

# Direct-to-Farm Solutions

How Mantra Labs empowered sugarcane farmers, and agents through a web and app-based solution



## Segment Revenue (FY 20)

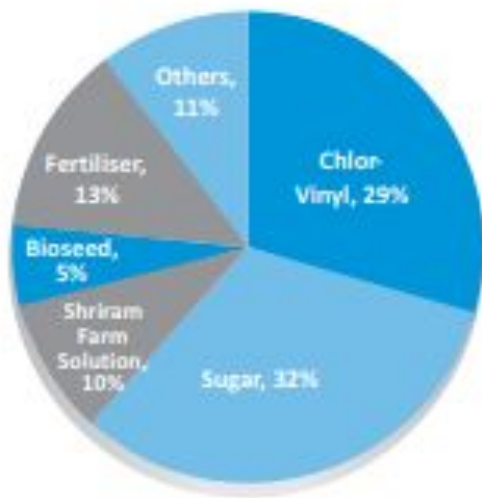


Image courtesy: DCM Shriram AR 2019-20

# About The Client

DCM Shriram Ltd. is a leading business conglomerate whose business portfolio comprises:

- Agri-Rural Business including Urea, Sugar\*
- Crop care Chemicals
- Plantrition Nutrition Speciality Products and Hybrid Seeds
- Chlor-Vinyl Business



# Problem Statement

Farmers involved in the growing, production and supply of sugarcane to DCM Shriram Sugar Mills located in **Hariyawan, Ajbapur, Rupapur and Loni** faced issues getting their crop related queries resolved in a lesser turn-around-time.

45 lakh farmers onboarded by DCM Shriram Sugar had trouble travelling extensively while seeking solutions

DCM Shriram Sugar's previously set-up telephonic support was a relatively sluggish problem-solver

Internet connectivity issues also made the whole process from raising a complaint to solving it a lot more tedious





# Solution Ecosystem

How did Mantra Labs help the sugarcane farmer and field agents to work in tandem with one another and help each other connect with ease?



**Farmer's Application:** Farmers can manage their portfolio, receive weather forecasts, up-to-date market rates, seek expert advice and engage in self-surveys.



**Agent's Application:** Helps field-agents improve productivity, manage their operations remotely and guide/advise farmers on best farming practices.



**Ticket Management System:** A system for ticket handling & resolution, managing all support conversations and providing remote assistance to farmers & field-agents.





# Solution Components

Mantra Labs filled a need-gap through e-Suvidha app for the farmers to stay connected.

- The uniform interface integrates three platforms into one comprising:
  - DCM dashboard,
  - Dialer Integration,
  - Mobile App

- Interface for both the farmer and the agent are available
- Technologies used:
  - Java & PHP dialer integration for DCM dashboard
  - AWS architecture to facilitate regular database updation in the cloud services and keep it secure and easily accessible
  - Android mobile app using Kotlin

