Contract Farming Journey

Journey Mapping

Feb 19

Introduction

This Journey was created by reading various research documents, talking to multiple contract farming companies and contract farmers. This document was intended to be used by various stakeholers in the organization for product development and desing. This document would be frequently updated as and when our understanding about the ecosystem evolves.

Journey

- Pre-Partnership Phase
- Pre-Partnership Phase
- Preperation Phase
- Cultivation Phase
- Harvest Phase
- Post-Harvest Phase

Pre-Partnership Phase

Task

Contract Farming Company

Identification of a potentially profitable market

Goal

Economic viability and price sensitivity analysis

Stakeholders

- Goverment Institutions
- Contract Farming Company
- Contract Farmers

Sub Tasks

- Economic viability and price sensitivity analysis
- Flexibility analysis of suppliers and farmers
- Profit and Risk analysis of farmers Field Trials
- Strategize pricing structure.

Pain Points

- Rigorous and time consuming process
- No easy access to required information

Channel	Importance	Location	Duration
Offline	! ! ! High	On Field	1 – 12 Months

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Ideas

An analysis of inventories of preconditions for varities of crops and regions could be a great selling point

Task

Contract Farming Company

Identification of physical and social environment

Goal

Find the most profitable phyiscal and social enviroment to generate supply

Stakeholders

Goverment Institutions

Contract Farming Company

Contract Farmers

Sub Tasks

- Analysis on suitability of the topography, climate, soil fertility and water availability.
- Analysis on suitability of the physical environment for the specific plant genotype or animal for which there is a market demand.
- Analysis on availability of utilities and communications.
- Analysis on Input availability.
- Analysis on Government support, service and policies.

Pain Points

- Rigorous and time consuming process
- No easy access to required information

Channel

Offline

Importance

! ! !

High

Location

On Field

Duration

1 - 12

Months

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Ideas

An analysis of inventories of preconditions for varities of crops and regions could be a great selling point

Task

Contract Farming Company

Identification of a potentially profitable market

Goal

Economic viability and price sensitivity analysis

Stakeholders

- Goverment Institutions
- Contract Farming Company
- Contract Farmers
- Banks & NBFC

Sub Tasks

- Analysis of access for extension and logistical services.
- Analysis of suitability of the crop.
- Analysis of Climatic conditions
- Analysis of production and transportation of end product

Pain Points

- Rigorous and time consuming process
- No easy access to required information

Channel	Importance	Location	Duration
Offline	! ! !	On Field	1 - 6 Months

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Ideas

An analysis of inventories of preconditions for varities of crops and regions could be a great selling point

Partnership Phase

Task

Contract Farming Company

Accepting Farmer application

Contract Farmers

Find contract farming companies

Goal

Reach out to as many potential farmers as possible

Goal

Find the best value contract farming companies

Stakeholders

Contract Farming Company

Contract Farmers

Sub Tasks

- Open invitation to apply
- Farmers can be approached individually
- Through the offices of agriculture departments
- Through community leaders and farming cooperatives

Pain Points

- No easy way to communicate.
- Lot of paper work involved.

Channel	Importance	Location	Duration
Offline	! ! ! High	On Field	1 - 3 Months

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Ideas

A way for farmer to see what contract farming companies are looking for and opting in for those requirments. Tinder like interface to choose contract framing opportunity

A way for contract farming companies to see the historical performance of farmers' yield, location, area size etc.

Task

Contract Farming Company

Evaluating land

Goal

Identify most suited land for cultivation

Preparing PoP customized to land

Stakeholders

Local land Testing Labs

Contract Farming Company

Contract Farmers

Sub Tasks

- Historical crop yields analysis
- Moisture availability analysis
- Nutrient availability analysis
- Oxygen availability in the root zone analysis
- Ease of cultivation analysis
- Salinity or alkalinity analysis
- Soil toxicity analysis
- Resistance to soil erosion analysis
- Analysis of pests and diseases related to the land
- Flooding hazard analysis
- Radiation energy and photoperiod analysis
- Analysis of climatic hazards affecting plant growth
- Analysis of air humidity as affecting plant growth
- Analysis of drying periods for ripening of crops.

Pain Points

- Recording and Maintaining numerous data points of land evaluation is difficult

Channel	Importance	Location	Duration
Offline	! ! ! High	On Field	1 - 15 Days

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Ideas

Provide hardware integration if companies have on field IoT devices

Get access to API of softwares used by labs. Or ask clients to get a CSV and upload the same.

Lab test module

Test result based conditional PoP

Task

Contract Farming Company

Evaluating farmers

Goal

Select most suitable farmers

Stakeholders

Contract Farming Company

Contract Farmers

Sub Tasks

- Open invitation to apply
- Farmers can be approached individually
- Through the offices of agriculture departments
- Through community leaders and farming cooperatives

Pain Points

- No easy way to communicate.
- Lot of paper work involved.

Channel

Offline

Importance

! ! !

High

Location

On Field

Duration

1 - 3

Months

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Ideas

A way for farmer to see what contract farming companies are looking for and opting in for those requirments. Tinder like interface to choose contract framing opportunity

A way for contract farming companies to see the historical performance of farmers' yield, location, area size etc.

