

EMERGING LEADERS INNOCENT DRINKS

INDIA IMPACT QUESTIONNAIRE REPORT – JAN 2023

Demographics

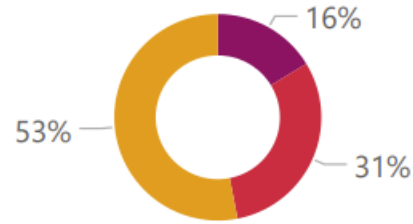
Gender

● Male



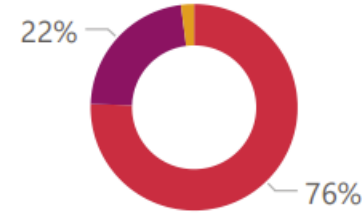
Age groups

● 20-39 ● 60+ ● 40-59



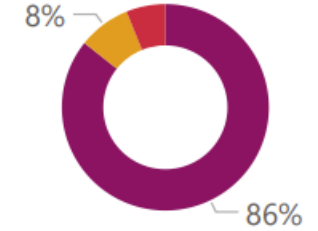
Literate or not

● Yes ● No ● Not Sure

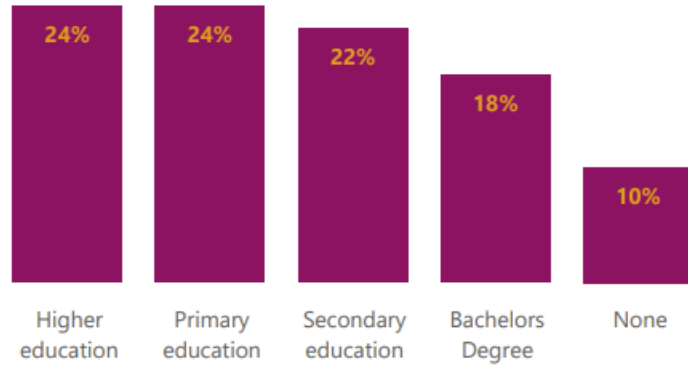


Marital status

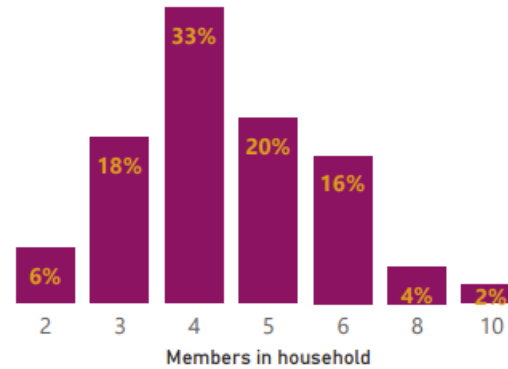
● Married ● Single ● Widowed



Highest education level



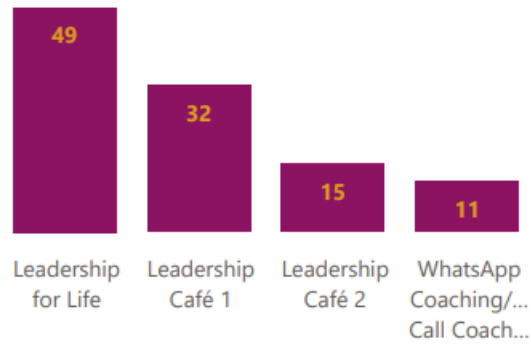
Household size



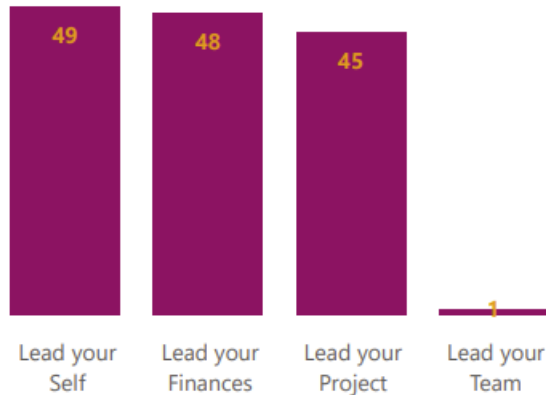
Average number of years working with **Mother Dairy**
12.55

