Evidence to Impact 2024 annual report



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The core mission of PxD has always been to create impact at scale.

We have continued to identify and implement innovations that are evidence-based, impactful and scalable. We have prioritized measuring, and learning what works—sometimes at the cost of rapid growth. As a result, we've scaled successful initiatives and phased out those that weren't effective. Importantly, we have made long-term investments in nurturing partnerships that align with this approach, while also building PxD organizational systems necessary for agile learning and sustainable growth.

In 2024, we saw many of these efforts yield big results.

One key example is our flagship digital agricultural advisory program in Odisha, India. <u>Evidence</u> from this program shows that these services can help protect farmers from devastating crop losses, particularly during extreme weather events, with an estimated return of \$12-19 in farmer profits for every \$1 invested. This program was PxD's first large-scale initiative developed in collaboration with a government partner. Today, it serves over 7 million farmers and is now entirely government-owned and financed.

Also in India, we provide seasonal weather forecasts to over 9 million farmers to help them manage production risks. Based on the positive feedback from farmers, we are now working with partners—including the Federal Ministry of Agriculture in India—to expand this effort, by adding new types of forecasts and additional dissemination channels, and by continuously improving how we communicate weather information to farmers.

This year, we introduced a new service model of embedding units within governments to provide strategic guidance on their digital agriculture portfolios. This dual role for PxD—acting as trusted advisors shaping policies and systems, and as implementers driving large-scale impact—enables us to amplify our insights and extend our impact to millions more farmers than we could directly reach ourselves. Our teams now support the Ministries of Agriculture in India and Ethiopia, and I'm incredibly proud of the progress we've made in such a short time.

Events in recent months have presented unprecedented challenges to the international development sector, and have created uncertainty across programs and organizations. These disruptions are impacting all of us and threatening services that are critical to the communities we serve.

In these challenging times, we are more determined than ever to remain focused on cost-effectiveness and impact. We have clear evidence that PxD's services are highly cost-effective, enhance farmers' resilience to climate shocks, and generate meaningful and sustainable impacts at the intersection of food security, poverty, and climate change.

In 2025, we shall continue to work with governments and other partners to deliver services to millions of farmers, and we shall focus on institutionalizing our new service model of advising governments. We are particularly excited about leveraging new advanced technologies—such as artificial intelligence—to unlock significantly higher benefits for farmers at much lower costs.

I remain deeply grateful for your continued support of PxD's work.



PxD at a glance



18,549,456 Total users served in 2024



14 Active programs in 2024



5,400,838 Women users served in 2024¹



+85% User growth in 2024



\$0.94 Average cost per user per year²



12:1 - 19:1 Benefit:cost ratio³

- 1. Estimated from a subset of programs that have data on user gender.
- 2. Since PxD's inception, including graduated users, and including all costs.
- 3. Estimated from PxD's flagship Ama Krushi program in Odisha, India.

Vision

Sustainable livelihoods for everyone, everywhere.

Mission

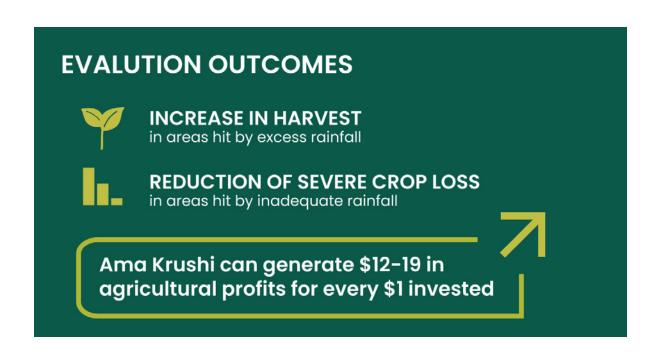
To scale innovations that millions of farmers can use to improve their lives.

Customized digital advice can help farmers manage crop loss and weather shocks: Evidence from PxD's work in Odisha

From 2018–2022, PxD and the Government of Odisha (GoO), co-designed and scaled Ama Krushi, a free, two-way voice-based agricultural advisory service. Ama Krushi provides customized and real-time agricultural advice, including weather-based advisories, pest and disease management guidance, and best practices for soil health and nutrient management. Ama Krushi was conceptualized as a Build-Operate-Transfer program, and PxD fully transitioned the service to the government in 2022. Today, the service—recently renamed as Krushi Samruddhi—reaches close to 7 million farmers, and is expanding into new delivery channels and value chains. Insights from this transition process are now publicly available here.

