Kheyti - Detailed Project brief

This information will give our volunteers the context and technical clarity they'll need to support the project effectively

[Kheyti](#) operates at the intersection of climate change adaptation and mitigation. Our flagship solution, **"Greenhouse-in-a-Box,"** delivers increased incomes and climate resilience to smallholder farmers while making their agriculture more sustainable.

Our greenhouse solution is:

- **Low-cost and modular** – 90% cheaper than conventional greenhouses
- **Climate-protective** – shields crops from heat, rain, pests, and hail
- **Resource-efficient** – uses 1/50th the water, 1/50th the land, and up to 70% less fertilizer and pesticide compared to traditional farming
- **Income-doubling** – helps farmers significantly increase their earnings

Beyond infrastructure, we provide farmers with inputs, training, and ongoing advisory services. Kheyti currently supports **7,000 farmers across India** and aims to impact **one million farmers by 2033**.

We have been recognized globally with prestigious awards including the [EarthShot Prize](#) and [Elevate Prize](#). Learn more about our work through [TED](#), [National Geographic](#), and [Mint](#).

Key Goals for This Project
What are the main objectives or questions you hope the data visualisation will help answer?

- Build a visually compelling dashboard to showcase Kheyti's 10-year journey and impact across key milestones in the upcoming annual report

Guiding questions

To ensure our analysis leads to tangible progress, please use the following guiding questions to bridge the gap between data exploration and the strategic decisions we need to make.

The Question	The Goal
What core question must this data answer? Does Kheyti's greenhouse model deliver a consistent, transformative income impact across 7,000 farmers, proving we're ready to scale to 1,000,000 by 2033?	*Identify the core problem.* Demonstrate scalable impact quality that warrants major funding and partnership commitments.
Why is this answer critical right now? Funders need proof of sustained impact during rapid growth before committing to our 2025-2033 expansion.	*Find the root cause.* Without data-backed evidence of performance at scale, funding decisions and partnership approvals stall.
What specific action will you take once you have this answer? Present compelling visual evidence in impact reports to secure funding commitments from philanthropists	*Define the specific action.* Use dashboard to demonstrate proven impact and operational readiness in funder meetings and partnership negotiations.
What does success look like? • 50%+ farmers earn above $250/year • Median income from each 240sqm. greenhouse at $300 per year • 50%+ farmers complete 2+ seasons/year • 15%+ farmers acquire multiple greenhouses • Consistent performance across states	*Define the target metric (e.g., +10% retention).* Dashboard secures funding and partnerships, validates impact, and positions Kheyti for national-scale implementation.

Data Analysis Guide for Kheyti Impact Visualization

📄 Data Analysis Guide for Volunteers_Kheyti

Key Metrics / KPIs

Are there specific indicators or performance measures that matter most for this project?

- **Impact on Income**
    - Median annual income of farmers using greenhouse
    - Average annual income of farmers using greenhouse
    - Median annual income of farmers using greenhouse (pro-rated to 240 sq.m.)
    - Average annual income of farmers using a greenhouse (pro-rated to 240 sq.m.)
    - Percentage of farmers earning > $250/year
    - Quartile income distribution across states
- **Crop Seasons**
    - Number of crop seasons completed per farmer
    - Total crop seasons completed across states
    - Average season income per month (pro-rated to 240 sq.m.)
    - Median season income per month (pro-rated to 240 sq.m.)
- **Farmer Reach**
    - Number of farmers across states
    - Number of farmers supported through government subsidy programs vs philanthropy vs direct sales
    - Farmer demographics (gender, age groups, land holding size, etc.)

Design Preferences

Download Visual Guidelines

We prioritize clean, professional visualizations that are accessible and easy to interpret for diverse audiences including funders, policymakers, and ecosystem partners.

Future Use and Impact

How do you plan to use the final visualisation(s)? Who will see them and what decisions or actions might they inform?

(How the visualisations will be used, by whom, and to inform what types of decisions or outcomes.)

<u>Primary Use Case:</u>

- Kheyti's annual and quarterly impact reports
- Presentations to current and prospective funders
- Partnership proposals with ecosystem players

Key Audiences:
- Philanthropic organizations and impact investors
- Government agencies and policymakers
- Pro-bono supporters and technical partners

Decision Impact:
- Funding allocation decisions by philanthropists
- Pro-bono support commitments from technical and professional service providers
- Internally used for informing program expansion and improvement strategy

Timeline and Milestones
(Please specify any key dates, events, or milestones relevant to the project.)

Critical Dates:
- **March 2026:** Kheyti's financial year ends
- **April 15, 2026:** Target date for circulating annual report

Project Note: Data Integration & Scalability

Note: Full integration with live data streams might be considered a secondary project phase, pending further data engineering investigations. For the current phase, development will commence immediately using the provided data to build a visually compelling dashboard showcasing Kheyti's 10-year journey and impact.

End Goals & Objectives:

- **Template Design:** Visualizations will be designed as templates that can be easily updated when new data is provided.
- **Sustainability:** The solution will empower the Kheyti team to independently refresh dashboards for the **March 2026 reporting cycle** and future quarterly updates by simply swapping the underlying data source

Current Use of Data for Decision-Making

Internal Use:
- Tracking organizational progress against goals
- Identifying opportunities to improve farmer services
- Operational planning and resource allocation

External Use:
- Currently shared with funders in basic, non-visual formats (spreadsheets, tables)
- Need to elevate presentation quality to better communicate impact and support fundraising efforts

Available data

To better support your project, we'd appreciate more details about the data you plan to provide:
- *Where does the data come from (e.g. internal systems, surveys, government sources)?*
  - Data is collected by our field team members through structured surveys with farmers using our greenhouses.

- *Is the dataset static (a one-time snapshot) or regularly updated?*
  - Regularly updated as new farmers join and existing farmers complete crop seasons

- *Are there known data quality issues or gaps we should be aware of?*
  - The dataset may require cleanup due to occasional survey entry errors
  - Kheyti team will perform data cleaning before sharing with volunteers
  - Overall data quality is good with systematic collection protocols

- *Please describe the datasets you can provide, including formats, date ranges, and data sources.*
  - **Historical Range:** 2020 to present
  - **Current Volume:** 6,000+ farmers and 20,000+ recorded crop seasons
  - **Data Source System:** Zoho CRM (internal system)
  - **Format:** Data provided as exports from Zoho CRM

Data Sharing & Confidentiality

- **Privacy:** All personal and sensitive farmer information (PII) will be removed by Kheyti before sharing datasets.
- **Intellectual Property:** These datasets represent Kheyti's internal operational data and intellectual property.
- **Volunteer Portfolio Sharing:** Volunteers may share sanitized or aggregated versions of their Work Product as part of their professional portfolio, provided that the underlying data is clearly attributed to Kheyti.

Website and Social Media
Website: https://www.kheyti.com/
Instagram: https://www.instagram.com/kheytismartfarmers/
LinkedIn: https://www.linkedin.com/company/kheyti/posts/?feedView=all
Twitter/X: https://x.com/kheytifarmers