



E-SUMMIT  
IIT INDORE



# Madhya Pradesh Agro Website

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**i** Product Design Challenge

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Submitted by **Team FinAICo**

- Aditya Naik
- Harsh Vardhan Agrawal
- Mudit Vyas

# About MP Agro

## Introduction

### Objectives-

- To provide modern technology for increase in agricultural production.
- Contributing to the increase in availability of supplementary and complementary food grains.
- Development of agriculture based industries

### Purpose of website-

- Consultancy services to farmers
- Marketing services for farm output
- Provision of agricultural inputs
- Provision of capital and heavy machinery to marginal farmers
- Setting up Biogas plants
- Production of bacterial fertilizers and nutritional food

### Target Audience-

- Beneficiary Farmer
- Farmer organizations
- Warehouse owners and traders
- Agro based startups
- Agriculture based industries

### Problem Statement identified-

To redesign the website with improved UI and UX for the targeted customers/users.

# User Persona



”

## Sudama

Small Marginal Farmer

### Pain Points-

- Low Literacy level
- Digital divide
- Unaffordable expenses of agriculture inputs
- Low farm output
- Long bureaucratic procedures
- No warehousing facility



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## Aditya Vyas

Founder of an Agri-based startup

### Pain Points-

- Unable to get seed fund
- Unable to get bank loan
- Raw material unavailability
- Lack of ground awareness
- Unable to find collaborating organisation



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## Krishi NGO

State farmer welfare organisation

### Pain Points-

- Unable to reach needy farmers
- Lack of database
- Procurement of low cost machinery
- Unable to make contribution towards farmer welfare



# Flaws Identified in website

01

## No defined User Journed



- User journey ends as soon as one enters the webpage
- There is no guiding path for further user action

02

## Complex interface and Uninteractive

Activities currently conducted by the Corporation

1. Marketing Activities
  - Chemical fertilizers
  - Tractors
  - Power tiller
  - pumpset
  - Agricultural equipment
  - Sprinkler and drip irrigation
  - Plant protection device
  - Marketing of seeds and plants produced by hybrid and tissue culture
  - Marketing of Fertility Drugs
2. Installation of biogas plant
  - Beneficiary Statement of Biogas Plants installed in the year 2020-21
  - Beneficiary Statement of Biogas Plants installed in the year 2019-20
  - Beneficiary statement of biogas plants installed in the year 2018-19
3. To promote establishment of food processing industries

- There is zero interactive features on the website
- The website is unable to explain its benefits clearly

03

## Not Optimised for Mobile phones

- The webpage is not at all optimized for mobile phones
- Nearly 70% of the population in rural areas now have access to mobile phones

# Flaws Identified in website

04

## Site too bureaucratic



- The Administrative part of the website needs to be separated from the actual functions provided by the organisation

