AgriConnect CRM – A Farmer Support & Crop Advisory System

1. Problem Statement

Small-holder farmers are disconnected from vital support programs due to fragmented data, leading to inefficient subsidy distribution and late, reactive advice. This data gap also prevents officials from analyzing program effectiveness and making informed policy decisions. A unified Salesforce platform is needed to provide targeted outreach and actionable intelligence.

2. Features Implemented

This application was built using a combination of declarative tools and code to deliver a comprehensive solution.

Custom Data Model (Phase 3): Built a complete data model with custom objects for Farmers, Plots, Crop Cycles, and Subsidy Applications, all linked via relationships.

Process Automation (Phase 4): Created a Record-Triggered Flow to automatically create a follow-up Task when a new Subsidy Application is created, ensuring no request is missed.

Custom User Interface (Phase 6):Designed a custom Lightning Record Page for the Farmer object with a tabbed layout and a sidebar to provide a 360-degree view of all related information.

Integration (Phase 7): Developed a basic integration with a live weather API using an Invocable Apex Action and a Screen Flow, providing real-time data to users on the Farmer record page.

Reports & Dashboards (Phase 9): Created several reports and a master "Program Overview" dashboard to provide data-driven insights for program managers.