Training

Training attended



Leadership for Life modules attended

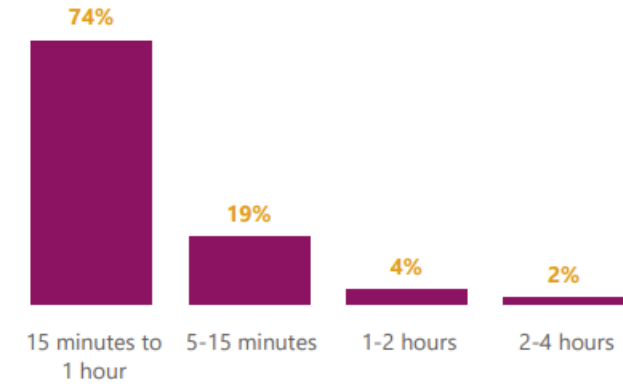


% who shared their training with other

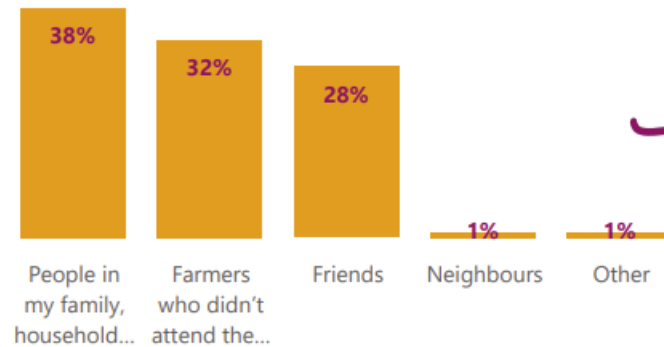
● Yes ● No



Time spent sharing



Who participants shared with



Farmers shared training with 1101 people. That's 23 people each!

“I understood to be proactive to develop my crops and clean land frequently for better yield and timely intervention like spraying medicines therefore reduce in unnecessary labour expenses. All these resulted in less expenses and more revenue.”

Dhananjaya

Mentorship

Part of leadership hub

● Yes ● No

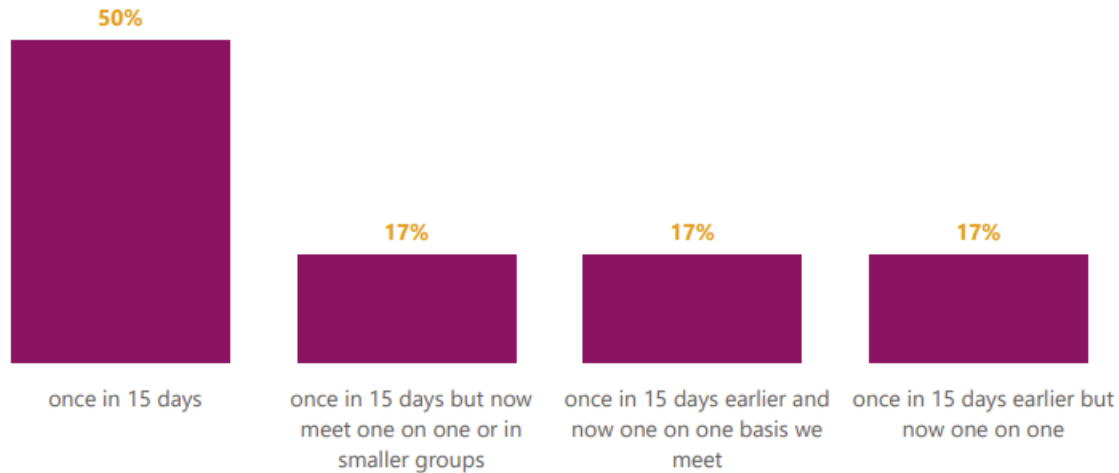


Identified one or more of these farmers that you could mentor to become FSA-verified

