**Supplemental material 3: Demographic features of the respondents**

Supplemental material 3.1: Education level of farmer household survey respondents (%) involved in the field-testing phase (n=120 for control farmers; n=60 for test farmers).

Supplemental material 3.2: Caste of farmer household survey respondents (%) involved in the field-testing phase (n=120 for control farmers; n=60 for test farmers).

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| Supplemental material 3.3: Age range by gender distribution of respondents involved in the farmer field testing phase for (A) the control group, and (B) test group (n=120 for control farmers; n=60 for test farmers). | |