

FarmCare Adoption & Activation

Note: For Country, App Version filter, once click into it, please wait for 10 secs for the filters to load completely.

FarmCare App AdoptionSummary

Below cards show data since inception of selected app version

57,119

Total Application Installs ⓘ

44,180

Total Registered Farmers ⓘ

44,180

Total Newly Registered Farmers ⓘ

43,920

Total Active Farmers ⓘ

Below cards show data based on selected start & end date

15,604

Total Application Installs

12,159

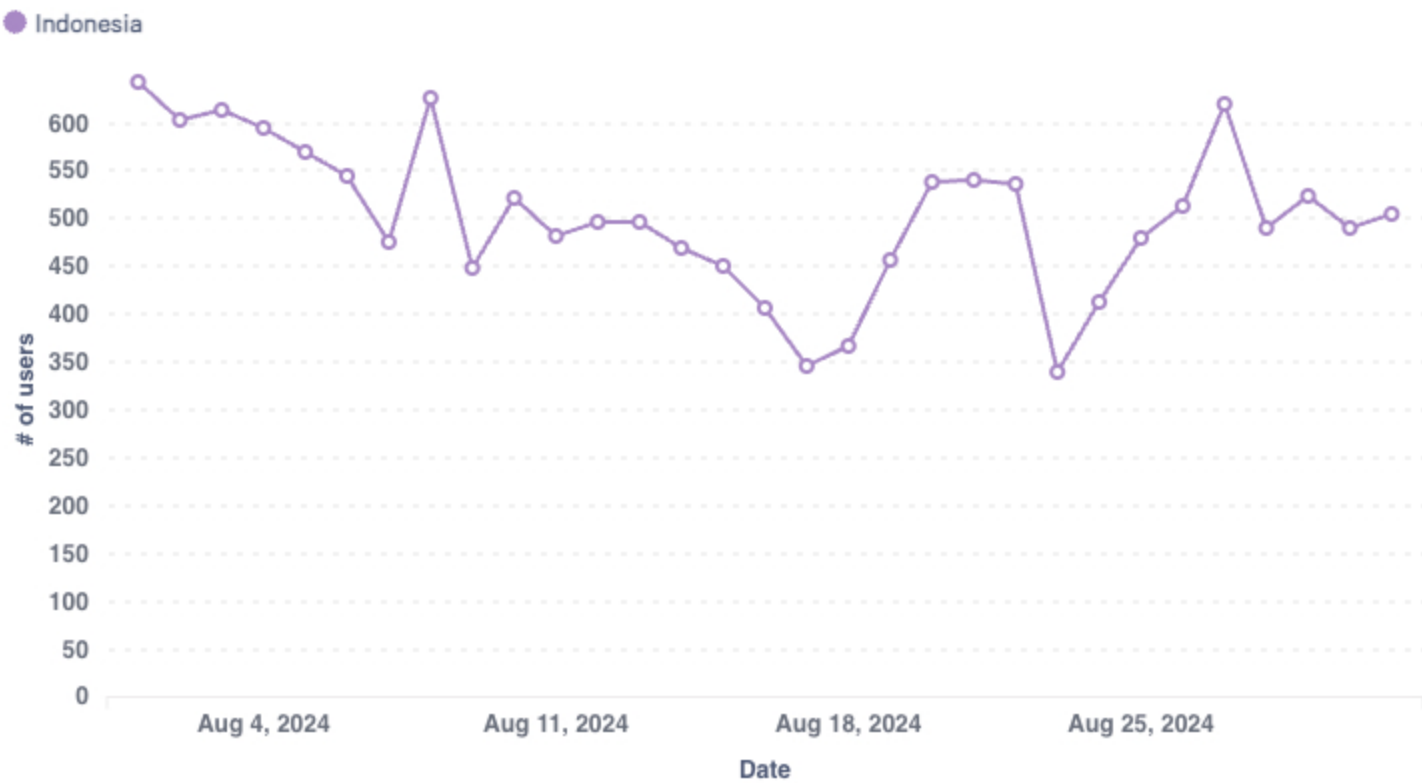
Total Registered Farmers

12,159

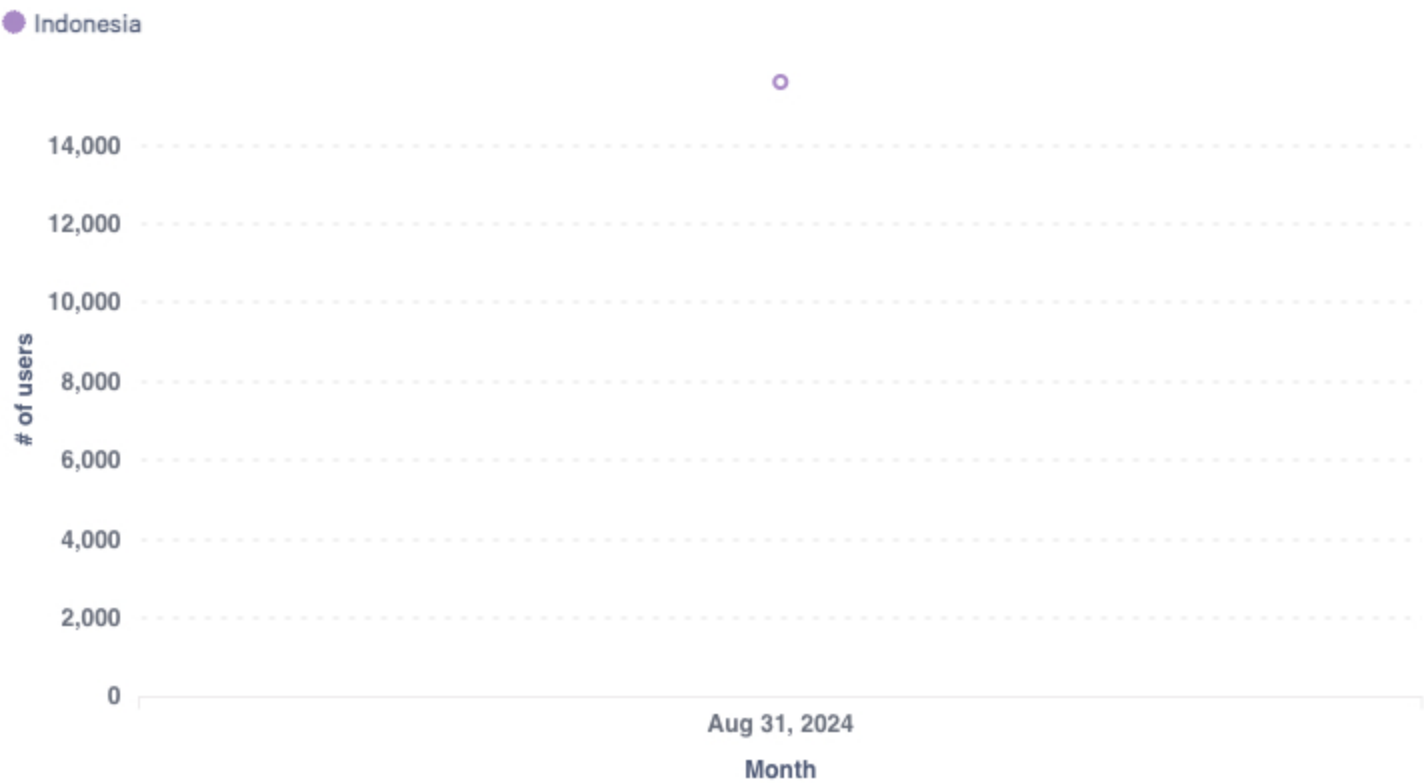
Total Newly Registered Farmers

How many users have installed FarmCare App? (Default values are revamped versions - v3.8 & above)

