Implementation of Digital Farming Solution & Mobile App
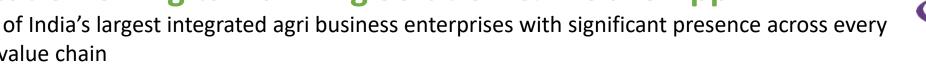
The Client is one of India's largest integrated agri business enterprises with significant presence across every node of the agri value chain

ITC INFOTECH
Business-friendly Solutions

The Client wanted to develop a Digital Farming Platform and Mobile App to engage and source commodities directly from farmers and help the business connect with 10+ million farming community

100K+	13%	31%
Farmers on the platform	Productivity improvement to farmers	Increase in profitability to farmers

BUSINESS NEED

Develop a next-gen digital engagement platform and mobile app with comprehensive farmer-centric modules. The platform needed to
- Capture farmer information
- Capability to provide personalized, and contextualized information to farmers
- Offer crop advisory and crop monitoring activities
- Forums to connect within the farmer community and the service providers
- Create a marketplace providing direct access to agricultural products and services

SOLUTION

Developed Web application, Mobile app and Microsoft cloud platform
- Simplified, intuitive user interface to provide easy navigation and interaction
- Geo-tagging of farms to enable accurate weather forecast and field assistant route optimization
- Configurable crop monitoring by enabling crop calendar creation tool with self service capability
- Multi-lingual support
- Dual access through field assistant/agronomist or by farmer
- Easy image capture feature to provide right data to scientists for problem diagnosis

RESULTS

- The solution powers client's e-Choupal 4.0 initiative
- Direct interaction with farmers to understand impact and usage of inputs
- Competitive, direct commodity sourcing
- Comprehensive data and analytics