05

## Statistics Missing

M.P. STATE AGRO INDUSTRIES DEVELOPMENT CORPORATION LTD NON-FIATABLE LIST OF BIOGAS PLANTS INSTALLED DURING F.Y. 2020-21																						
S No.	Name of Beneficiary	Father / Husband Name	Address	District	Block / Taluka	City	No. of Cotties	No. of Family Members	Size & Model of Plant	I. Attachment	II. Attachment	Subsidy	Category of Beneficiary	Auditor No.	Bank Account No.	MNRIS(MRS)	Date	Date of Commissioning of Plant	Whether Plant Installed by the Beneficiary or Key Banks	Name and Address of Turn Key Contractor	Name & Address of the Biogas Mason Who Constructed the Plant	Name of the Field Staff Of The Agency
1	Nain Bai Khan	Shant Khan	Potwari	Guna	Guna	Potwari	9	6	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0513	12000.00	MP	13/11/2020	22/06/2020	Yes	MP AGRO Nain Bai Khan Patwaribadi	S C Darrie	
2	Aashir Khan	Shant Khan	Potwari	Guna	Guna	Potwari	13	9	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0879	12000.00	MP	06/03/2021	31/03/2021	Yes	MP AGRO Aashir Khan Patwaribadi	S C Darrie	
3	Gulbir Rai	Shant Khan	Mingawali	Guna	Guna	Mingawali	11	9	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0275	12000.00	MP	06/03/2021	31/03/2021	Yes	MP AGRO Gulbir Rai Khan Mingawali	S C Darrie	
4	Sarmadeo Bai	Pepsi Khan	Mingawali	Guna	Guna	Mingawali	10	4	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0240	12000.00	MP	06/03/2021	31/03/2021	Yes	MP AGRO Sarmadeo Bai Khan Mingawali	S C Darrie	
5	Choti Bai Sanji	Shant Khan	Shirpur	Guna	Guna	Shirpur	11	5	3 CUM	No	0.00	General	KHAN-KHAN	XXXXX0277	12000.00	MP	06/03/2021	30/03/2021	Yes	MP AGRO Choti Bai Sanji Shirpur	S C Darrie	
6	Sukhdev Singh	Shant Khan	MUDAHAKRA	Guna	Guna	MUDAHAKRA	7	12	3 CUM	No	0.00	General	KHAN-KHAN	XXXXX0402	12000.00	MP	21-05-2021	20/03/2021	Yes	MP AGRO Sukhdev Singh	Harsach	
7	Bhagwan Singh Raghavani	Deomurti	Guna	Guna	Deomurti	Guna	9	5	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0481	12000.00	MP	21-05-2021	09/06/2021	Yes	MP AGRO Bhagwan Singh Deomurti	S C Darrie	
8	Rajbir Rai	Govind	Bardha	Guna	Guna	Bardha	21	5	3 CUM	No	0.00	General	KHAN-KHAN	XXXXX0513	12000.00	MP	21-05-2021	10/05/2021	Yes	MP AGRO Rajbir Rai Bardha	S C Darrie	
9	Hari Bai Lodhi	HarSingh	Ambarnathk	Guna	Guna	Ambarnathk	8	5	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0482	12000.00	MP	21-05-2021	15/02/2021	Yes	MP AGRO Hari Bai Ambarnath	S C Darrie	
10	Guru Lal	Jatti Meht	Tatukahedi	Guna	Guna	Tatukahedi	15	9	2 CUM	No	0.00	ST	KHAN-KHAN	XXXXX0779	13000.00	MP	06/03/2021	06/03/2021	Yes	MP AGRO Guru Lal Meht Tatukahedi	S C Darrie	
11	Sarjan Singh	Gurjat Meht	Guna	Guna	Tatukahedi	Guna	9	4	2 CUM	No	0.00	ST	KHAN-KHAN	XXXXX1488	13000.00	MP	06/03/2021	25/03/2021	Yes	MP AGRO Sarjan Singh Meht Tatukahedi	S C Darrie	
12	Jahid Khan	Baru Khan	Mingawali	Guna	Guna	Mingawali	8	7	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0462	12000.00	MP	06/03/2021	26/12/2020	Yes	MP AGRO Jahid Khan Mingawali	S C Darrie	
13	RAMCHANDER LACHRAM	Harde	KHEDYA	KHEDYA	12	8	2 CUM	No	0.00	ST	KHAN-KHAN	XXXXX0320	12000.00	MP	08/06/2021	10/06/2021	Yes	MP AGRO RAMCHANDER LACHRAM	JAMNARASAD			
14	Shahid Khan	Baru Khan	Mingawali	Guna	Guna	Mingawali	10	8	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0610	12000.00	MP	06/03/2021	06/05/2021	No	MP AGRO Shahid Khan Mingawali	S C Darrie	
15	Sab Singh	Panwar Singh	Mahukheda	Guna	Guna	Mahukheda	13	5	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0504	12000.00	MP	17-03-2021	05/03/2021	Yes	MP AGRO Sab Singh Panwar Singh Mahukheda	S C Darrie	
16	Hemant Kumar	wari no 10 Bar tola	Angarpur	Angarpur	Angarpur	Angarpur	10	5	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX0215	12000.00	MP	07/07/2021	05/03/2021	Yes	mp agro self Guru Ramkrishna Patel Gram	dinesh malvi	
17	TOUGHER	MANOJ KUMAR	TOUGHER	Guna	Guna	BHARATPUR MOHAWALA	23	7	4 CUM	No	0.00	General	KHAN-KHAN	XXXXX0705	12000.00	MP	-	05/03/2021	Yes	MP AGRO TOUGHER	dinesh malvi	
18	MANAKDEV BHITAL	GUNAPURA	GUNAPURA	Guna	Guna	POST KHODI	10	10	3 CUM	No	0.00	General	KHAN-KHAN	XXXXX0905	12000.00	MP	13/01/2021	25/12/2020	Yes	MP AGRO MANAKDEV BHITAL	RAMESWAM KUSHWAHA	
19	rajiv singh	ganga singh	panwar puri	Angarpur	Angarpur	Angarpur	10	10	2 CUM	No	0.00	ST	KHAN-KHAN	XXXXX0540	13000.00	MP	07/07/2021	10/03/2021	Yes	mp agro self Guru Ramkrishna Patel Gram	dinesh malvi	
20	SANCHAYIT	SHRIKANT JAT	TIKET	Dara	SEWDA	TIKET	18	10	3 CUM	No	0.00	General	KHAN-KHAN	XXXXX1392	12000.00	MP	-	12/02/2021	Yes	MP AGRO SANCHAYIT	RAMESWAM KUSHWAHA	
21	KAMALDEEP DAS	DAS	DAS	SEWDA	SEWDA	INDERSINGH	5	8	2 CUM	No	0.00	General	KHAN-KHAN	XXXXX9733	12000.00	MP	-	15/02/2021	Yes	MP AGRO KAMALDEEP DAS	RAMESWAM KUSHWAHA	