Daily Application Installed

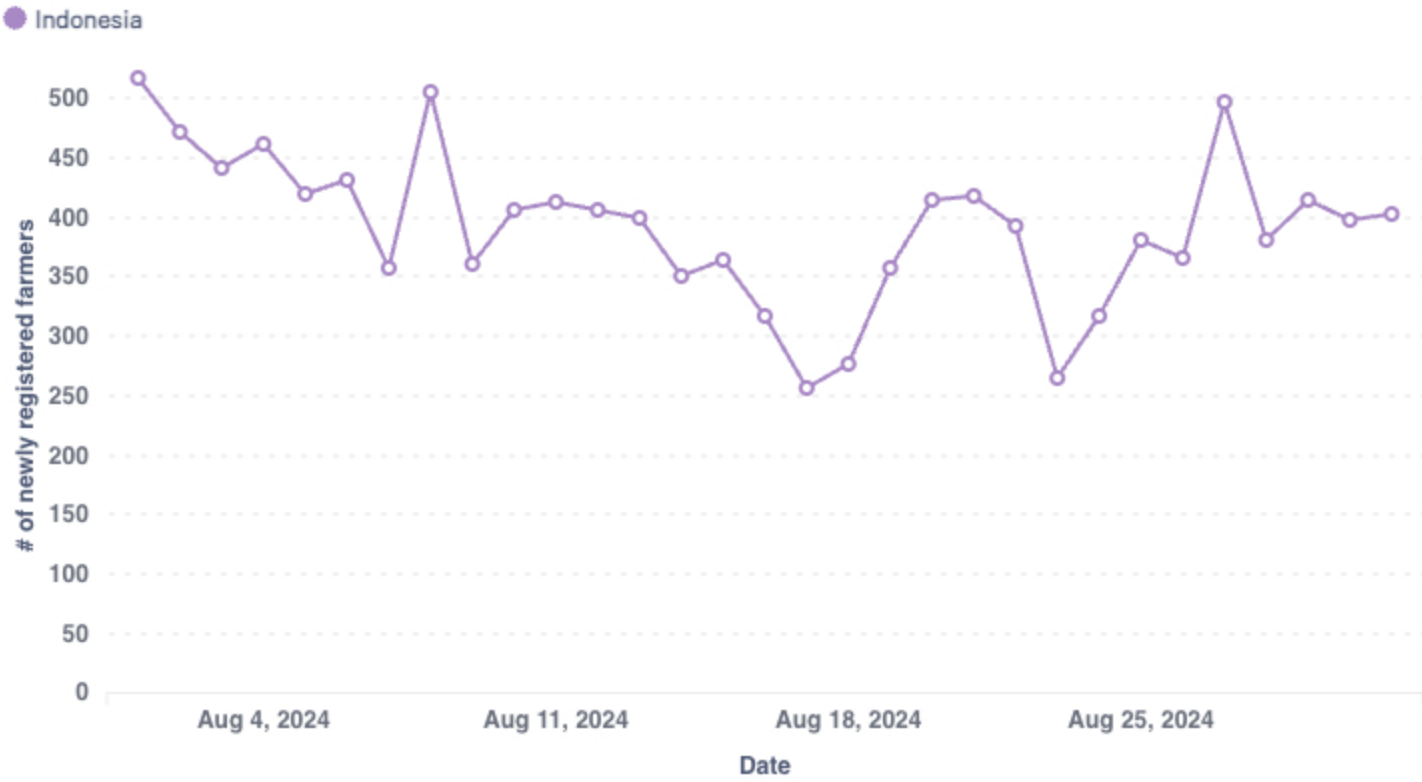


Monthly Application Installed

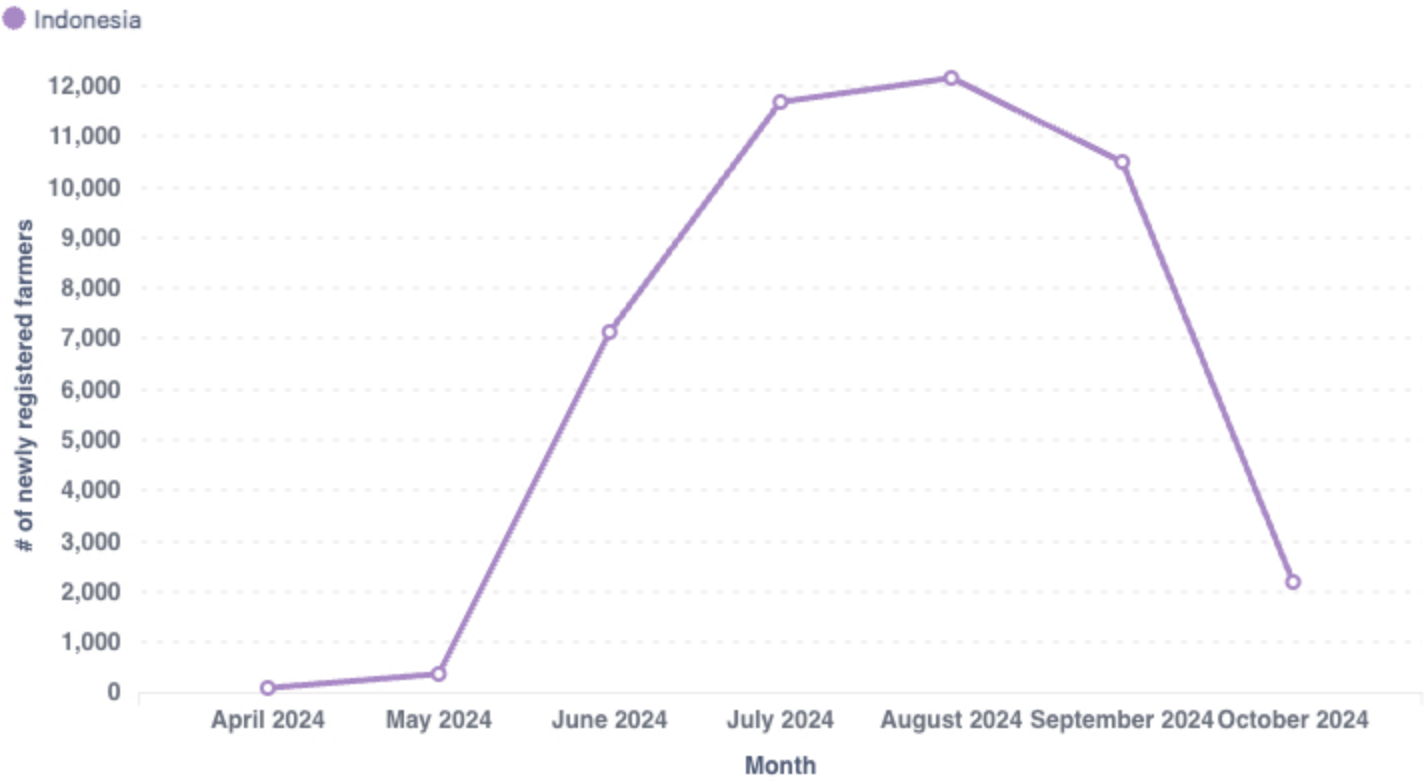


How many farmers have successfully registered on FarmCare App? (Default values are revamped versions - v3.8 & above)