To assess the impact of Ama Krushi, PxD and GoO conducted a randomized evaluation of the service; the evaluation focused on rice producers in five districts, and measured farmer engagement, adoption of improved practices, and productivity outcomes. Results from our working paper released in 2024 show:

- Overall improvements in adoption and knowledge
- Large reduction in the likelihood of severe crop loss, which was defined as farmers losing more than 50% of their crop: Farmers with access to the service saw a 10% reduction in severe crop loss compared to those without access. This was driven by a 25% reduction in losses due to pests, diseases, and weather events (other than floods).
- Concentrated impact in areas hit by weather shocks: In areas hit by excess rainfall, farmers with access to Ama Krushi harvested 9.4% more than farmers without access to the service, with estimated profit gains of \$30–48 per farmer (or roughly 14–30% of profits) in just one agricultural season. This impact nearly doubled among farmers who reported low yields before Ama Krushi was introduced. A similar increase in harvest and a 21% reduction in severe crop loss was observed in Year 2 among farmers with access to Ama Krushi in areas hit by inadequate rainfall.



One key advantage of digital services like Ama Krushi is the extremely low delivery cost. We estimate that, for every dollar invested in the service, Ama Krushi generates benefits to farmers in the range of \$12–19.

Importantly, the true impact of Ama Krushi is likely substantially larger than the impact measured for rice in this evaluation. The service provides advice on many crops in addition to rice, throughout the year. The majority of Ama Krushi users also report sharing advice with neighbors and friends; this suggests that farmers who don't have direct access to the service may benefit from active users of the service. In addition, the returns to investing in services like Ama Krushi can grow over time through improved customization, and as technology improves.



Digital delivery of weather forecasts to millions of farmers to boost their climate resilience

As climate change increasingly disrupts agricultural patterns, farmers face growing challenges in managing their crops and resources. Reliable and timely weather information is crucial for making informed decisions that can optimize productivity and reduce losses. Yet in many areas in low- and middle-income countries, there is limited availability of sufficiently localized forecasts, and farmers have expressed lack of trust in and comprehension of the forecasts they do access. Weather information is consistently one of the most requested topics from farmers across the geographies where PxD works.

To address this challenge, PxD and our partners are delivering high-quality weather forecasts to inform farmer decision-making in different settings across India. Our service design includes experimentation to ensure that our forecasts are understandable, trusted, and actionable. We improve and scale our services to help farmers navigate the challenges of unpredictable weather.

At-scale dissemination of seasonal forecasts in collaboration with MoA&FW

In partnership with the Ministry of Agriculture and Farmers' Welfare (MoA&FW), the Development Innovation Lab India (DIL-India), and the Potsdam Institute for Climate Impact Research, PxD launched a <u>large-scale initiative</u> to deliver timely, actionable weather forecasts to farmers across India.

During monsoon 2024, PxD successfully provided total-rainfall and monsoon-onset forecasts to more than 9 million farmers across five Indian states—Uttar Pradesh, Madhya Pradesh, Rajasthan, Telangana, and Chhattisgarh—via SMS. This offered farmers crucial early warning to optimize resource use, adjust cropping strategies, and minimize risk. PxD and DIL-India provided technical expertise and designed the forecast message service, and the MoA&FW covered all dissemination and monitoring costs.