- Data is too messy
- Need a simple data visualization tool
- Recent developments and researches needs to be highlighted

06

## Logo unable to describe organisation



- The logo is unable to convey the objectives/mission of the organisation

# Flaws Identified in website

07

## UI Corrections

- Flawed Colour Scheme
- No minimalism
- User confusion
- Need of one-click solution for all problems

08

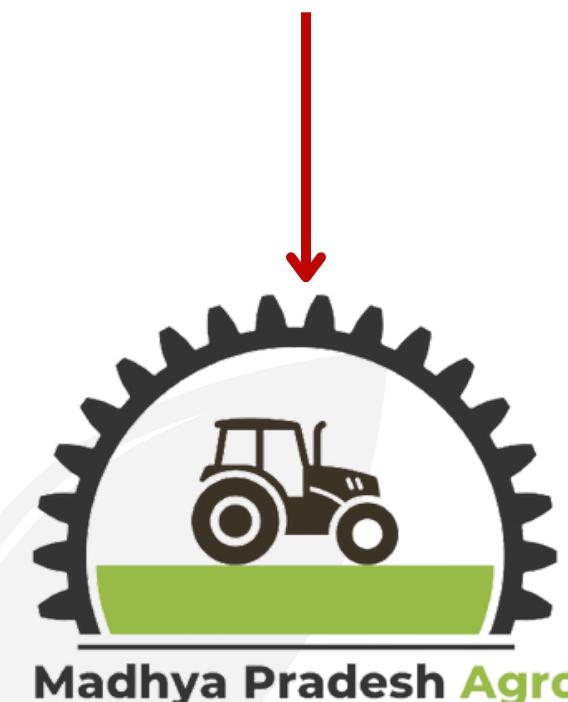
## Unclear content

- Unable to explain the need of the organization
- Complex language and wording
- Less focus on main content