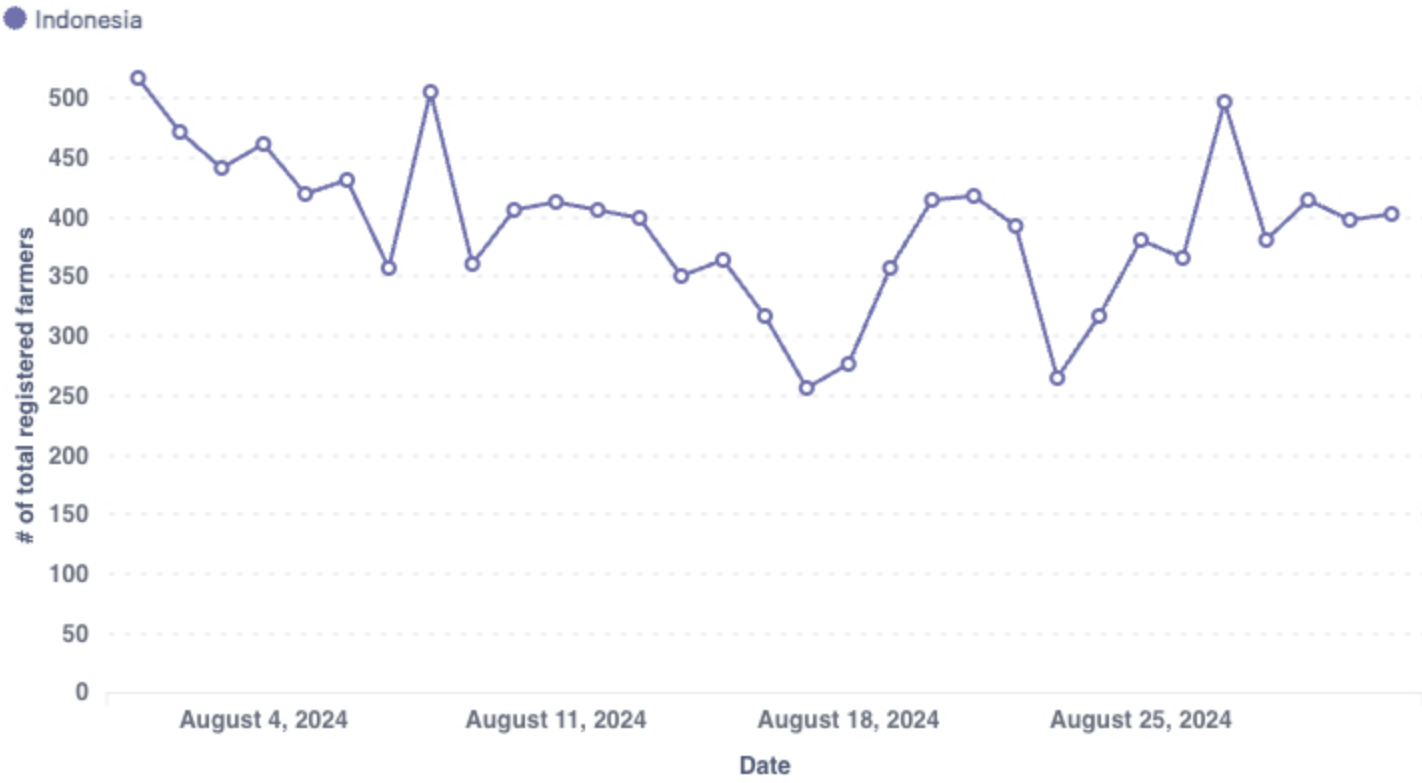
Daily Newly Registered Farmers



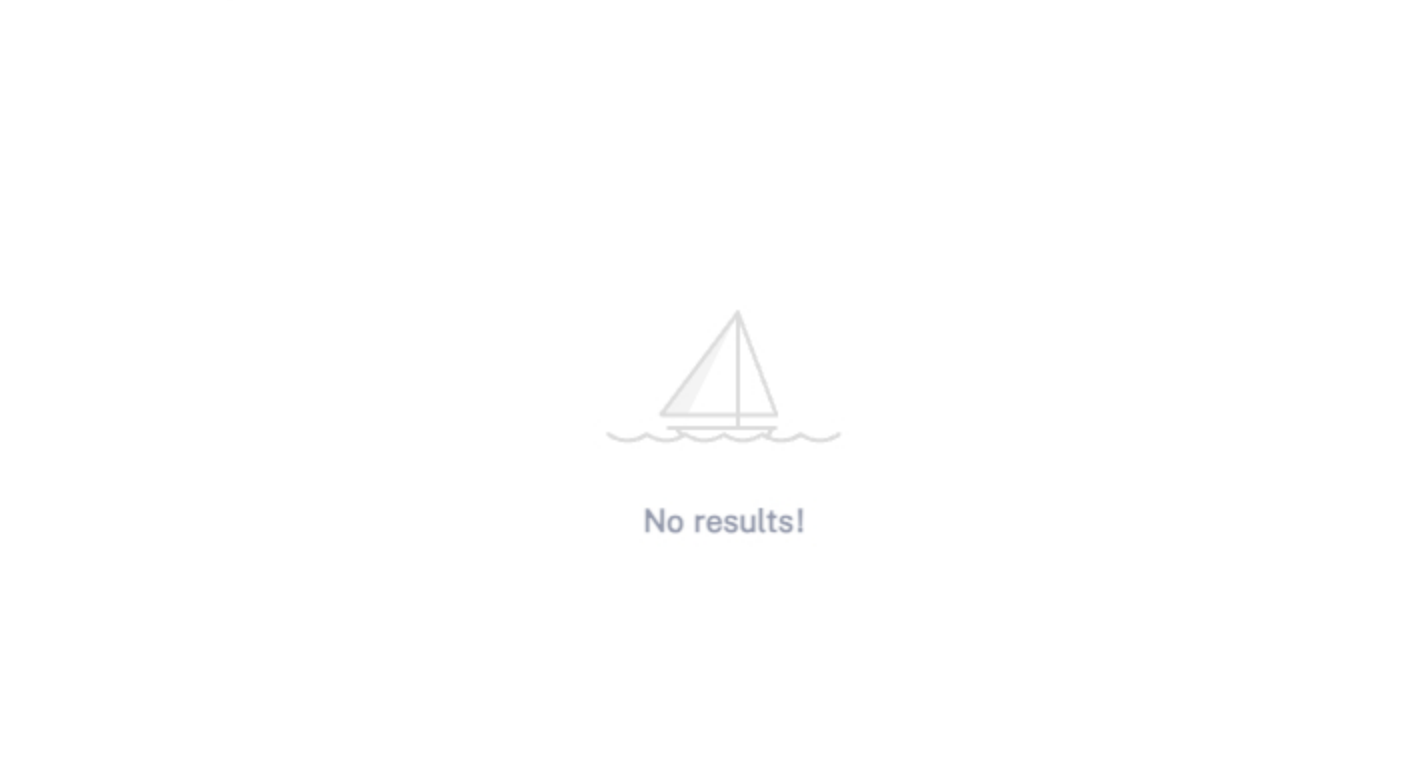
Monthly Newly Registered Farmers