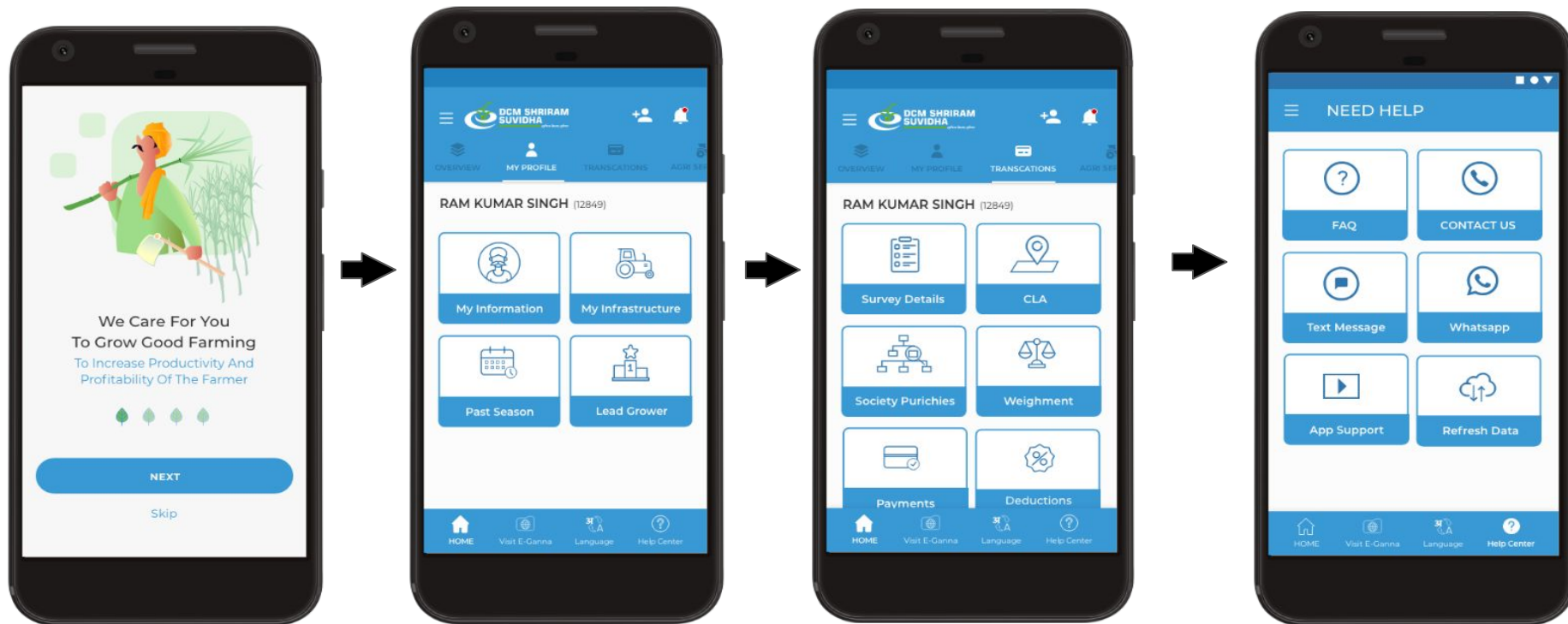


# The Farmer's App

e-Suvidha for Farmers allows them to access a one-stop app to get queries resolved, solutions given and telephonic support by the DCM Shriram Sugar team