● Yes ● No



Frequency of leadership hub meetings

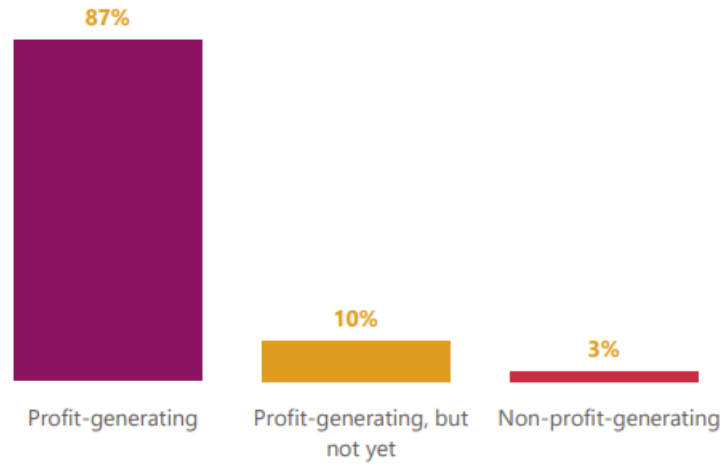


90%
of participants have started mentoring other farmers on being FSA certified

Projects

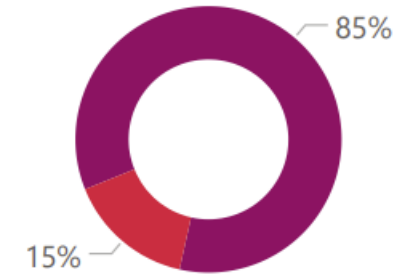
73%
Started a project
after their training

Types of project



Positive impact on family, community or workplace

● Yes ● No



Enjoyment from project

● I love it ● It's okay

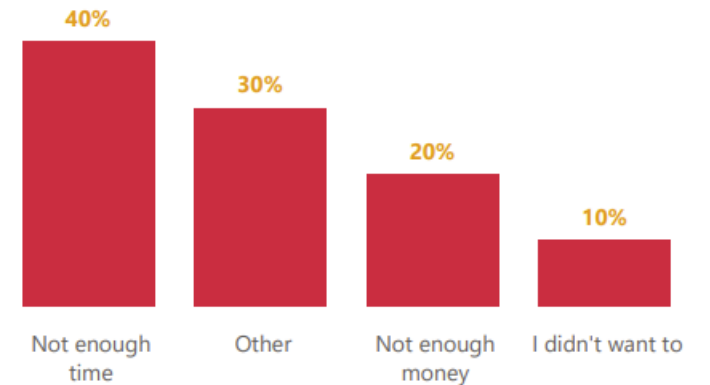


Who the projects are intended to benefit

● Household/family ● In my community



Reasons for not starting a project





“After my wife demise, life is been very hard, and I [had] to overcome this challenge in my life emotionally. I [had] isolated myself from routine things in life, I [had] been a passive farmer...

[A]fter the training, I was motivated and focused on life and now involved in active farming and started goat rearing as a project. In 2019 have started with 2 goats and continued to add 2 more in 2021 and planning to purchase 2 more this year.

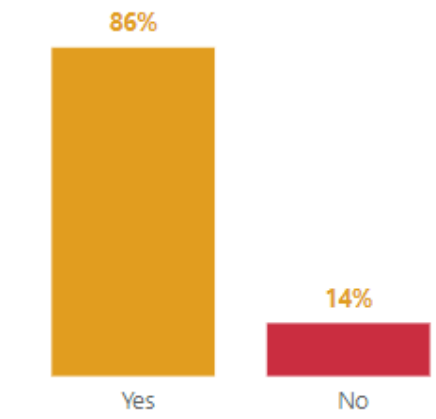
Even though last year I could not sell mango for good price due to not good weather mango harvest was not good quality. But because of additional income project it helped to me to manage my family needs with the extra income from the project.”