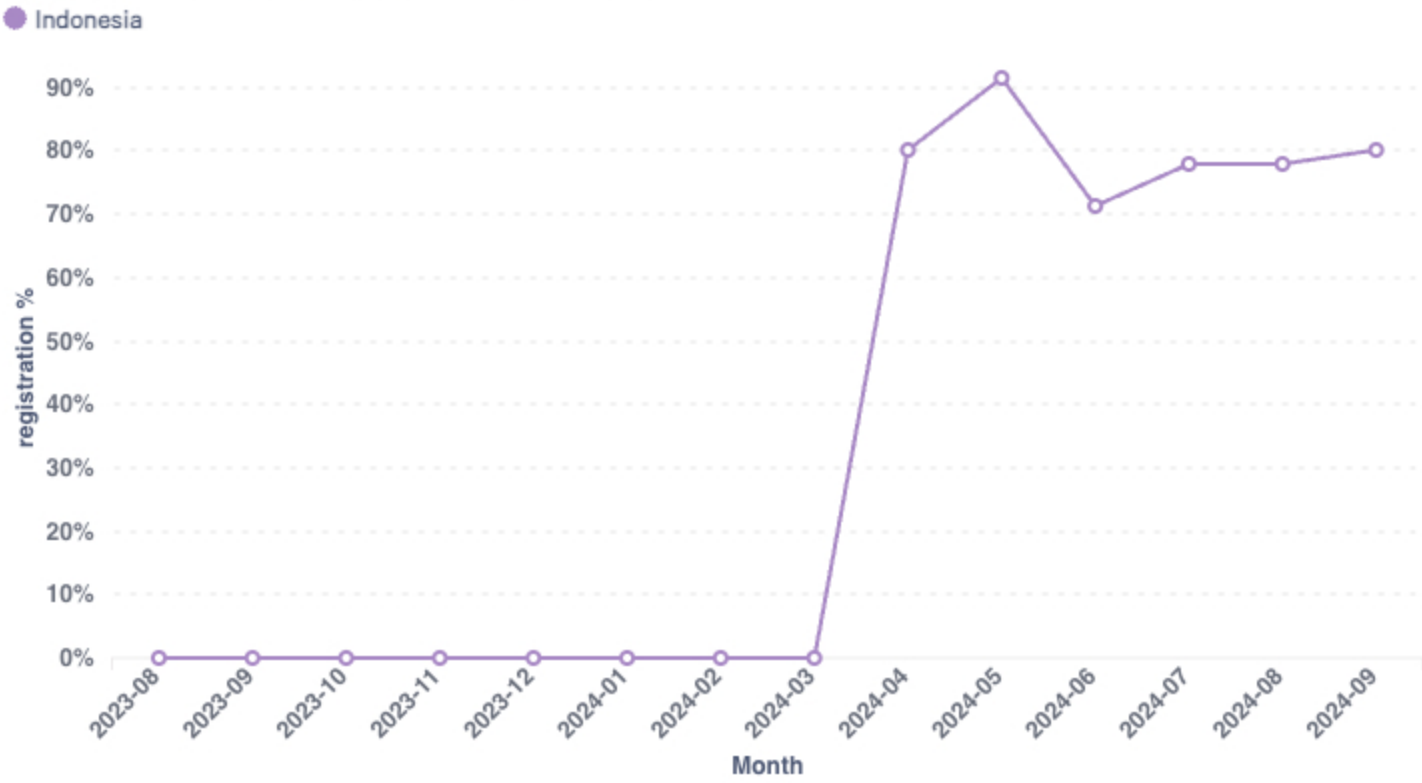
Daily Total Registered Farmers



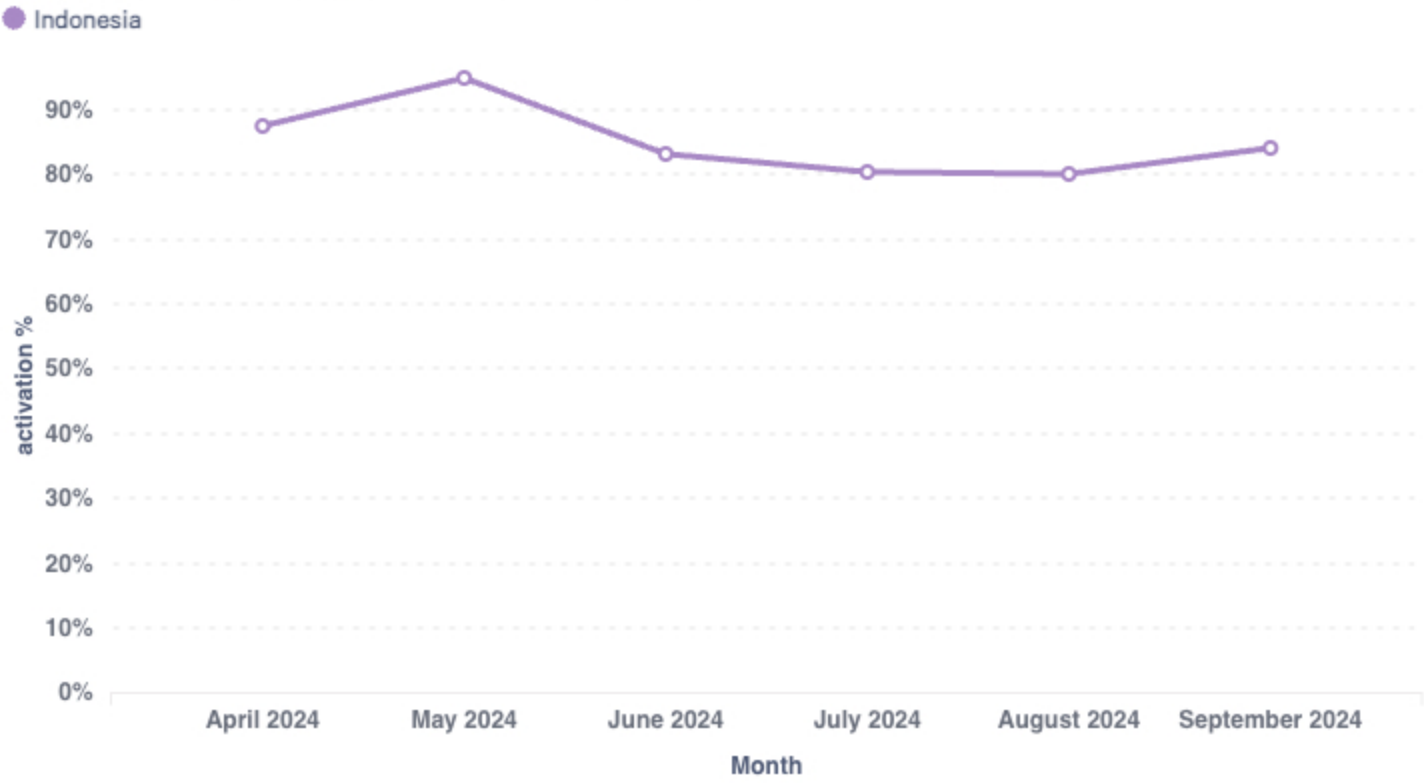