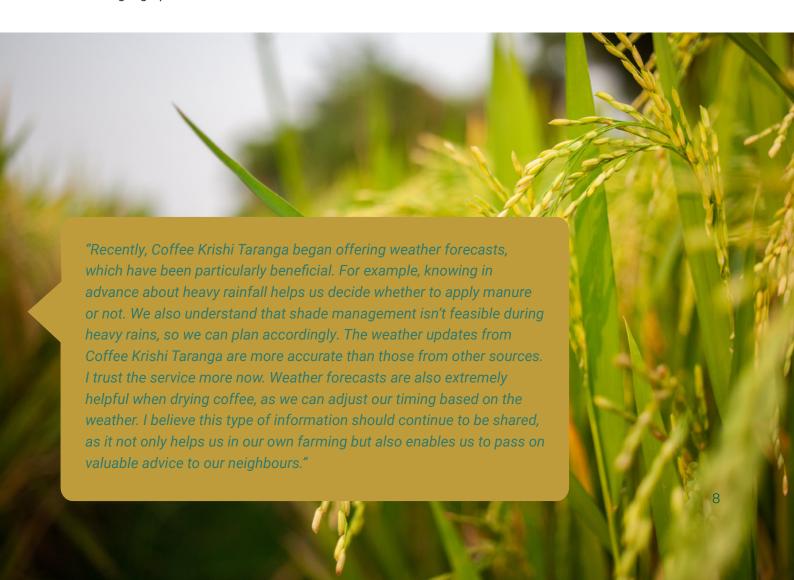
The pilot study showed that there was a strong demand for the service, with 89% of surveyed farmers⁴ expressing interest in receiving future forecasts, and 90% finding the information useful for planting decisions. Encouraged by these results, PxD and our partners are planning to scale the initiative in monsoon 2025, by expanding outreach to tens of millions of farmers, identifying additional dissemination channels, and integrating A/B testing to enhance service effectiveness.

4 From a surveyed sub-sample of 339 farmers.

Experimentation in disseminating short-range forecasts with the Coffee Board of India

Coffee is highly sensitive to weather conditions, yet there is limited availability of sufficiently localized forecasts. Farmers in India's coffee growing states have expressed limited trust in and comprehension of the forecasts they can access. Building on insights generated by previous lab-in-the-field experiments, PxD developed weather advisory content for users of our coffee advisory service, Coffee Krishi Taranga (CKT), which is a voice-based advisory platform developed in collaboration with the Coffee Board of India. We partnered with Climate Forecast Applications Network (CFAN) to develop highly localized, 5-day rainfall forecasts suited to coffee farmers' contexts. The service was pilot-launched in April 2024 with 1,200 coffee farmers in Karnataka. The service was then expanded to include 50,000 farmers. As part of the service roll out, PxD randomized users into different groups and tested various forecast types to assess farmer engagement, reliance, trust, and comprehension, and to gather insights for improving future services. Key findings show that farmers respond better to probabilistic forecasts (e.g. "There is a 60% chance of 1 inch or more rain. Median rainfall is 1.3 inches.") than to deterministic forecasts (e.g. "1.3 inches of rain is expected"). Farmers receiving probabilistic forecasts were more likely to adopt CKT as their primary forecast source, express higher trust in its accuracy, develop more precise expectations of upcoming weather, and align their expectations more closely with the forecasts.

PxD is iteratively building knowledge, experience, and understanding of key aspects of providing this service, in order to increase the accuracy of, trust in, comprehension of, and actionability of the weather forecasts, with the goal to deliver high-quality weather information to millions of smallholder farmers across geographies.



A new service delivery model to unlock growth: Strategic advice to governments about their digital agriculture portfolios

As part of our response to increasing partner demand and in order to scale evidence-based innovations, we've launched a new service model: embedding teams within government organizations to provide strategic advice about digital agriculture. These embedded teams are scaling proven innovations, guiding program design, advising the government on how to effectively leverage artificial intelligence (AI) and new technologies, and assessing program quality to ensure the long-term impact of programs. These teams draw on PxD's years of experience in generating evidence, implementing services, and institutionalizing services within governments, and shape how digital agriculture programs reach tens of millions of smallholder farmers.

Advising the Federal Ministry of Agriculture in India

PxD set up its first Program Management Unit (PMU) within the MoA&FW in early 2024. This PMU focuses on three key workstreams: (i) supporting policy, and institutionalizing decision-making systems within MoA&FW's digital agriculture agenda, (ii) securing at-scale adoption of promising digital agriculture solutions, facilitating interoperability, and ensuring alignment across program offerings, and (iii) assessing program quality, building feedback loops, and facilitating innovation to maximize the impact on farmers.

