



Rabobank

Cropin

“Success Stories Enabling Smallholder Lending”



Gujarat, India.



Mango, Cashew,
Vegetable Crops



10,000

Objective

Strengthen the relationship, trust & interaction between its cooperatives and growers. Provide timely advisory to growers to improve crop quality & gain higher incomes, self reliance and better livelihoods.

Approach

- Profile growers, their plot and crop conditions, predict yields & document transaction data
- Leverage data to understand the financial health and credit score of the cooperatives as well as identify suitable individual farmers to offer tailored loan products.