




**KHETHWORKS**

Small Pumps, Big Risks

30 Aug  
2018

**Khethworks** builds reliable, solar-powered irrigation systems that enable year-round cultivation.





**Our mission is to help small-plot farmers have unprecedented control over their lives and livelihoods through affordable, high-performance technology.**



farmers

solar pump  
innovation

social  
enterprise

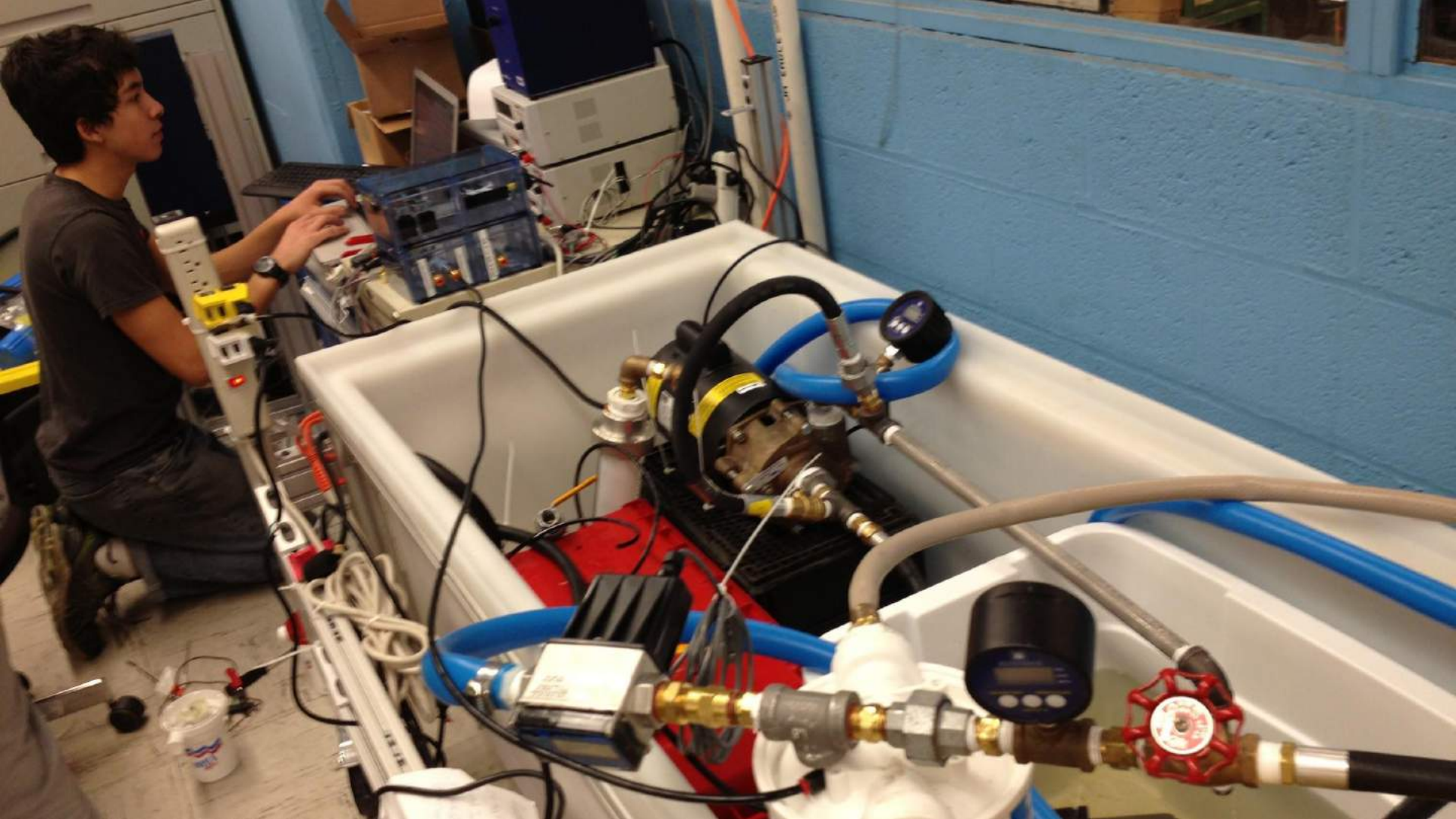






















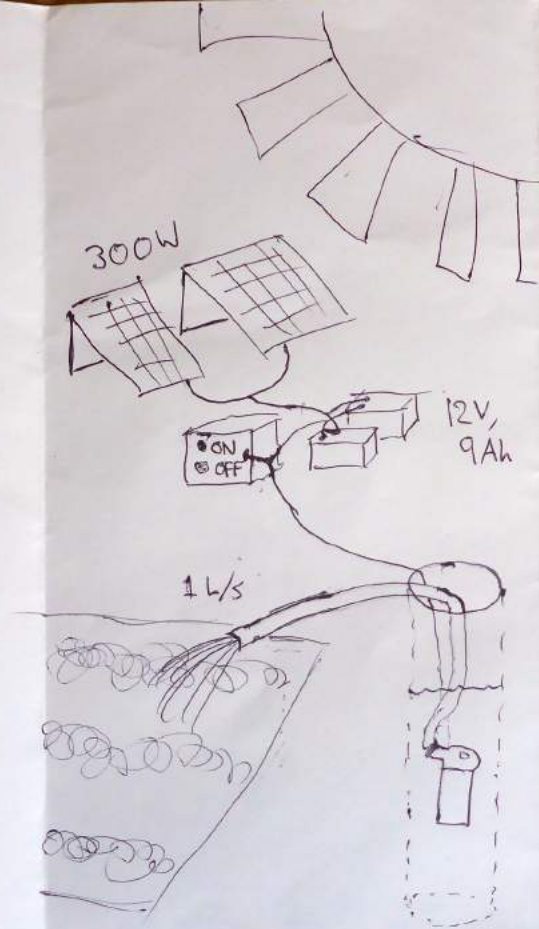






# Solar Pump

- 0.5 ha plot
- daily irrigation
- $\frac{1}{3}$  Hp
- 10 meters
- Rabi, Summer



- Lifetime 10+ years
- No diesel fuel
- Use batteries for:
  - LED lighting at home
  - phone charging
- Portable

Price: ₹ 35,000/-





















# KHETHWORKS

delivers efficiency

High efficiency

↳ Less energy

↳ Affordable solar

↳ **Unlock season**



A photograph of a farmer in a white shirt and dhoti, standing in a field and using a long, curved hose to water crops. The field is filled with green plants, and the background is a dense forest of tall palm trees. The scene is brightly lit, suggesting a sunny day. The text is overlaid in the center of the image.

**40+ farmers in 3 states** have used  
the Khethworks pump systems.





Farmers **earned additional income** in Jharkhand by renting to neighbors organically, without prompting.





Farmers in Jharkhand cultivated  
their **first-ever summer crop**,  
earning 15-18k INR per 0.15 acre.



In Orissa, **paying customers rent the system** from self-help groups for 100 INR per day or 30 INR per hour.





What we are learning from  
farmers















**What we are hearing from  
stakeholders**



# Subsidies, but to what end?



learning

derisk and  
create  
market

replace  
pumps

reach  
margins







... it was very different from the regular manufacturers (who simply want to push their products, get paid and then forget about it!).



How do we sell a product  
they don't want for money  
they don't have?

Go to Andra.



Why east India?

Why not east Africa?

What we are experiencing as  
a social enterprise















































Focusing on the customer

**Building a sustainable  
ecosystem**

Experimenting and learning







Thank you.  
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