



Client Background

- Client is the world 2nd Largest Crop Nutrition company
- There was an opportunity for the company to promote and increase the e Potash market in India.
- Potash is one of the 3 most essential crop nutrient, required for better yields and quality

Challenges faced

- Limited availability of field staff on ground
- Knowledgeable and well trained field staff for consistent delivery of education content was an issue
- Consistent delivery of programs
- Tracking of field staff activities to ensure that maximum efficiency is driven
- A structure productivity tool for the field staff

Solutions Provided

We developed a productivity tool on mobility device for the field staff in remote areas for managing themselves and sharing information with back office for support and interaction. The core features were as follows

- Mapping of channel partners with area’s, key villages and key farmers
- Managing a schedule of all activities to be performed in a week as per targets
- Ensuring all resources are aligned while performing the field job i.e. Mega Meeting, Village Meeting, Farm Demo, Product Demo etc.

Executions

- Low cost android applications were provided to MDOs for managing their activities
- Adequate training were given to MDOs
- Every MDO plans his jobs, and execute them as per schedule
- Monitoring of data received was analyzed to improve the process and quality



Impact

- **Retailers Registered:** 2700 + retailers have been registered
- **Farmer Educated:** More than 140,000 farmer have been educated by direct interaction and via call center
- **Crops Targeted:** Wheat, Soybean, Potato, Sugarcane, Paddy, Cotton, Maize & Mustard.
- **Potash sold in 1st year of Launch:** 42000 MT was liquidated to new farmers who have not used Potash in the past.
- **Farmers Benefitted** from the program: Approx. 1.6 times is farmer interacted
- **MDO’s** are now able to manage their activities with out daily supervision of their respective managers and most of them have doubled their salaries in 1 year

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