Key Achievements in 2024 include:

- Launched a steering committee as a governance mechanism, with a diverse membership
 of government officials, industry leaders, and academic experts, to oversee the digital
 agriculture portfolio. This committee convened multiple times in 2024, and discussed local Al
 innovation for agriculture, specific needs within MoA&FW, data privacy, integration of various Al
 technologies into ongoing efforts, and much more.
- Facilitated the development of an open and federated digital network for agriculture, by securing seven state partnerships and testing the compliance of two state-owned solutions, thus paving the way for sustainable and democratic access to information for millions of farmers across the country.
- Assessed the effectiveness of a suite of digital agriculture tools—including a pest surveillance tool, a chatbot on government agriculture schemes, and an Al-based tool to prompt tele-agents that support farmer queries—and worked with partners and government to iteratively improve the effectiveness and increase the scale of these tools. The PMU also facilitated the integration of these tools with solutions being run by state governments—for example, by driving alignment on the types of scheme information provided across platforms—thus extending the reach and integration of these tools.
- Provided policy support for the creation of foundational AI systems including by facilitating
 inter-ministerial collaboration, connecting MoA&FW with subject matter experts and institutes,
 crowding in funding to launch new initiatives, and developing the internal capacity needed to
 maintain and oversee this portfolio.

With its foundation solidly in place, in 2025 the PMU will focus on:

- Institutionalizing feedback loops across MoA&FW's portfolio, enabling rapid monitoring and feedback collection, and facilitating data-driven decision-making across services.
- Strengthening the integration between federal and state government efforts to showcase innovations that are delivering impacts, facilitating integration to unlock effective scale-up, and sharing learnings.
- Building an operational toolkit and learning agenda to ensure the long-term sustainability of this work, and to facilitate replication in other geographies.

Launching a new Program Management Unit in Ethiopia in 2025

In 2024, PxD made significant strides in supporting the Government of Ethiopia (GoE) in advancing its digital agriculture vision. A major milestone was the development of Ethiopia's <u>Digital Agriculture</u> Roadmap (DAR) by the Ministry of Agriculture (MoA) and the Agricultural Transformation Institute (ATI), with the support of the Boston Consulting Group, PxD, and other partners. The DAR provides a strategic blueprint designed to drive the country's digital transformation in agriculture.

Building on this achievement, PxD will spearhead the establishment of a PMU embedded within the GoE to turn this vision into reality, starting early in 2025. The PMU will focus on two major workstreams—establishing a permanent Digital Agriculture Unit within the MoA that can oversee the DAR in the long-term, and kickstarting the implementation of a set of priority use-cases and of initiatives to deliver a suite of digital agriculture services to smallholder farmers across Ethiopia. With an ambitious agenda, the PMU will drive coordination across government agencies, donors, non-profit organizations, and the private sector, thereby ensuring alignment and investment in Ethiopia's most impactful digital agriculture initiatives.



Institutionalizing digital advisory services within the Government of Ethiopia, ensuring sustained delivery of information to millions of farmers

In September 2024, PxD concluded the five-year <u>Digital Agriculture Advisory Services</u> (DAAS) initiative in Ethiopia. Delivered in partnership with Digital Green, the Ethiopian Agricultural Transformation Institute (ATI), and the Ministry of Agriculture (MoA), DAAS significantly enhanced digital agricultural services across Ethiopia.

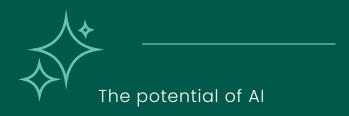
As the lead partner for the direct-to-farmer mobile phone-based component of the DAAS project, PxD tested and implemented several improvements to voice-based mobile extension services via ATI's 8028 Farmers' Hotline. Improvements to the inbound service included streamlined farmer registration, restructured content, and new livestock-focused advice. PxD also introduced outbound voice calls to deliver targeted advice to dairy farmers. The outbound calls focused on two use cases—calf and cow management, and artificial insemination—and were developed in collaboration with Land O'Lakes and SNV. These upgrades expanded the hotline's reach to approximately 1 million livestock farmers and were also used to improve advisory services for nearly 1 million crop farmers. The American Institutes for Research is conducting a rigorous impact evaluation of the artificial insemination use case. Preliminary findings show signs of a positive impact on artificial insemination practices, including increases in both the number of cows receiving artificial insemination and the number of heifers—which can result in milk productivity gains over time. Final data collection will take place in 2025.

PxD also developed advice for dairy farmers focused on a third use case—location-based, low-cost feed ration advice for farmers with crossbred cows. This advice comprised feed composition data from the Feed the Future Innovation Lab for Livestock Systems (University of Florida) and Hawassa University, processed by the Food and Agriculture Organization feed ration formulation software. This advice was disseminated to farmers and government extension agents via a Telegram-based mobile chatbot.



