**Project Title: "AgriConnect CRM – A Farmer Support & Crop Advisory System"**

**Industry:** Agriculture / Social Impact / Government

**Project Type:** B2G (Business-to-Government) / B2B (for NGOs) Salesforce Platform Implementation

**Target Users:** Field Agents (Extension Officers), Program Managers (NGO/Govt.), Agricultural Experts, and Farmers.

**Problem Statement**

Small-holder farmers, who are the backbone of India's food security, often operate in information silos. Government agencies and NGOs run numerous beneficial schemes for subsidies, soil health, and crop insurance, but their impact is limited by fragmented data and a lack of targeted outreach.

This disconnection leads to several critical challenges:

* **Inefficient Subsidy Distribution:** Support often fails to reach the most deserving farmers in a timely manner due to manual, paper-based application processes and a lack of a central farmer database.
* **Reactive Problem Solving:** Farmers receive crucial advice—like pest control or irrigation techniques—too late, often after a problem has already impacted their crop yield.
* **Lack of Data-Driven Policy:** Officials lack a consolidated, real-time view of their programs' effectiveness, making it difficult to analyze crop success rates, track subsidy utilization, or make informed decisions for future schemes.
* **Information Gaps for Farmers:** Farmers struggle to get reliable, personalized, and timely advice tailored to their specific crop, soil type, and local weather conditions.

To address this, an integrated Salesforce platform is needed to create a 360-degree view of every farmer, automate communication, and provide actionable intelligence to support agencies.

**Use Cases**

* **Unified Farmer & Farmland Management**
  + Create a central database with custom objects for Farmer\_c (demographics, landholdings), Plot\_c (soil type, irrigation source), and Crop\_Cycle\_c (crop sown, season, expected harvest).
  + Empower **Field Agents** with the **Salesforce Mobile App** to register farmers and log data directly from the field, ensuring real-time information.
* **Automated & Personalized Crop Advisory**
  + Use a **Record-Triggered Flow** to automatically send personalized SMS or WhatsApp alerts to farmers with seasonal advice based on their specific crop's lifecycle stage.
  + For example, when a Crop\_Cycle\_c record is 30 days old, a Flow can send an automated reminder about the optimal time for the first round of fertilization.
* **Intelligent At-Risk Farmer Prediction (AI Add-on)**
  + Use historical data (past yield, soil health card score, number of support requests) to train an **Einstein Prediction Builder** model.
  + The model will generate a predictive "Farmer at Risk" score (High, Medium, Low) on each Farmer record, predicting their likelihood of having a low crop yield.
  + Create a **Dashboard** component for Program Managers that lists all "High Risk" farmers, enabling them to prioritize proactive support through personal calls or field agent visits.
* **Streamlined Subsidy Management & Impact Reporting**
  + Manage the entire subsidy lifecycle using a custom Subsidy\_Application\_c object, tracking its status from "Applied" to "Approved" and "Disbursed."
  + Develop high-level **Reports and Dashboards** for officials to monitor key metrics like state-wide subsidy utilization, district-level crop success rates, and the overall impact of their advisory programs.