OUR SOLUTIONS ↓

# Suggested Changes

## 01 Logo Change



## 02 Phone Number capturing

- Once the number is recorded the office will contact the distressed farmer
- This will create a database of help seekers and solve their customised problem

# Suggested Changes

03

## Statistical data presentation



- Showing past data helps build trust, and reliability of the company
- It will help NGOs and other businesses to connect with the organisation

04

## One click quick links

- A quick step to get all necessary forms/documents on the website
- A simple, minimalistic, and pictorial view will make user journey fast



# Suggested Changes

05

## Separation of administrative info

06

## Important notifications

- All administrative information is summarised in one single tab which earlier covered most of the website
- Objectives look much clear

**Our Mission**

- To provide modern technology for increase in agricultural production
- Contributing to the increase in availability of supplementary and complementary food grains
- Development of agriculture based industries

**More Information**

- Departmental Structure
- Board of Directors
- Business Activities
- Policy of Food Processing

**Notifications**

- Food Technologist Key Contractual Appointment
- TENDER FOR RFP of Engagement of Consultancy Firm for Generating a DPR of 5MW Ground Mount Solar Project in Madhya Pradesh.
- Biogas-powered heating system gives eco-friendly, cost-effective alternative to the use of electricity or fire wood
- Panipat's ethanol plant to provide additional income to farmers, says Pramod Chaudhari, Executive chief, Praj industries

- This section will show recent developments, announcements and government schemes for the benefit of agriculture sector

# Suggested Changes

07

## One Stop solution for all user problems

- We have created a one stop solution for all users covering almost all initiatives of MP agro organization
- The interface is simplest and can aid anyone to get their desired task done.

Home Services Notifications About Us Contact Login Search

Nutritional Supplements

Pesticides and Insecticides

Bacterial Fertilizers

Farm Machinery

Marketing Services

Agriculture Testing Lab

Agriculture Loans

MSME Loans

Install Biogas Plant

Raise a Complaint

View More -->

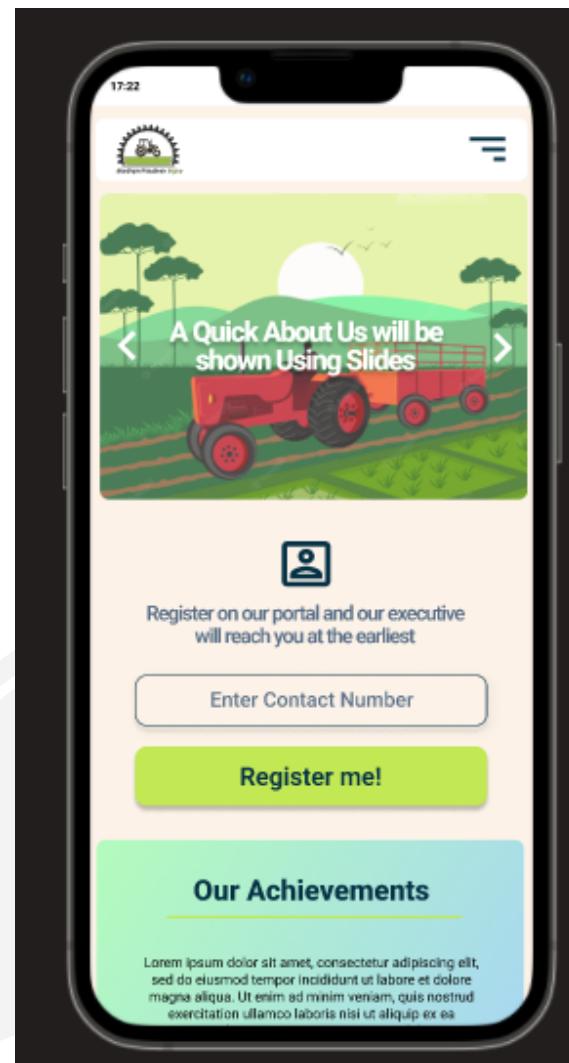
To seek additional services dial 000-0000000