M H Puttaswammaiah

Project Details

33%
% of monthly income associated with project

Records kept for project's expenses and profits each month



Project types



Average project balances

Revenue
£587.11
Investment
£4,318.72



£255
GBP Average project profit

Profit by project types

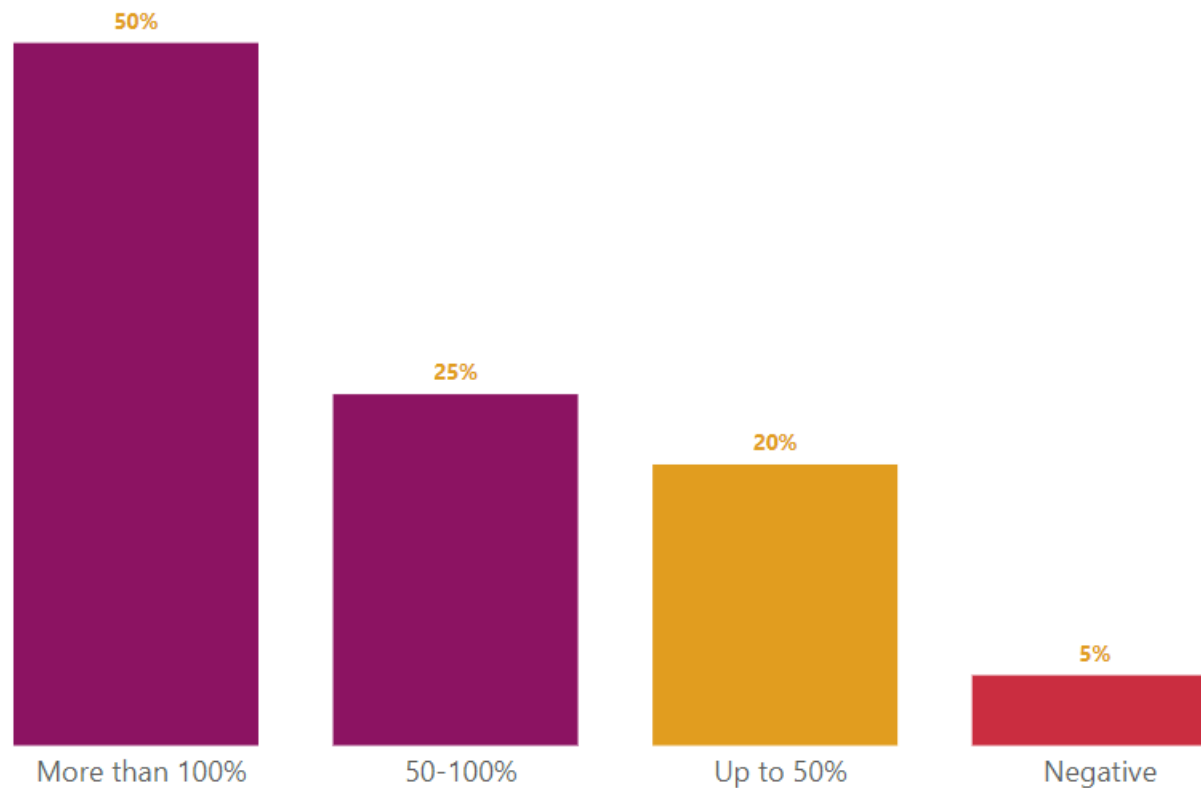


Income Changes

On average participant's income after training increased by **239%**

On average that is £522.22*