# Farmer App's Screens





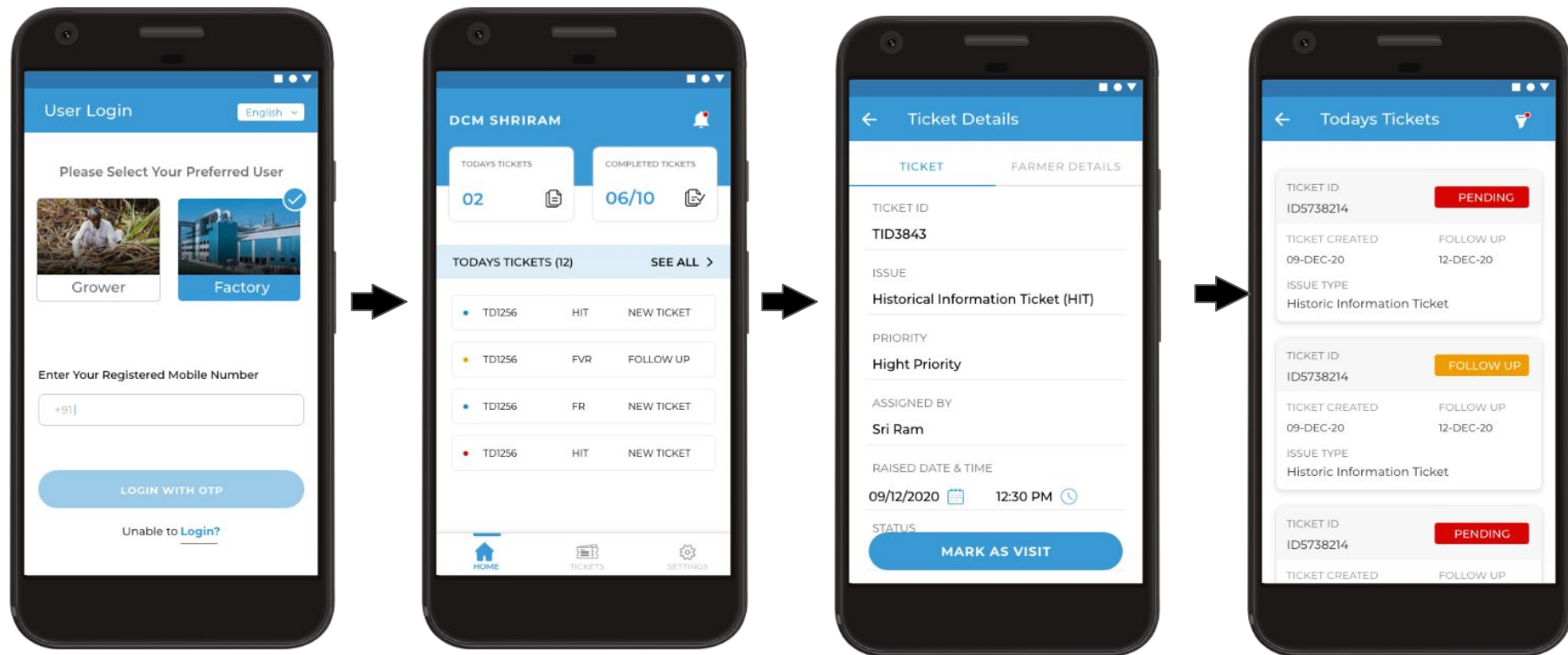
# The Agent's App

e-Suvidha is also available in an alternate interface for the field agents who get notified when a farmer raises an issue via a ticket, which is then assigned to respective agents





# The Agent's App Screens





# DCM Dashboard – Ticket details page

- Tele-callers can see complete information related to the ticket, farmer profile linked to the ticket, history of tickets raised by the farmer and a complete tracker of the ticket.

The screenshot displays the DCM SHRIRAM Ticket Details page. The sidebar on the left contains the following navigation items: Dashboard, Admin Panel, Role Management, User Management, Farmer Management, and Ticket Management. The main content area is titled 'TICKET DETAILS' and includes three tabs: Farmer Profile, Ticket Tracker, and Farmer Ticket History. The form contains the following fields:

Unit Name AJBAPUR(01)	Village BARI(13)	Name of the Farmer SHIV RAM
Farmer's Father Name SOBHA	Mobile Number 9198287019	Farmer Reference Phone Number
Complained Type Cane Area Survey	Complained Nature General	Complained SubCategory Plot missing
Reference Document	Ticket Priority High	Issue Type Field Visit Request(FVR)
Description(Max characters 2000) test		
Field Team Visit Details		
Field Team Assigned SUBHAS CHAND	Visit Date and Time	



# e-Suvidha Key Benefits

Agricultural advisory, crop details, best practices and tips, financial aid and more, available at the tap of a few buttons



Access to exhaustive database possible that helps solve queries and issues at one place.



Farmers can access their profiles and other information, raise tickets and more through a unique grower ID



Financial aid is possible through the app. All offline data of the farmer's profile including financial detail is available on e-Suvidha



Telephonic support integrated with mobile app, available for download on Google Play store

# Future Roadmap

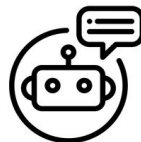
Mantra Labs has facilitated an app for ease-of-access for the sugarcane farmers onboarded by DCM Shriram Sugar. Some of these future functionalities might make the app usage more farmer-friendly.



Weather report integration with app for real-time updates



App may be made available in other Indian regional languages where sugarcane is one of the main crops of these regions



Chatbot integration for interactive connectivity with farmers, agents and DCM Shriram technical team



Informational videos on crops, crop care, pesticides, if any



# About Mantra Labs

- ◆ Experiential Product Design and Engineering for Digital Enterprises.
- ◆ AI-Driven Products and Solutions for Consumer Facing Businesses.



**125+**  
PROJECTS

**250+**  
GEEKS

**02**  
OFFICES



## Key Partnerships





# Leading Clients





# Let's build what you need, together.

Get in touch with us.



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