

CASE STUDY:

Tracking Effectiveness of Fertilizers on Crop Health and Sales Promotion Activities in Rural Areas.

PREFACE

One of the largest fertilizer manufacturing companies in India envisions to transition from primarily bulk fertilizer business to specialized/customized farm solutions. This vision has driven them to create a network of specialists across the focus states in India, who are involved at farm level discussions, soil health data collection, crop-specific problem identification, creation of farmer databases and promote specific fertilizer products. This large workforce has an extremely local presence in rural areas and reports to respective area managers, who track their engagements and performance. Before deploying technology enabled solution, the company faced a lot of problems in getting data from the field on time and in a structured manner. This hampered the process of assessing marketing activities, performance goal measurement and creation of database for prospective buyers.

REQUIREMENT

The fertilizer manufacturer has a network of area managers and sales promoters (or field agents) spread across the regions of interest in India, with focus on specific crops and cropping needs. In order to accomplish the goals of reaching the unreached, collecting soil samples, monitoring the health of crops pre- and post-application of fertilizer products, etc., the organization has the following requirements:

- Monthly attendance of sales promoters
- Data on soil sample collection for testing
- Survey and enlisting progressive farmers in respective territories
- Assessment of farmers' participation in activities performed by sales promoters
- Assessment of marketing activities: Spot Meetings with farmers and Demonstrations
- Performance goal sheets of the field agents

The organization assessed this requirement and realized a single unified platform enabling field-to-office data collection and visualization is extremely crucial. Geolocation, timestamp and user details were also required to be mapped.

SOLUTION

Transerve deployed its proprietary field-to-office GIS workflow solution: Transerve Data Collector (TDC), for this requirement. Transerve team created an administrator-user tree on the Data Collector web platform. Users (field agents) were mapped to their respective area managers, who in turn, were mapped to administrators in Central HQ. Master Administrator created survey templates for all the basic requirements ranging from soil sample collection to monthly attendance of field agents. TDC platform ensured that specific forms were passed on to specific area managers and field agents through its Android-based Data Collection platform. The survey forms or templates were clubbed together in the form of projects and passed on to the team seamlessly with just a click-of-a-button.

The field agents were trained on how to sign up and use the app for data collection. Once they went live, they started pushing data in a specific format allocated to them, thereby eliminating the discrepancies in data reporting. Administrators are able to access to the data pushed from the field on a near real-time basis on an easy-to-use web interface. They can either view the data on a map or can download the data in industry-standard formats like CSV, SHP, KML, etc

PRODUCT FEATURES

USER-FRIENDLY INTERFACE

A web platform for accessing data pushed from the field, add and remove users, add and remove data collection forms, create projects, assign users, etc.

SMART VIEWING

Map-based and spreadsheet-based view for the collected data. Data is accessed project-wise

LOCATION AND TIMESTAMP

Ensures authenticity of data collected

DATA SECURITY AND ACCESS CONTROL

Authority based login for accessing / editing information in the portal

LOWEST DEPLOYMENT TIME

For any new project or adding new users

MEASURABLE IMPACT

- Monthly attendance reaches the HQ on 1st day of every month
- 260 (and increasing!) field agents connected on a single platform
- A comprehensive database of nearly 4000 progressive farmers created in just 10 days
- Area Managers and HQ are able to track marketing activities: spot meetings and demos, with location and photographs
- Deployed for field staff in Maharashtra, Gujarat, Punjab, Haryana, Madhya Pradesh, Karnataka and Rajasthan in just 3 days

BENEFITS TO THE CUSTOMER

Aligned to the vision of being a specialized farm solutions provider, collecting timely data on various inputs for decision making and monitoring marketing activities is of utmost importance. TDC platform has ensured a sustainable way of getting the data collection activities on track. The major goals that are achieved with this choice of the solution are:

- Creating any data collection form for any data requirement with ease
- Flexibility to add any number of projects and data collection forms
- A centralized platform for all users to gather data
- Timely and authentic data on fingertips
- Well-structured data with minimal errors due to logical checks in data collection templates
- Soil health, crop health and fertilizer product impact measured with minimal effort



ABOUT US:

Transerve is an award-winning technology company working on geospatial technology, smart city solutions and advanced data collection technology for data democratization. Founded by a team of IITians, Transerve is an ISO 9001:2015 certified organization with a vast experience of working on city-level technology roll-outs, including the likes of World Bank aided projects. Their team brings a complete end-to-end experience on geospatial data acquisition, data processing, mobile & web based application development and complete geo-database design and development. They have worked with customers in sectors ranging from urban to ports to water resource and environmental management, etc.

Supported by: IL&FS, Omidyar Network as its investors and incubated by CIIE (IIM Ahmedabad) and CIBA (Goa), both of which are DST funded, Transerve has its presence in both Panaji (Goa) and Gurugram (NCR) now. Geographically, Transerve is executing contracts from Chandigarh to Jharkhand to Tamil Nadu in the south. It is also involved in the prestigious Statue of Unity project in Gujarat. Its municipal revenue management solution has been adopted by ULBs in Maharashtra, Goa and Uttar Pradesh. BBMP Restructuring Committee in Bengaluru has adopted its solution for urban flood risk mitigation and assessment.

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