Monthly Total Registered Farmers



Registration Rate (Registered/Installed) - since 31st March

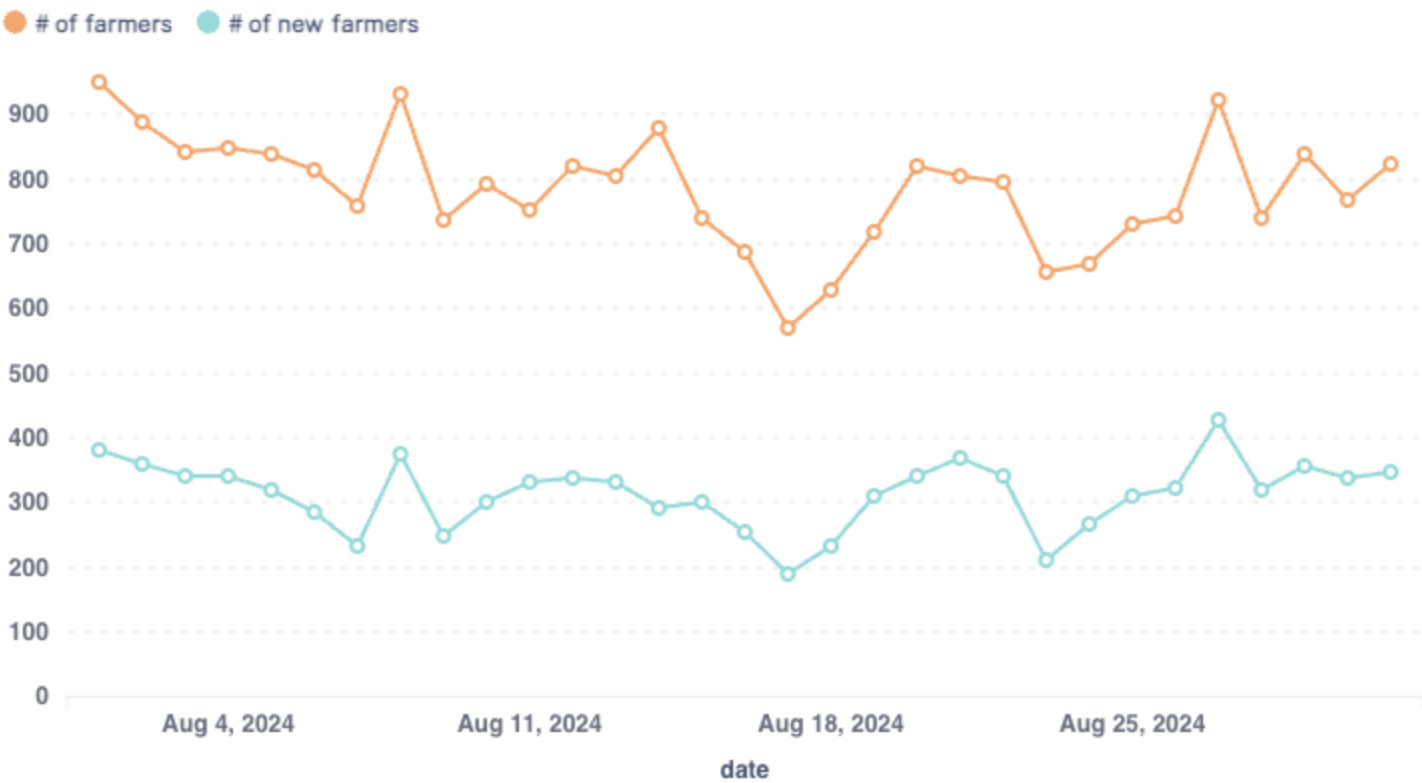


