CLIMATE-SMART AGRICULTURE

An increasing number of Vivriti's portfolio companies are operating at the nexus of agriculture and climate action, driven by progressive policy initiatives such as the Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahabhiyan (PM-KUSUM) scheme. Launched by the Government of India in 2019, PM-KUSUM is designed to equip farmers with solar-powered pumps and grid-connected renewable energy systems.

20,000+ **Solar installations across India**

*Executed under this scheme in FY2024-25 by one of our portfolio companies

Impact Objectives of the Scheme

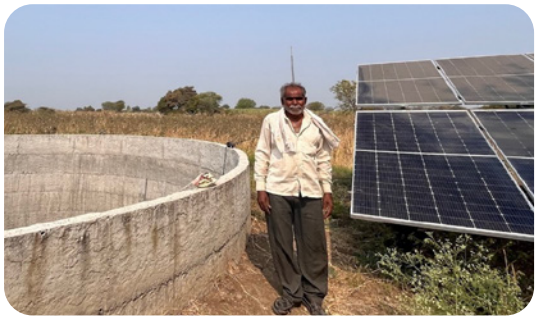
To reduce farmers' dependence on conventional energy sources, enhance their income through the sale of surplus energy, and contribute meaningfully to sustainable farming practices

To accelerate the adoption of solar energy, support rural electrification, and mitigate environmental impacts by promoting clean energy solutions

*For further details on PM KUSUM, please click here.

REACHING THE LAST-MILE - STORIES FROM FARMERS IN GEORAI VILLAGE, MAHARASHTRA

Mr. Govinda Suda Hatagade's farm | Size: 2 acres



Until recently, Mr. Govinda Suda Hatagade, a smallholder farmer in Georai village, cultivated only cotton on his 2-acre plot. Cotton, being rain-fed, required no irrigation, which was fortunate—because Govinda's farm is entirely off-grid and has lacked reliable water access.

Everything changed five months ago when he became a beneficiary of the PM KUSUM scheme. Through this scheme, and with support from a Vivriti-backed portfolio company, Govinda was able to install a solar-powered water pump, paying just INR 13,000 for the system. As a member of the SC/ST community, the government subsidy made it significantly more affordable for him.

With reliable irrigation now available through the solar pump and a government-provided borewell, Govinda began cultivating sugarcane for the first time. "I could never grow sugarcane before. Now that I have water when I need it, it's a whole new opportunity," he says.

This shift has unlocked a new stream of income for his family. Sugarcane is a high-value, water-intensive crop, and the pump allows him to irrigate consistently without incurring diesel costs or relying on unpredictable rainfall.

Govinda is especially pleased with how smoothly the system is working. "The pump has been working perfectly, no issues at all," he shares. "I'd definitely recommend it to other farmers."

With this reliable supply of irrigated water, Govinda's farm is no longer just about surviving, it's growing.

Mr. Jagannath Asrubanarode's farm | Size: 4 acres

Mr. Jagannath Asrubanarode, a farmer from Georai village in Maharashtra, cultivates sugarcane and wheat on his 4-acre plot of land. Until recently, his farm was completely off the grid, and he relied on diesel-powered pumps for irrigation, an expensive and unsustainable solution. On average, he was spending around INR 2,000 every day on diesel just to water his crops.

This high cost made it nearly impossible for his family to grow water-intensive crops like sugarcane. "We couldn't afford to grow sugarcane before," he says. "Diesel was too costly, and the amount of water it needs is a lot."

Three months ago, Jagannath became a beneficiary of the PM KUSUM scheme, which supports farmers in transitioning to solar-powered irrigation. The company backed the installation with a 5-year warranty.

Since the transition, Jagannath has completely eliminated his diesel expenses. He is now able to cultivate sugarcane freely, increasing the productivity and profitability of his land. He also takes personal responsibility for maintaining and cleaning the solar panels to ensure optimal performance.

Jagannath first heard about the PM KUSUM scheme through word of mouth and local outreach efforts. Recognizing the power of such grassroots awareness, Vivriti's portfolio companies are actively strengthening their rural marketing teams to ensure more farmers like him can benefit from similar solutions.

"The solar pump has brought a lot of benefits," he says. "It is cleaner, cheaper, and I can grow the crops I want without worrying about daily fuel costs!"

Mr. Shivaji Kotambe and his brother Mr. Subhash Sudhakar Kotambe's farms | Size: 10 acres

Brothers Shivaji and Subhash Kotambe cultivate a total of 10 acres of farmland in Georai village. For years, they relied on electric-powered irrigation pumps but faced frequent power cuts. Despite having access to groundwater, they could rarely make full use of it, as electricity supply was erratic and unreliable.

That changed nearly two years ago when Shivaji became a beneficiary of the PM KUSUM scheme. Given that the farmland is divided among various family members, Shivaji availed of the subsidy not only in his name but also in the names of his wife and children. This approach allowed the entire family to benefit from solar-powered irrigation across their land.

Since the installation of the solar pumps, there has a considerable positive difference. With consistent access to solar energy, Shivaji and his brother are now able to irrigate their fields whenever needed, no longer constrained by the grid's limitations. "We use more water now," Shivaji explains, "because the supply is stable and dependable."

He also shared that the solar pump is much safer to use than their older electric system. Shivaji shared that the brothers are deeply satisfied with the pump's performance and the overall experience with the scheme.

For the Kotambe family, solar irrigation has not only ensured better crop health and yields but has also restored control over their own farming operations.

*All financial numbers and impact data disclosed in this chapter are as of March 31st 2025, unless specified otherwise.