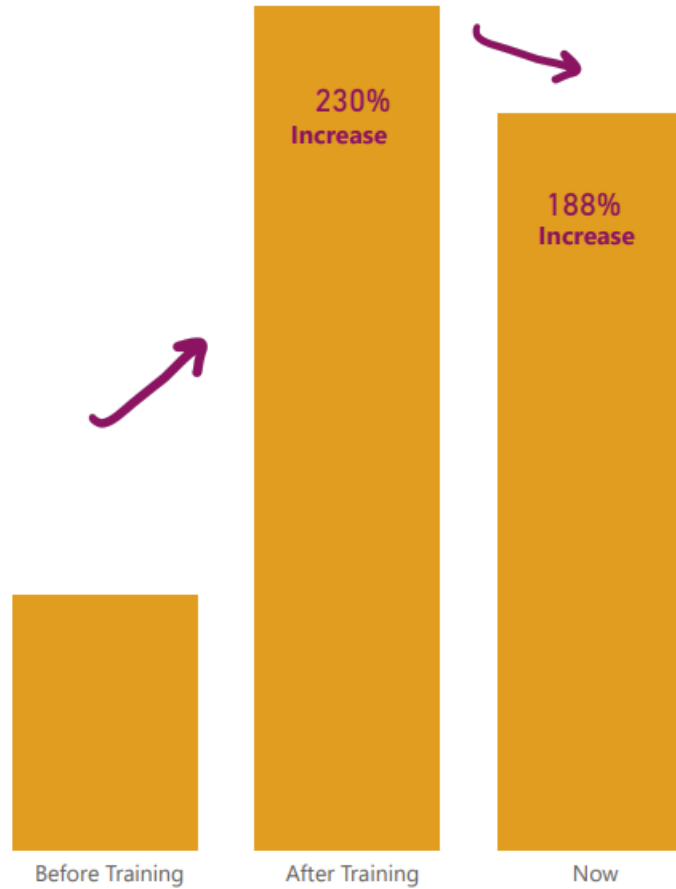
Income difference after training



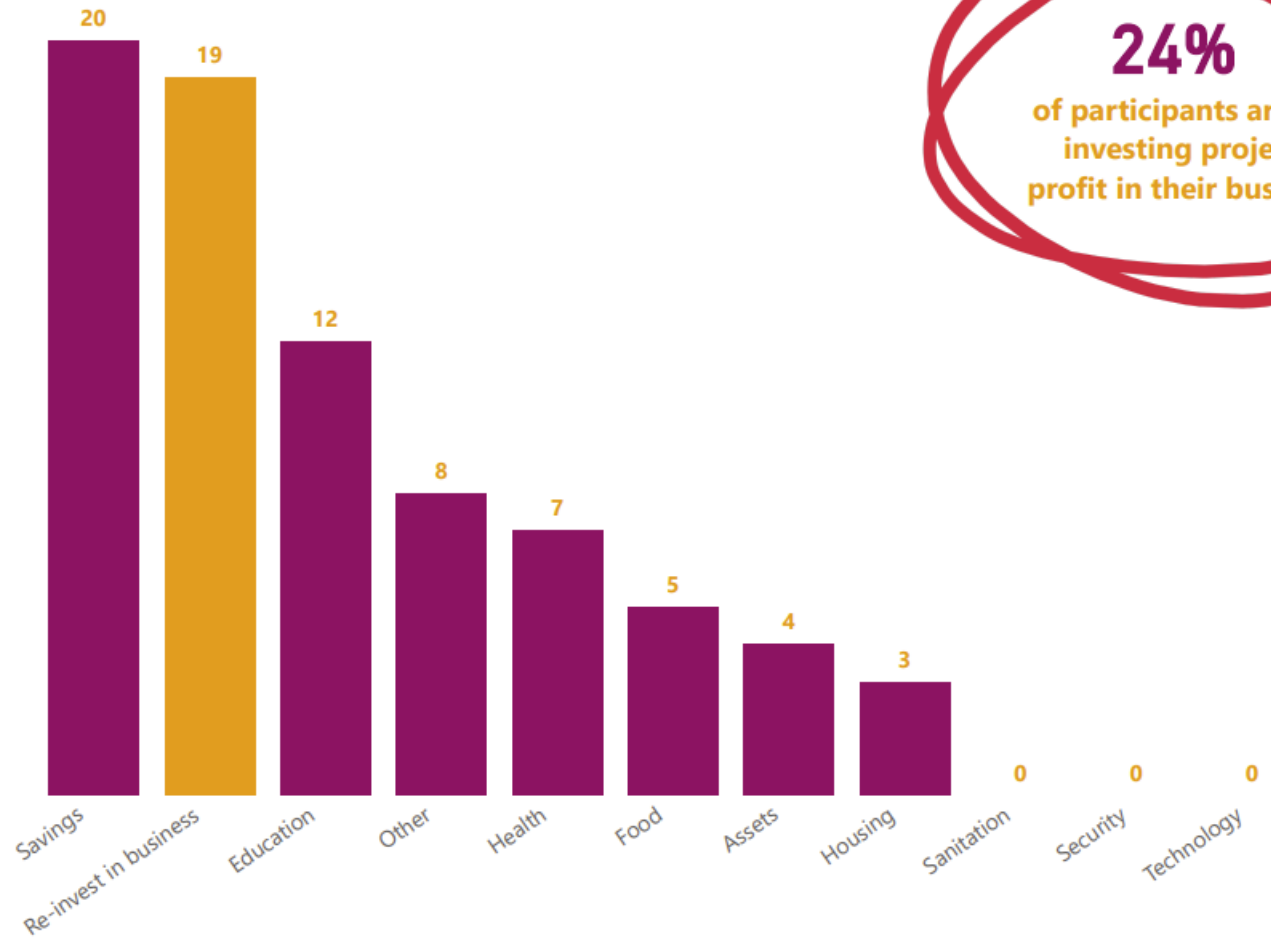
* One high earning outlier has been removed from this average calculation. Their monthly income increase was ~£4k, up from ~£1.5k before training.

Savings and Expenditure

Increase in saving after training



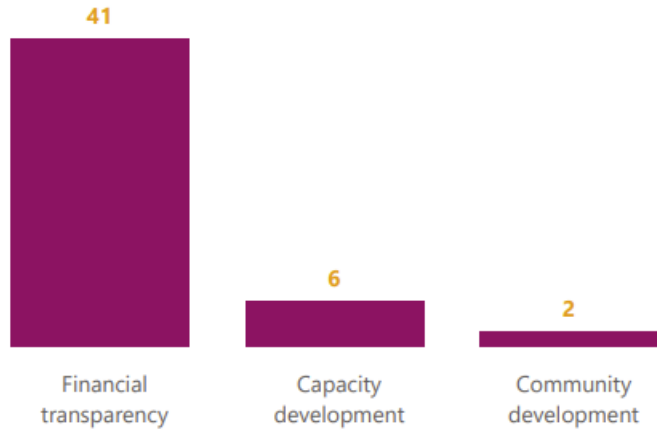
What participants spend their project income on