Innovation at PxD: Identifying the next generation of cost-effective services that can transform farmer impact at scale

To deliver greater impact for every dollar invested in our services, and to meet farmers' evolving needs in the face of a changing climate, PxD continues to identify, test, and adapt evidence-based innovations that can be delivered to millions of farmers at very low cost—either bundled with digital advisory or stand-alone.



PxD is excited about the potential of AI to push the boundaries of agricultural advice, including by improving our content, targeting, and delivery, so that smallholder farmers benefit from timely, localized, and highly relevant information. We are also excited about using AI to improve our internal capabilities.

In 2024, we developed in-house capabilities to build a bot that leverages generative AI to interrogate our research and experiment registry data. The bot allowed us to synthesize several years of learnings on effectively delivering digital agriculture services. We hope to make this tool public in 2025.

As part of our traditional voice services, agronomists have manually drafted multiple advisories for every fluctuation in weather, pests, or market conditions for each farmer's location—a time-intensive process that limits scalability.

To meet this challenge, we are developing Al-powered solutions using large language models to generate tailored advisories in real time. We aim to synthesize static and dynamic data—integrating Earth Observation insights, remote sensing, and farmer inputs—to produce precise, actionable recommendations within seconds. By automating and personalizing agricultural guidance at scale, we can rapidly generate multiple customized-message advisory variations, translate them into local languages, and convert them into a variety of required formats—including voice or text messages for the calls or texts that ensure accessibility for all farmers. Crucially, this approach also allows us to reach farmers directly where they are, by proactively sending Al-enhanced advice without using an intermediary such as a government extension worker.

In 2025, we will pilot this approach with coffee farmers in India. Early insights will help us refine this initiative and expand it to additional value chains and geographies. By transforming how smallholder farmers receive and act on critical advice, PxD will contribute to farmers ultimately improving their productivity, incomes, and resilience in an increasingly unpredictable climate.

Boosting farmers' resilience to climate change

Scaling the adoption of climate resilient seeds in India

PxD is working in India to scale the adoption of new <u>stress-tolerant seed</u> varieties that help farmers to cope with climate shocks. Previous work shows that, while digital advisory can improve the adoption of these seeds, the availability of seed remains a key barrier. In 2024, we began a pilot study to test whether promoting newly available wilt-tolerant chickpea seeds to agro-dealers accelerates the local availability of the seeds. Evidence from <u>Dar et al. (2023)</u> shows that distributing trial seed packets to local input suppliers addresses adoption barriers by influencing future stocking decisions of the input suppliers. PxD's digital advisory will encourage experimentation and learning among agro-dealers who receive the trial seed packets distributed by a private sector seed distribution partner using their existing transportation network. This pilot work can be scaled to major chickpea-growing regions in the country, and can provide scaling models for similar new technologies by catalyzing supply-side transformation.

Optimizing fertilizer use for cotton farmers, benefiting both farmers and the climate

<u>Leaf Colour Charts (LCCs)</u> are a low-cost, user-friendly decision support tool to help farmers assess plants' nitrogen needs and optimize fertilizer use. The charts have the potential to boost profits, reduce the need for input subsidies, and reduce greenhouse gas emissions resulting from excess nitrogen fertilizer application. Based on empirical evidence (<u>Islam and Beg, 2020</u>) and the promising findings from PxD pilot studies, in 2024 PxD continued to test scaling models for LCC-use among cotton farmers in Maharashtra, and we supplemented the LCCs with digital advisory. We also began a randomized evaluation to generate rigorous estimates of the impacts on the profitability for farmers. In 2025 we will begin endline data collection for the evaluation, and will expand our scaling efforts to rice farmers.

Scaling Asset-Collateralized Loans (ACLs) to dairy farmers in Kenya

<u>ACLs</u> are an innovative approach to reducing lending barriers, thus enabling farmers to secure loans by using the asset provided on credit (in this case, water tanks) as collateral. Supplying dairy farmers with water tanks has been <u>shown</u> to provide continued water access in droughts, increase households' milk production, and improve school attendance among girls in these households, perhaps due to reduced time spent fetching water. The estimated discounted value of benefits from an ACL is estimated at \$2,500 per household.