Activation Rate (Active/Registered) - since 31st March

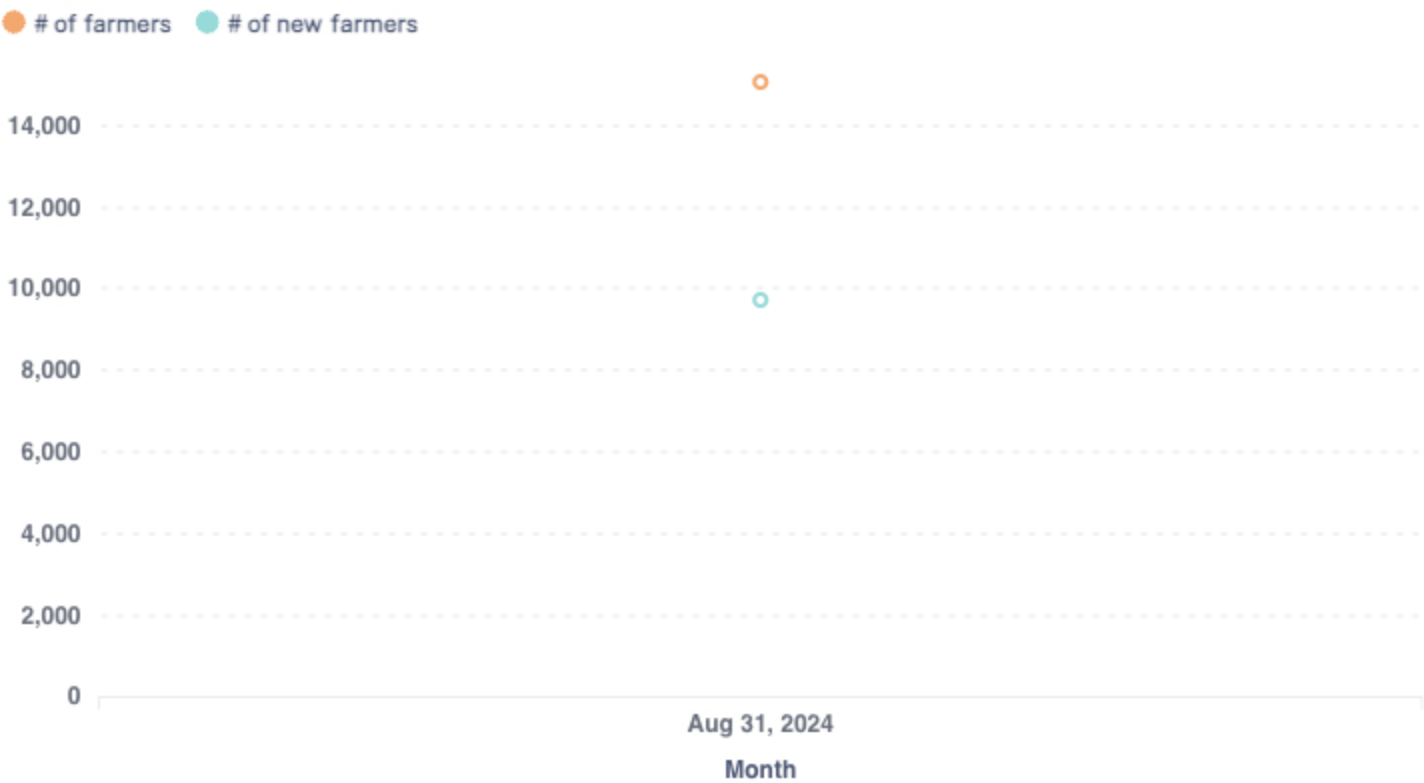


How many farmers are active on FarmCare App? (Default values are revamped versions - v3.8 & above)

Daily Active Users



Monthly Active Users



Digitally Connected Farmers



Stickiness Ratio (DAU/MAU)

