Crowdsourcing Techniques – Agriculture Industry

# Sources of data collection:

* Local Mandi Markets across different geographies
* Local crop traders across different geographies
* Large restaurants
* Crop exporters and importers
* Food and beverage industry

# Methods of data collection

## Targeted Surveys -

Survey is one of the widely used tool of data collection from diverse group of people. In Agriculture Industry and in the developed countries like USA, Canada etc. we may use online tools like Survey Monkey and Google forms for quick and cost-effective data collection. But in the developing and underdeveloped economies, we may target local Mandi markets (where traders and farmers meet) and help to have information through questionnaire and interviews in their local languages which can later be collated.

## Shared Spreadsheet -

This method mainly depends on the internet, and it involves sharing of spreadsheets with some initial information written. Though this method is not much effective in the primary market, but this method can mainly be targeted at the Brand Stores which uses crops from Farmers. For. e.g., We can target big food chain restaurants like Dominos, McDonalds, Haldirams etc. to have information about the basic crops that they use as an ingredient for the food they deliver to the customer. This crowdsourcing method can be very effective if we are targeting correct segment of restaurants.

## Innovation Concept -

This is basically an idea competition amongst the local farmers and crop traders across different geographies. We can attach price money (Cash prizes) for the winners and the competition generally targets different questions about the crops that we are interested in. Based on the volume of correct responses for every question, we can estimate the correct response for every question pertaining to crops.

## Mobile Crowdsourcing through Crowd voting-

Mobile has become a necessity for all and each segment of people are using mobile for either personal or professional use. So, all the farmers and crop traders can be targeted through mobile crowdsourcing, and we think crowd voting would be a great option. With the applications and social media that are used the most across particular geographies and through social channels like Dominos Pizza, Coco Cola, Facebook, Gmail etc, we can target group of farmers and crop traders as well as the food and beverage industry and restaurants to fill up the questionnaire and we may motivate them by having some cash discounts and offers.

## Crowd ideation -

Crowd ideation is a method that gathers the ideas, perspectives, judgments, and feedback of a community for the purpose of inventing, ranking, organising, and prioritising ideas and information. Crowd ideation works by first defining a problem that you face, identifying community and motivating them to submit their ideas and feedback.

(DefinitionReference:<https://medium.com/@ollie.gerland/three-crowdsourcing-methods-that-can-advance-your-business-explained-230a029898db>).

For our study the community should be farmers, crop traders, crop exporters, crop importers, industries that consume raw crops and develop their product on top of that, and restaurant chains across the globe.