24%
of participants are re-investing project profit in their business

Mother Dairy Relationship

Participant's view on the best thing about Mother Dairy



Participant's rating of their Mother Dairy relationship

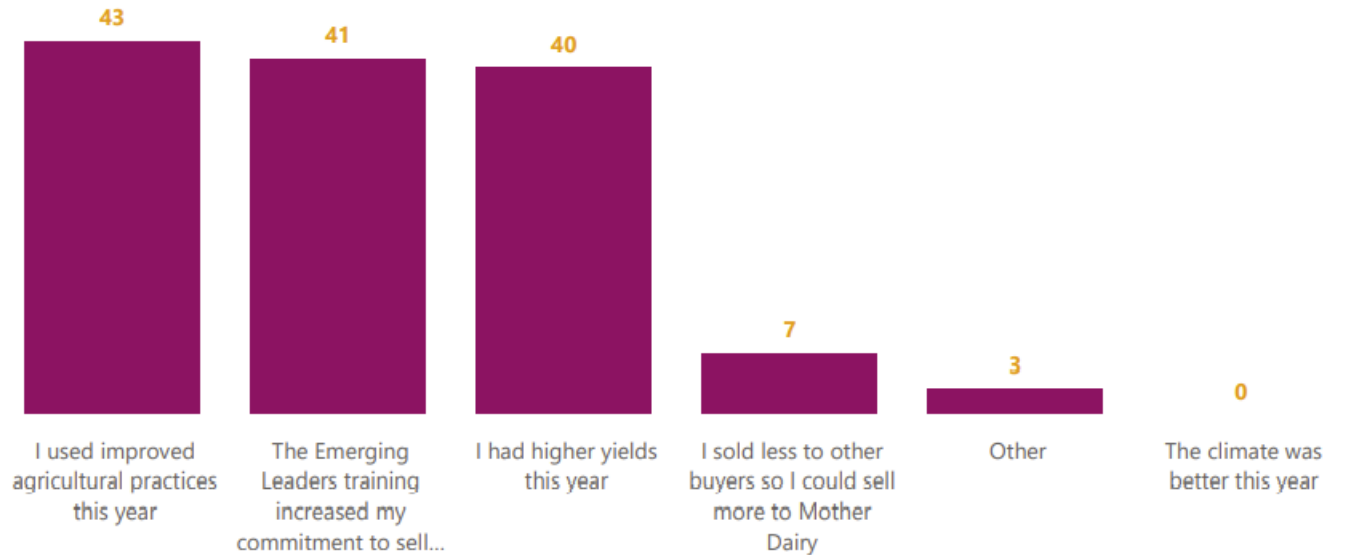


% of participants who have increased in the amount of produce they sell to Mother Dairy

● Yes ● No



Reasons for increase in sales to Mother Dairy



“Better farming has helped better yield and making efforts for increased income through additional income projects and reduced unnecessary expenses.”

Gangadhar S

REPORT SUMMARY

73% of farmers started a project after their training. These were mainly further agricultural projects, but also included livestock and retail-based projects.

97% were intended to be profit generating, benefiting farmers' household incomes. All respondents who had started a project said they found it enjoyable, with **85%** saying it had a positive impact on their family, community or workplace.

84% of those who started projects were keeping records of their expenses and profits. On average the income from projects accounted for **33%** on monthly incomes.

There were large increases in the farmers' incomes after the trainings. On average farmers had a **219%** increase in their incomes. Half of farmers had an increase of more than **100%** in their post-training income.

There was also a **188%** increase in the amount that farmers were saving. **40%** of respondents said they were saving their project profits, **38%** said they were re-investing in their projects.

96% of farmers responded that they had shared their training with others. On average they shared with **23** other people, mostly family and other members of their household, but also farmers who didn't attend the training. Despite sharing with many people, farmers mostly spent between **15-60 minutes** sharing this knowledge.

When asked to rate their relationship with Mother Dairy out of ten, the average rating given by farmers was **8.6**. The length of farmers' relationship with Mother Dairy was not a determinant of this rating.

83% farmers said that it was the financial transparency of Mother Dairy that was the best thing about trading with them, mentioning that they were not cheated and were paid promptly. Other factors mentioned included the community development as well as capacity development given to the farmers.

88% of farmers had increased their sales to Mother Dairy, with many citing improved yields through better farming practices, and the fact that they have been provided with training by Emerging Leaders as factors in why they had increased sales.