# Suggested Changes

08

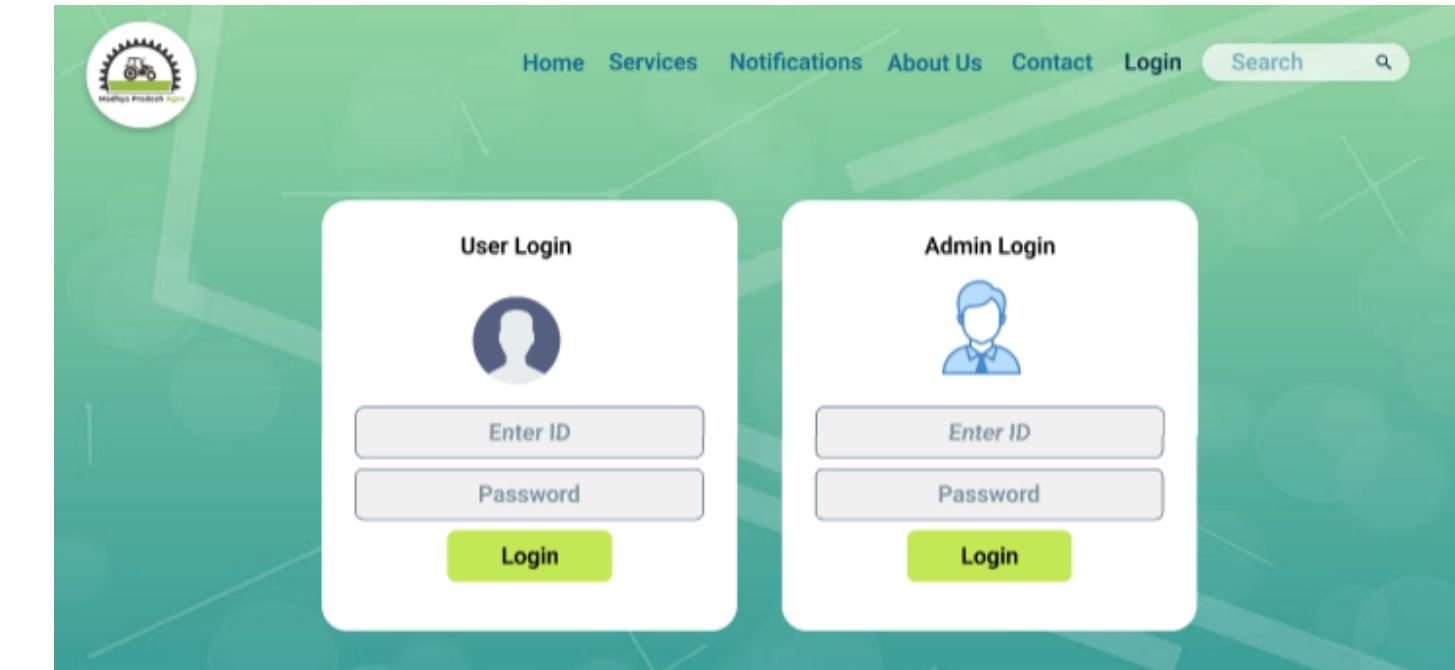
## Mobile optimization

- We have optimised the site making it mobile friendly for users



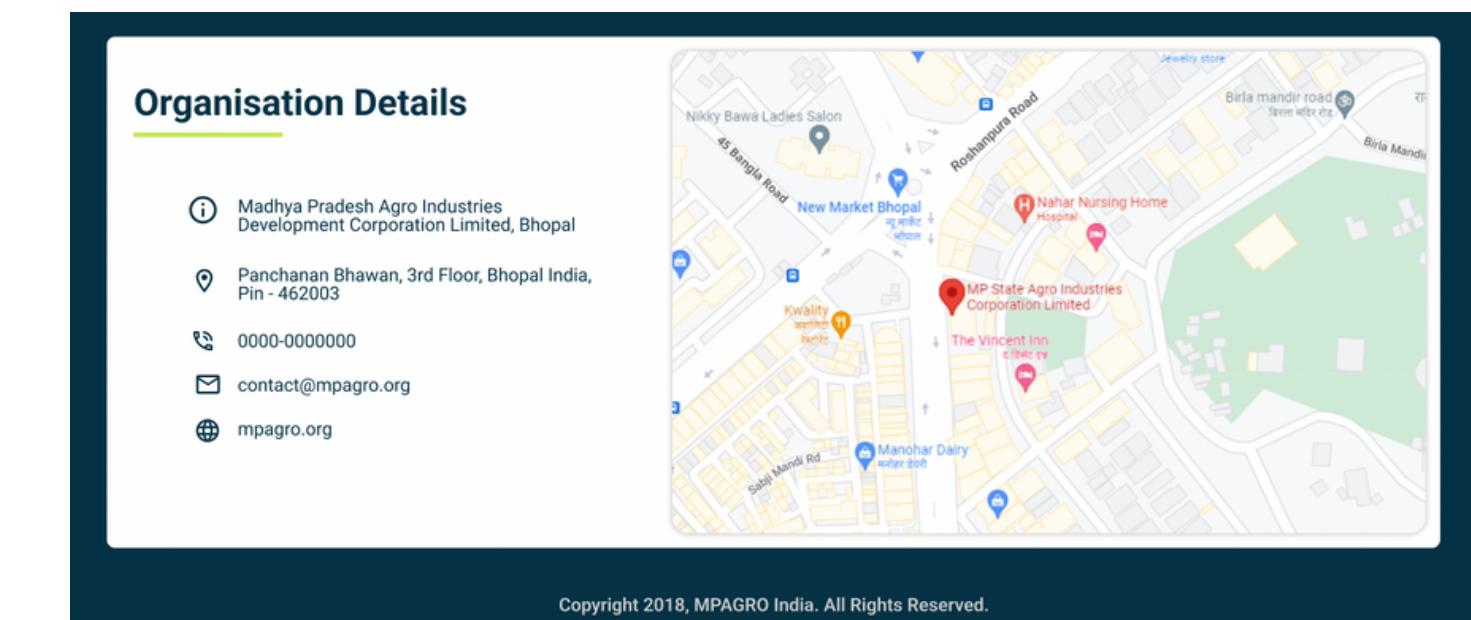
09

## Login Page Update



10

## Contact details



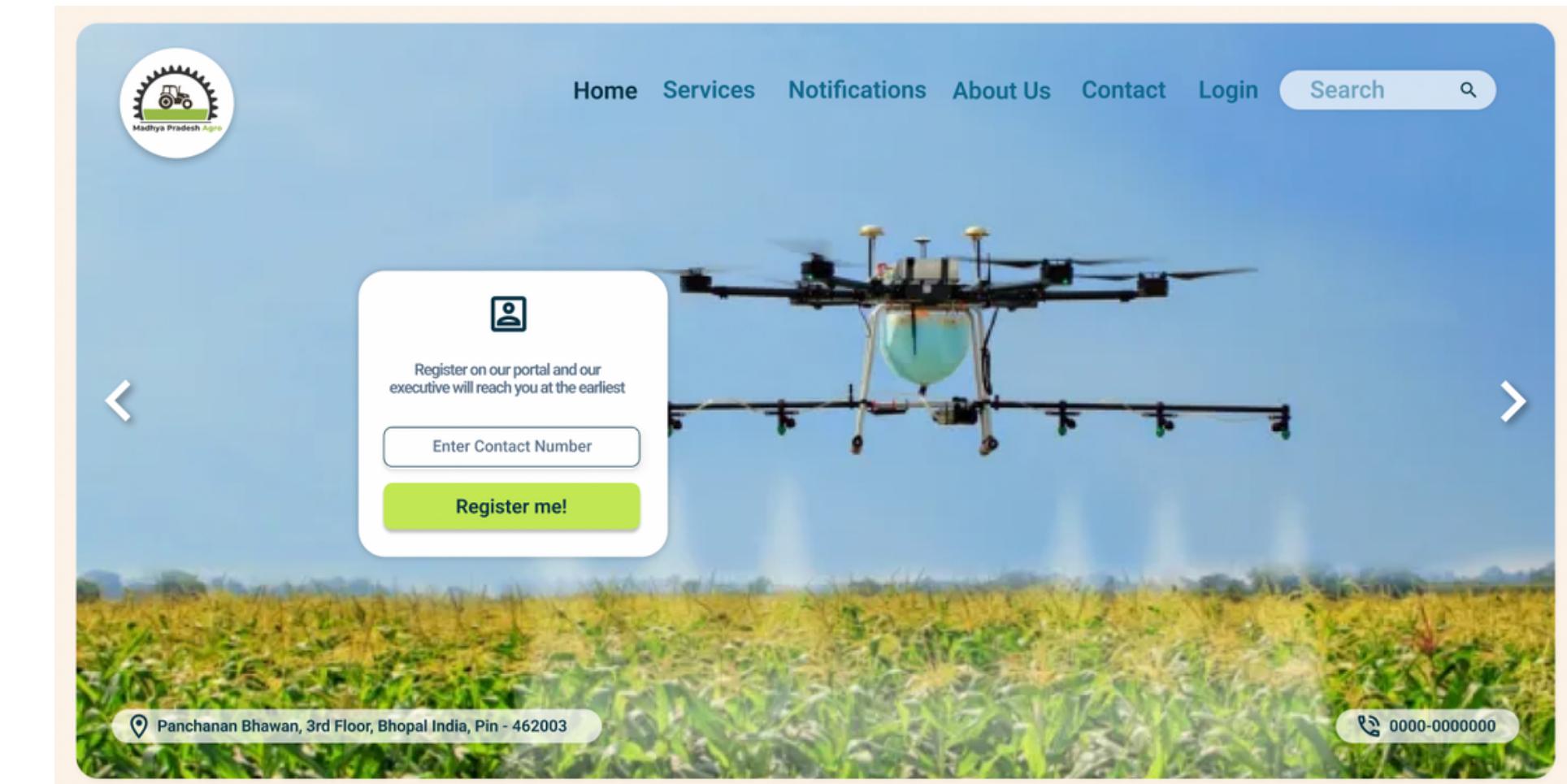
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# Suggested Changes

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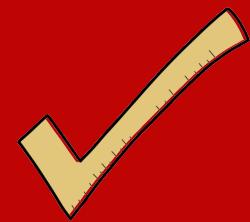
## Other Changes

- The site will be multilingual
- The notifications will be audible in vernacular languages
- To meet its objective, the organization shall make an extensive network of industries, farmers, and NGOs
- Farmers and associated personalities can be provided unique login IDs
- Giving farm machinery on lease will generate additional revenue



# Product Outcome

All the general pain points have been addressed



- Simple & Interactive UI
- Multilingual website
- Compatible on Mobile
- Audio-visual assistance
- Trusted customer



- Easily able to apply for Loans
- Can purchase raw materials
- Can directly connect to farmers
- Can provide warehousing facility



- Can easily contribute to farmer welfare
- Contribute/Purchase farm machinery
- Able to access extensive database



# Expected Outcome

## Success metrics/KPIs



Increase in Website Visits



Increase in Customer retention



Increase in Business deal conversions



Increase in Registrations and clients added per month



Increase in Company's revenue

# Thank You!

**Link to Figma File-**

<https://www.figma.com/file/w2fgLMCMhh65WP5oYWIfP/MP-Agro-Team-FinAICo?node-id=0%3A1>

**Presented By-**



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**Harsh Vardhan Agrawal**



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