

Partnership brief: KICKSTART

CARE 10x has partnered with KICKSTART to scale their innovative approach for **increasing smallholder farmers' access to irrigation in Zambia and Kenya**.



To increase irrigation pump users, **Kickstart's freemium strategy allows** smallholder farmers to access free agripreneurship trainings while encouraging them to purchase pumps;



To increase pumps accessibility, **Point of sale financing** lower acquisition cost for smallholder farmers. In Zambia, they only pay 75% of the pump and the rest after harvesting, free of interest;



To sustainably scale irrigation solution among smallholder farmers, **women's spaces** will be created for them to drive replication within saving groups and promote positive social norms around assets' ownership

From October 2023 to March 2024, CARE10x is piloting a partnership with KICKSTART in **Kenya and Zambia**, layering upon the country office's ongoing [Farmer Field and Business School](#). Informed by pilot learnings, CARE10x will scale KICKSTART solution next to **Ethiopia and Tanzania**, to reach 500k smallholder farmers by 2030.



Zambia, Oct 2023

Pilot's target reach and BHAG

1,000+ **500,000** **50%**

Smallholder farmers using pumps in Kenya and Zambia in FY23.

Women and girls out of poverty by FY30

Growth.

Learning questions

How might a partnership between KICKSTART International and CARE:

1. Increase smallholder farmers' access to irrigation solutions and pumps ownership
2. Increase income generation for cooperatives and smallholder farmers' households
3. Enable KICKSTART to scale faster, cheaper, and more inclusively to the 'last mile'

Updated: November 2023

CARE 10x

There is a rising generation of social entrepreneurs designing innovative solutions for today's escalating crises—from climate change to food insecurity. Yet, even the most promising solutions struggle to scale to the 'last mile' where they are most needed. Too often, women and girls are excluded from the benefits of new tools and technologies, due to discriminatory gender norms.

CARE10x builds partnerships with best-in-class social enterprises to tackle global challenges at scale. By transforming CARE into a scaling network, we are catalyzing 'last mile' communities' ability to access, own, and benefit from the innovations they want and need. **By 2030, CARE10X will scale partnerships with 20 social enterprises to reach over 10M households.**