



95.7% of women in rural field teams feel a career in agriculture has high potential and wish to remain invested: nurture.farm's latest agriculture survey

- *85% of rural women respondents learnt about income management from nurture.farm*
- *80% of rural women respondents feel their opinions on family matters are sought more than before, now that they are earning*
- *60.3% of rural women respondents voted that the respect they earn as a working woman is a primary motivator for them to work*
- *81.7% of rural women respondents prefer flexible working hours*

Bangalore, 8th March 2022: Agriculture is one of the biggest contributors to India's economy, and it is predominantly women who do the heavy lifting in this industry. Against this backdrop, on International Women's Day, nurture.farm, India's leading AgTech startup, announced the results of an internal survey conducted for women as a part of its [Women in Agriculture \(WiA\)](#) program.

WiA is a flagship program of the company where it employs women from rural areas for gig-work in agriculture, roles where they act as nurture.farm's representatives, local points of contact, and advisors to farmers. Since April 2021, nurture.farm has employed 300+ women (average age 18-35 years) as its field partners (Krishi Mitras), comprising 30% of its overall field force. Its Haryana field force is an all-women team.

The survey intended to understand what brought women into agriculture and how agricultural income is helping them in their professional and personal growth. It also aimed to understand how women from various backgrounds (age, education, socio-economic status, other) contribute to the AgTech sector and how we could ensure a better work culture and livelihood for them. Here are the key findings of the survey rolled out for its internal women employees and the women from Krishi Mitra teams, and how nurture.farm is leaving no stone unturned to help women in agriculture build better lives for themselves.

Income Management

The Women in Agriculture (WiA) survey found that 90% of rural respondents spend their income to fulfill familial obligations/responsibilities. The survey also saw that 85.7% of rural respondents made income decisions only after discussing it with their families. In contrast, only 43% of urban respondents sought family opinions while making their income-related decisions. When it came to safety and health, the survey found that 80% of rural respondents do not have health/life insurance, while the number was cut in half in urban areas, with 40.5% not having health/life insurance.

Financial inclusion is also another area of concern for India's hinterlands. nurture.farm's survey revealed that 43.5% of rural women do not use any digital modes of payment, while 100% of the urban respondents used them. Besides, 34.3% of rural respondents did not have any savings plan, and 41.8% have only just learnt about financial planning, which they intend to explore soon. Underscoring a significant milestone for nurture.farm, the company's internal platform's survey found that 85.3% of rural women learnt about finance management from it.

Empowerment

The Women in Agriculture (WiA) survey showed that 95.7% of rural respondents felt optimistic, seeing immense potential in the agriculture sector and wishing to remain invested. In addition, 80% of rural women felt their opinions on family matters were sought more than before, now that they are earning and are financially independent. At 80.5%, the urban counterparts seemed to be on par with them. Realising the respect and importance that they receive, 60.3% of women from rural India identified these as their primary motivators to continue working.

Work-Life Balance and Gender Parity

At a time when the entire world is focusing on striking a work-life balance, the Women in Agriculture (WiA) survey revealed that it's no different in the agriculture sector. 81.7% of rural working women and 78.6% of urban women workers prefer flexible working hours. Apart from this, 60% of women manage household chores themselves, before/after/in-between their work schedules. However, gender inclusiveness continues to be a challenge, with 64.3% of rural women feeling men have better opportunities to be gainfully employed. In urban regions, 80% of women felt men had better work opportunities.

Commenting on the survey and its results, **Dhruv Sawhney, Business Head & COO of nurture.farm** said, "At a time when we see rural population mass migrate to cities in search of gig-work opportunities, I am happy to see the results wherein 97% women associated with us want to continue to be a part of the agri-ecosystem. It shows that our WiA program is a success. Our nurture.academy team, well positioned to examine and improve diversity hiring practices in agriculture through skill training, and career development is also doing remarkable work at educating them for job-related responsibilities."

He further added, "When 85% of the women responded that nurture.farm has helped them understand income management, it shows we have made a difference and impacted their lives by ensuring financial literacy. Women are always open to what is better for their families and communities, therefore more open to learning new ideas and adopting new progressive practices. Enabling women in agriculture will have multiple positive effects on

their economic condition, farm output, ultimately translating to food security and a better economy for India.”

nurture.farm believes that bringing women into agriculture will bolster the sector and improve food security. However, for women to thrive, creating an ecosystem responsive to their requirements is imperative instead of the old-fashioned, ‘one size fits all’ workplace. Its survey results are a timely nudge in that direction. nurture.farm has either already led and initiated these changes in its workplace model for women or is taking significant steps to address these preferences.

Access the survey report [here](#)

About Women in Agriculture (WiA)

Women in Agriculture (WiA) is a flagship initiative of the company where it hires women from rural areas for blue-collar jobs in agriculture, roles where they act as nurture.farm’s representatives, local points of contact, and advisors to farmers. In addition to creating the first gig workforce in rural India and agriculture, nurture.farm is also the first to hire women from these areas. Since April 2021, nurture.farm has employed 300+ women (average age 18-35 years) as its field partners (Krishi Mitras), comprising 30% of its overall field force. With its 100% women field force, Haryana has the highest achievement for onboarding, sprays, and product scans. Twice as effective as the men field partners, the highest performers’ reported monthly earnings during peak seasons can go up to INR 50,000.

About nurture.farm academy

nurture.farm launched Academy in April 2021 with the mission to educate, train and certify individuals from rural farming communities in India. It aims to create a best-in-class pool of capable next-generation Agtech professionals who can participate in their local economies, contribute their knowledge to local farmers and retailers, and support and transform agricultural practices in those regions.

Academy is well positioned to examine and improve diversity hiring practices in agriculture through skill training, job training, and career development for qualified diversity candidates. Some of its key benefits include a platform for acquiring new skills and knowledge related to agriculture, with accredited certifications and employment opportunities on the nurture.farm platform and even externally.

It has trained over 10,000 individuals to date across eight states in India through a combination of online and classroom training sessions. Academy also plays a key role in bringing women into the agricultural workforce through education, training, certification, and providing them jobs within or outside the platform.

About nurture.farm

nurture.farm, India's leading AgriTech open digital platform brings what every farmer needs to thrive, together in one place—technology, solutions, finance. Its ecosystem reaches across the food system, expanding choice for customers—making access transparent, affordable and fast for everyone. This way nurture.farm lessens uncertainty, helping farmers secure sustainable outcomes. Established in 2020, nurture.farm brings together the best agriculture solutions, including remote sensing, farm mechanisms, online marketplaces, traceability, and market linkage. In a short period, nurture.farm has taken several forward-thinking steps to achieve its goals. The nurture.farm app, launched in April 2020, has over 1.5 million farmers onboard. In the past 3-4 months alone, the app has seen adoption of up to 99% in some larger states, implying that users are actively engaged with the platform. The nurture.retail solution, a B2B e-commerce marketplace for agri-inputs, has also scaled significantly in over 13 states and has 50,000 registered agri-input retailers from across India. To carry its ground level operations, nurture.farm has built India's first and biggest rural gig-economy model, deploying a 10,000 strong field workforce in over 10 states.

Visit www.nurture.farm to learn more

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