

# Phase 1: Problem Understanding & Industry Analysis

## AgriConnect

### Salesforce-Based Farmer Support & Marketplace System

#### Problem Statement

Farmers in India face multiple challenges such as lack of direct access to buyers, limited awareness of government schemes, difficulties in applying for subsidies, and inefficient communication with agricultural officers. Currently, most of these processes are managed manually through local markets, paperwork, and scattered digital tools, which are inefficient, error-prone, and non-transparent.

As agriculture continues to scale with increasing demand, this fragmented system makes it difficult for farmers to get fair prices, for buyers to reliably source crops, and for government officers to track subsidy distribution effectively.

To overcome these challenges, a **Salesforce CRM solution (AgriConnect)** is proposed to centralize farmer data, enable direct buyer-seller connections, automate scheme applications, and provide real-time support services.

#### Requirement Gathering

- Farmers have limited access to direct markets.
- Heavy dependence on middlemen reduces farmer profit.
- Lack of awareness about government schemes and subsidies.
- Manual and paper-based processes cause delays and errors.

- Buyers face difficulties in finding reliable sources of crops.
- Government officers lack a centralized system to track farmers and schemes.

## Objectives

The primary objectives of AgriConnect are to:

- Centralize farmer, crop, buyer, and government scheme data into a unified Salesforce system.
- Provide a **marketplace** where buyers can directly connect with farmers for transparent crop purchasing.
- Automate government scheme applications with approval workflows to reduce paperwork.
- Offer farmers a **self-service portal** to register, track crop sales, and raise support requests.
- Integrate real-time weather alerts and notifications (via SMS/WhatsApp) to assist farmers in decision-making.
- Provide dashboards and reports to government officers for monitoring agricultural activities and subsidy usage.

## Stakeholder Analysis

- **Farmers:** Need to register, list crops, apply for schemes, and raise support requests.
- **Buyers:** Require transparent access to crop listings and direct purchase options.

- **Government Officers:** Must review and approve scheme applications and monitor data.
- **Admins:** Responsible for managing Salesforce configuration, security, and users.

## Business Process Mapping

- **Current Process:**
  - Farmers register manually through local authorities.
  - Crops are sold via intermediaries.
  - Government scheme applications are paper-based.
  - Farmers rely on informal channels for support and updates.
- **Proposed Salesforce Process:**
  - Farmers register online via Experience Cloud.
  - Crops are listed digitally and visible to buyers.
  - Buyers place orders directly with farmers.
  - Scheme applications are routed to officers for approval.
  - Support cases are auto-assigned using Service Cloud.

## Industry-Specific Use Case Analysis

- Agriculture sector needs digital transformation for transparency and efficiency.
- Farmers can list crops online and connect directly with buyers.
- Government schemes can be applied for and tracked digitally.
- Support cases help farmers resolve issues quickly.
- Dashboards provide officers with real-time agricultural insights.

## AppExchange Exploration

- **AgriERP:** Provides crop and supply chain management but limited farmer-to-buyer features.
- **FarmForce:** Useful for crop tracking but lacks scheme and support integration.
- **Decision:** Build a **custom Salesforce solution** tailored for farmers, buyers, and officers.

## Conclusion

- AgriConnect provides a **Salesforce-powered CRM solution** for farmers, buyers, and government officers. By centralizing data, enabling direct crop sales, automating scheme applications, and improving support, this project eliminates inefficiencies in the agricultural ecosystem.
- The system not only empowers farmers with fairer access to markets but also equips government officers with tools to monitor and support the agricultural sector more effectively.