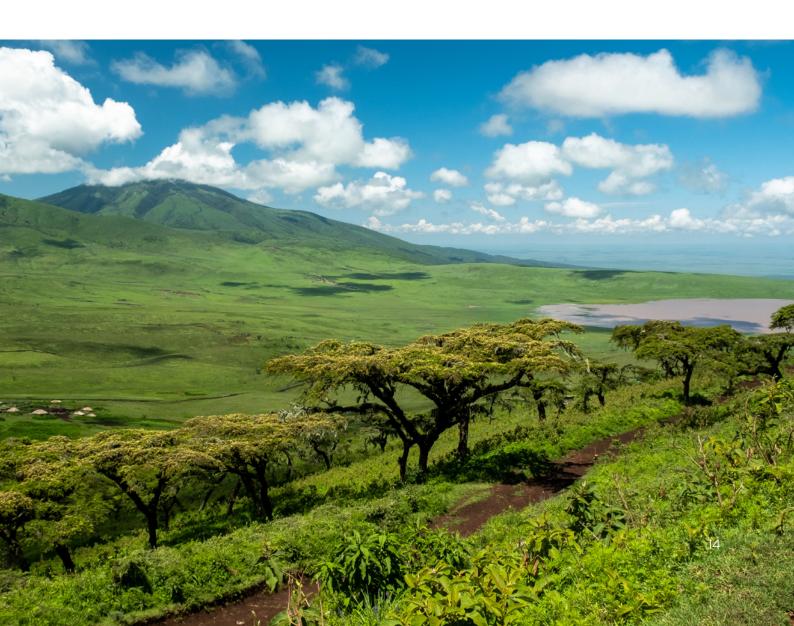
"This tank has helped me in many ways. First, our cows produce more milk now. This is because in the past they'd have to walk to the river for water, where there are many cows struggling for water. Because of so many cows, they'd often not get enough water and even get injured by other cows. This water tank also provides water for our other livestock, and I use it to water my nursery beds of vegetable seedlings. I also use the water for our household needs like washing dishes and clothing. We have really benefited a lot from being able to store rainwater in this tank."

In 2024, we developed financial and operational models to support different dairies, and savings and credit cooperatives (SACCOs) in adopting this ACL innovation. We also built a pipeline of dairies and SACCOs that are well-positioned to roll out this innovation with limited technical assistance.

In 2025, we will roll out ACLs through a partnership with two of the largest SACCOs in Kenya. We estimate that we can reach a majority of dairy cooperative members with this innovation, through partnerships with just 10 to 20 SACCOs. This can generate large cost-effective impacts for tens of thousands of farmers across Kenya and beyond, and can translate into hundreds of millions of dollars of extra value earned by these small dairy farmers as a result of scaling the ACL innovation to these SACCOs.

Developing best practices in engaging smallholder farmers in carbon credits projects

PxD set out to improve the market's understanding of how carbon credit projects should work with farmers to ensure adoption of the sustainable agriculture practices necessary for carbon outcomes. Key insights show that project co-benefits like productivity increases and access to agricultural services, which are additional benefits from a project beyond its GHG emissions outcomes, are farmers' primary motivation for project participation, rather than cash incentives from carbon credit revenue sharing. Data on project activities that generate co-benefits and data on ultimate farmer outcomes, like farmer yield or profitability, provide crucial information on whether or not the project is successfully engaging with farmers to achieve its GHG emissions outcomes—and is truly benefiting farmers. One avenue to implement this could be designing measurement, reporting, and verification systems that incorporate co-benefit measurement alongside carbon outcomes measurement.



Management, Governance and Legal

In April 2024, PxD was thrilled to welcome Niriksha Shetty as our new CEO, marking the beginning of an exciting new chapter for the organization. Under her leadership, supported by a dedicated Board, experienced senior team, and committed staff, PxD launched seven new programs in 2024. Niriksha's efforts have nearly doubled PxD's user reach to 18.5 million farmers, including over 5 million female farmers, and have led to the publication of impactful new evidence on PxD's role in improving farmers' livelihoods and enhancing their climate resilience.

PxD has appointed several new members to its advisory group, including <u>Dr. Debisi Araba</u>, a Visiting Research Fellow at the Centre for Environmental Policy at Imperial College London, and <u>Michael Tsan</u>, a Partner at Dalberg Advisors. Both bring valuable expertise to PxD's work, and we have already benefited from their generous time and support.

