

Project Title

“GreenHarvest: Revolutionizing Farmer-to-Market Supply Chain with Salesforce”

Industry Agriculture

Agriculture / Supply Chain / AgriTech / CRM

Target Users

- Farmers and Farmer Cooperatives
- Agri-Market Traders and Buyers
- Logistics & Supply Chain Providers
- Government Agriculture Departments
- Retailers and Consumers

Problem Statement

Farmers often face challenges in connecting directly with buyers, leading to dependency on middlemen and reduced profits. The agricultural supply chain lacks transparency, causing issues like unfair pricing, delayed payments, and difficulty in tracking crop demand. Additionally, buyers struggle to verify product quality and ensure timely delivery.

- Farmers lack direct access to reliable markets.
- Buyers face challenges in sourcing quality produce.
- Absence of a centralized platform for farmers, buyers, and logistics.
- Lack of real-time data on crop availability, demand, and prices.

Proposed Salesforce-Based Solution

A Salesforce-based Agri Supply Chain CRM that connects farmers directly with buyers, streamlines logistics, ensures fair pricing, and enables transparent transactions. This platform

will use Salesforce's CRM features to manage farmer profiles, buyer requirements, logistics coordination, and payments in real time.

Features:

- Farmer & Crop Profile Management
 - Register farmers, crops, and seasonal availability.
 - Manage land size, crop type, and expected yield.
- Buyer & Order Management
 - Capture buyer requirements and match with farmer produce.
 - Track orders from request to fulfillment.
- Fair Pricing & Transparency
 - Display real-time average market price.
 - Ensure fair rates for farmers.
- Logistics & Delivery Tracking
 - Assign logistics partners for delivery.
 - Track order shipment and delivery status in Salesforce.
- Quality & Certification Verification
 - Farmers can upload crop quality certificates.
 - Buyers get verified product assurance.
- Dashboards & Reports
 - Track farmer income growth.
 - Monitor buyer demand trends.
 - Region-wise crop availability and delivery performance.

Outcome

- Farmers gain direct market access, ensuring better profits.

- Buyers get reliable, quality produce with transparency.
- Reduced dependency on middlemen improves fairness in trade.
- Improved agricultural supply chain efficiency with real-time tracking.
- Supports government initiatives for farmer welfare and agri-digitalization