

# Customizing Weather Forecasts for Climate Change Adaptation in Rural India\*

Vaishnavi Surendra<sup>†</sup>

Shawn Cole<sup>‡</sup>

Tomoko Harigaya<sup>§</sup>

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## Abstract

Making customized, accurate weather forecasts more accessible to farmers can aid adaptation to climate change. For farmers to make more informed decisions through the agricultural season with the aid of forecasts, forecasts need to be customized to best communicate information relevant for farmers' decision-making at different times in the year. Relying on lab-in-the-field and real-world experiments in a mobile-phone based weather forecasting service for farmers in South India, this paper identifies how farmers interpret and act on probabilistic information, and how farmers use and respond to forecasts in varying formats.

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<sup>†</sup>Precision Development (PxD), [vaishnavi.s@gmail.com](mailto:vaishnavi.s@gmail.com)

<sup>‡</sup>Harvard Business School, [scole@hbs.edu](mailto:scole@hbs.edu)

<sup>§</sup>Precision Development (PxD), [tharigaya@precisiondev.org](mailto:tharigaya@precisiondev.org)