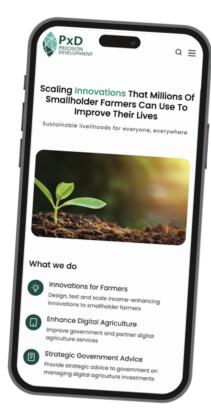
PxD has been exploring the establishment of new legal entities to strengthen our operations as

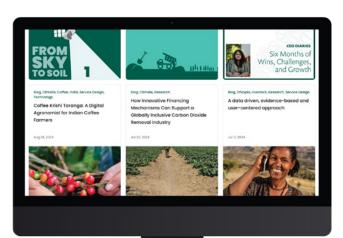
we expand our programs and research in countries we already operate in and begin working in new countries in the coming months and years.

Communications and Events

New website launch

In December 2024, we launched our redesigned website to better showcase our work and improve user experience. The new site offers streamlined access to our <u>full library of publications</u>, including working papers, reports, blog posts, and journal articles. Each of our initiatives now has a dedicated program page featuring clear overviews, impact metrics, and related knowledge outputs.





Blog posts

Throughout 2024, we continued to share insights, stories from the field, and updates on our ongoing initiatives on <u>our blog</u>. Over the year, we published 10 posts that reached over 10.000 readers worldwide.



Events

Webinar: Credit for climate resilience—water tanks for smallholder farmers

PxD hosted a <u>webinar</u> featuring Paul Nuthu, CEO Kwikas DT SACCO; Joshua W. Deutschmann, Evidence Synthesis and Research Lead, Development Innovation Lab, University of Chicago; and Abraham Salomon, Senior Program Manager at PxD. The discussion focused on the challenges posed by the water insecurity faced by smallholder farmers, the innovative impact of water tank loans on dairy milk sales and dairy resilience, and the positive effects on families' livelihoods and education. The webinar attendees also discussed PxD's ongoing efforts to scale this solution across Kenya and beyond.

Meeting of the Leadership Group and the India team

In May, PxD's Leadership Group spent an inspiring week in India, deepening connections and exchanging diverse expertise and strategic insights. The group also collaborated with the India program and research team, sharing learnings and insights. This retreat provided a valuable opportunity to reflect on our progress and chart a clear path forward for PxD's future.



Funders

We are grateful to the many funders who supported our work in 2024:

Acorn Rabobank

AGRA

Apparel Impact Institute (Aii)

Asian Disaster Preparedness Center (ADPC)

Bezos Earth Fund

Development Innovation Lab (DIL) at the

University of Chicago Dioraphte Foundation

Eric and Wendy Schmidt Foundation for Strategic

Innovation

Foreign, Commonwealth and Development Office

(FCDO)

Gates Foundation (GF)

Horace W. Goldsmith Foundation

J-PAL Digital Agricultural Innovations & Services

Initiative (DAISI)

J-PAL Innovation in Government Initiative (IGI)

J-PAL King Climate Action Initiative (K-CAI)

MoJo Philanthropic Fund

Private Enterprise Development in Low-Income

Countries (PEDL)

Regen Organics

SNV (The Netherlands Development

Association)

Swiss Re Foundation

Walmart Foundation

Weiss Asset Management (WAM) Foundation

Wellspring Philanthropic Fund

World Bank

WRLD Foundation

Partners

Agency Fund

Agricultural Transformation Institute (ATI),

Ethiopia

Ambuja Foundation

Boston Consulting Group (BCG)

Cereal Growers Association (CGA)

Climate Forecast Applications Network (CFAN)

Coffee Board of India

Development Innovation Lab (DIL) at the

University of Chicago

Digital Green

Environmental Defence Fund (EDF)

India Meteorological Department (IMD)

Innovation Commission for Climate Change, Food

Security, and Agriculture

Krushisharang (Fule Seeds)

Lessos Farmers Cooperative Society, Kenya

Ministry of Agriculture (MoA), Ethiopia

Ministry of Agriculture and Farmers' Welfare

(MoA&FW), India

Sirikwa Dairies and General Limited, Kenya

Skyline SACCO, Kenya

Technoserve

Vasantrao Naik State Agricultural Extension Management Training Institute (VANAMATI)

Wakulima SACCO, Kenya

West Bengal Accelerated Development of Minor

Irrigation Project (WBADMIP)

