

Phase 1: Problem Understanding & Industry Analysis

Rural Market Linkage CRM

Problem Statement

Rural producers in India struggle with fragmented market access, reliance on intermediaries, and limited exposure to potential buyers. Manual systems for subsidy tracking, crop sales, and communication delay growth and transparency. The vision of the Rural Market Linkage CRM is to bridge these gaps through Salesforce—providing a unified digital hub that connects farmers, cooperatives, buyers, and agricultural officers seamlessly.

Objectives

- Create a Salesforce-powered CRM that centralizes farmer, buyer, and government data.
- Enable direct market linkages via Experience Cloud portals for farmers and buyers.
- Automate workflows for scheme applications, sales tracking, and order management.
- Integrate Service Cloud for rural support, case management, and AI chat assistance.
- Provide analytics dashboards for transparency and market insights.

Stakeholder Analysis

- Farmers: Register crops, access buyers, apply for schemes, and track sales.
- Buyers: Discover rural products, connect directly, and make transparent deals.
- Government Officers: Review scheme applications and monitor subsidy distribution.
- Admins: Manage Salesforce configuration, security, and analytics dashboards.

Business Process Mapping

• Current Process:

Farmers rely on middlemen and paper-based workflows, causing inefficiencies and

delayed transactions.

- **Proposed Salesforce Process:**

Farmers register on Experience Cloud, list produce, buyers place orders directly, and scheme approvals flow through automated dashboards.

Industry-Specific Use Case Analysis

- Digital transformation of rural markets for transparency and efficiency.
- Direct buyer-farmer connections to improve profitability.
- Government schemes and order tracking handled digitally.
- Analytics dashboards for data-driven decision-making.

AppExchange Exploration

- Use of existing solutions such as AgriERP and FarmForce analyzed.
- Decision to build a customized Salesforce solution for rural producers and government officers.

Conclusion

Rural Market Linkage CRM transforms traditional rural trade into a smart, data-driven ecosystem. By leveraging Salesforce capabilities—Experience Cloud, Service Cloud, and Einstein Analytics—it bridges the digital divide, empowering rural communities to access fair markets and sustainable growth opportunities.