Task

Contract Farming Company

Assitance with Credit

Contract Farmers

Arrangement of monetary supply

Goal

Find the best financial schemes for the farmer. Could be loan, insurance or both

Goal

Seek financial help and crop insurance

Stakeholders

- Contract Farming Company
- Contract Farmers
- Banks & NBFC
- Insurance Companies

Sub Tasks

- Evaluation of exisiting assets
- Evaluation of plots
- Evaluation of regions climatic conditions
- Evaluation of farmers' background
- Evaluation of farmers' historical

Pain Points

- Banks don't have all the necessary information about the farmer and the land to based on which the loan amount is decided
- Farmers have to submit lot of documents and provide numberous amount of information performance

Channel

Offline Online

Importance

! ! !

High

Location

On Field

Duration

1 - 2

Months

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Ideas

Take personal historical data of the farmer slowly on a regular basis by asking them simple questions. These question can be provided by the companies itself, which are then picked one by one on a regular basis and asked to the farmer

Task

Contract Farming Company

Finalizing Contract

Goal

Explain the contract to the farmers in simplest manner and getting it signed

Stakeholders

- Contract Farming Company
- Contract Farmers
- Banks & NBFC
- Insurance Companies

Sub Tasks

- Defining Contract duration
- Defining Quality standards
- Defining Production quotas
- Lisitng down Cultivation practices
- Planning out Crop delivery arrangements
- Defining Pricing arrangements
- Defining Payment procedures
- Planing Insurance arrangements

Pain Points

- No easy way to communicate.
- Lot of paper work involved.

Channel

Offline

Importance

! ! !

High

Location

In Office

Duration

1 - 2

Weeks

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Ideas

Contract Specification can be digitized and a progress towards these specifications to both companies and farmers can be shown

Digital signature feature to accept the contract could be introduced.

Task

Contract Farming Company

Formation of working groups

Goal

Form the most effective working groups

Stakeholders

Contract Farming Company

Contract Farmers

Sub Tasks

- Analyzing the most effective working groups based of numerous factors like region, farmer expertiese, crops etc

Pain Points

- Communicating the working groups to the farmers becomes a challenge.
- Interaction between working group is a challenge. Regional chat apps needs to be used.
- Mannually all the farmers needs to be added onto these forums/chat groups
- Coordination to becomes a challenge.

Channel	Importance	Location	Duration
Offline	Medium	In Office	1 - 2 Weeks

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Farmer App

Ideas

Peer to peer interation of farmers associated in the working groups or all the farmers working with the company.

A forum where farmers can post question to working groups or also chat one on one or in groups.

Partnership Phase

Task

Contract Farming Company

Transfer of technology

Goal

Effectively communicate all PoP to farmers in quick, easy and efficient manner

Stakeholders

- On-field Agents
- Agronomists
- Contract Farmers

Sub Tasks

- Field trials
- Introduction to farmers and field demo
- Sharing croping schedules

Pain Points

- Sharing PoP over email or message is not very user friendly . Making changes to these PoP is also challenging

Channel	Importance	Location	Duration
Offline, Online	! ! ! High	On Field	1 - 2 Days

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Farmer App

Ideas

A way to share multimedia content in the tasks to the farmers.

Auto crawl relevant videos and show it to farmers within the tasks.

Task

Contract Farming Company

Production & Supply of seeds

Goal

All the inputs and machinery should reach farmers right on time.

Stakeholders

- Equipment Manufacturers
- Contract Farming Company
- Input Manufacturers
- Contract Farmers
- Banks & NBFC
- Yield Transporters

Sub Tasks

- Yield Estimation
- Input Delivery Timelines

Pain Points

- No easy means for farmers to request for inputs/labor/machinery
- A lot of human coordination and interaction is needed which leave room for inefficiencies
- Easy means for farmers to track the same
- Advance planning is needed

Channel

Offline Online

Importance

! ! !

High

Location

On Field

Duration

Reccurning

Basis

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Task

Contract Farming Company

Procurement and supply/sale of fertilizers, herbicides, pesticides

Goal

All the inputs and machinery should reach farmers right on time.

Stakeholders

- Equipment Manufacturers
- Contract Farming Company
- Input Manufacturers
- Contract Farmers
- Banks & NBFC
- Yield Transporters

Sub Tasks

- Calculate the pesticide and fertilizer requirements for each farmer based on his or her production quotas.

Pain Points

- No easy means for farmers to request for inputs/labor/machinery
- A lot of human coordination and interaction is needed which leave room for inefficiencies
- Easy means for farmers to track the same
- Advance planning is needed

Channel

Importance

Location

Duration

Offline Online

High

On Field

Reccurning Basis

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Task

Contract Farming Company

Assitance with labor and machinery supply

Goal

All the inputs and machinery should reach farmers right on time.

Stakeholders

- Equipment Manufacturers
- Contract Farming Company
- Input Manufacturers
- Contract Farmers
- Banks & NBFC
- Yield Transporters

Sub Tasks

- Helping in sourcing or financing of

Pain Points

- No easy means for farmers to request ancillary farm tools

- Constantly providing logistical support

for inputs/labor/machinery

- A lot of human coordination and interaction is needed which leave room for inefficiencies
- Easy means for farmers to track the same
- Advance planning is needed

Channel

Offline Online

Importance

High

Location

On Field

Duration

Reccurning Basis

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