of error	5%

Research Assistant Gender

Female	3
Male	4

*Defined as users who have registered at least one activity with the application, in addition to signing up for the application.

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, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 2,900+ trained Lean Data researchers in 70+ 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.

We are proud to be a Climate Positive company.

CLIMATE POSITIVE company
ON A MISSION... TO BE

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey!

Acknowledgements

Thank you to Constance Spitzer, Abhinav Kumar, and Gaurav Nandan for their support throughout the project.

This work was generously sponsored by Bayer Corporation.

With the FarmRise app, whenever I face any issues with my crops, I can easily find a solution.

Everything I have used in the app so far has been good. I like the:
>scanning feature
>news updates
>market information
All of it is useful

Ramiro Rejas
Jacob Thamarappally
Malavika Rangarajan
Krupakar Reddy
Gopika Suraj
Rasika Gopalakrishnan

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malavika@60decibels.com