

Connecting Farmers to Markets through 1917 ITEAMS

PRESENTED BY

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GOVERNMENT OF MEGHALAYA

At AP HRDI ON 7 MARCH,2019

PROFILE OF THE STATE

- Geographical area 22429 square kilometres
- 11 districts and 39 blocks
- 9.9% net sown area
- Average annual rainfall is 1150cm

Concept

- Agrarian economy contributing 40 % to the GSDP in the eighties.
- At present 15 to 19 % to the GDSP accompanied by increase in manufacturing and service sectors.
- Probable causes for decline may be plenty- trader cartelization, fragmented land holding , weak extension, lack of irrigation, weak post harvest management, lack of access to finance to name a few.

Farmers' pain points



- Absence of organized evacuation logistics, market intelligence,
- Pre-dominance of middle men, trader cartelization, disaggregated markets
- Lack of Price discovery, low numbers of buyers and sellers, low bargaining power
- Limited or no access to remunerative and sustainable markets
- Ignorance about market requirements, frequent distress sales
- Absence of transparent processes and platforms that facilitates healthy buyer seller interaction and activities

Vision

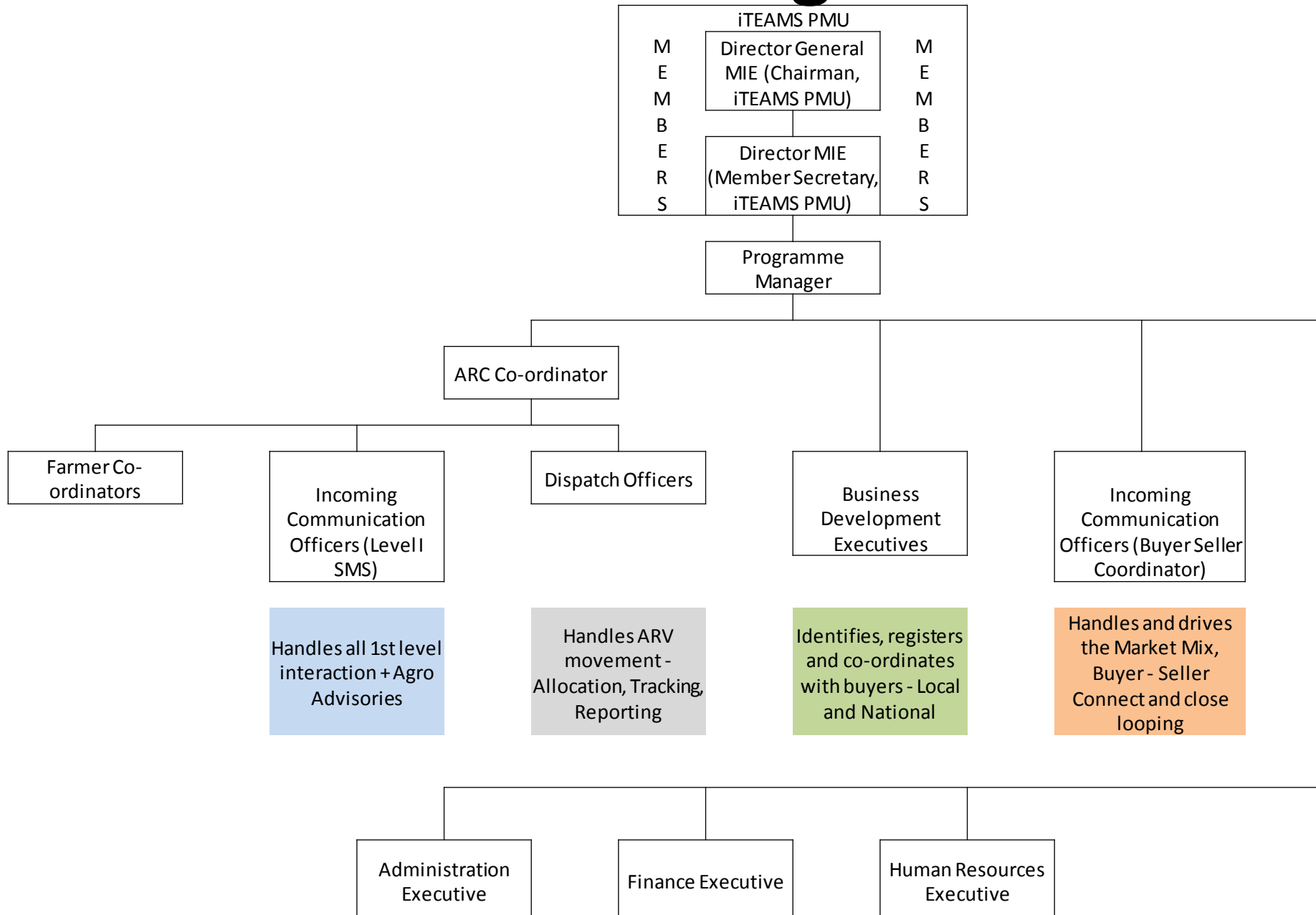
- To solve this universal pain point of the farmer through the design of 1917 Integrated Technology Enabled Agri Management System (iTEAMS) that provides evacuation logistics, access to markets, consistent and complete response , knowledge, education, life skilling in a transparent manner leading to access of markets, market intelligence, financial inclusion and empowerment.
- To be the first in the country to set up and operate an Integrated Technology Enabled Agri Management System in a convergent framework combining Polity, Public sector commitment / experience and Private sector expertise.

What is 1917iTEAMS?



- First of its kind disruptive farmer centric, market oriented, technology based Logistics, evacuation, advisory and facilitation service.
- Launched on 29th December 2017, 100 years after Gandhiji's Champaran Satyagraha of 1917, iTEAMS is a convergence of Institutions, People, Process and Technology
- Cloud based technology driven, call and dispatch center - Agri Response Center (**ARC**) linked, through the cloud, to a fleet of dedicated customised entrepreneur owned Agri Response Vehicles (**ARV**) spread out across the State
- Offering affordable transportation, evacuation and logistics services to farmers and facilitates their access and linkage to markets, buyers and sellers of their choice.
- Also offers Agri related and allied sector advisory services, market intelligence, domain expertise and life skilling facilities all under one roof.
- Accessible through a Single TOLL FREE Number – **1917**

1917 iTEAMS – Org Chart



Current Manpower	
PM	1
ARC Co-ordinator	1
ICO	5
Dispatch Officer	2
BDE	1
ICO (Buyer Seller)	Vacant
Farmer Co-ordinators	8
Field Manager	1

1917 iTEAM Infrastructure



- Two Agri Response Centres (Shillong & Tura).
- Equipped with IT infrastructure, internet connectivity & backup power arrangement
- 39 well trained personnel
- Data centre hosting of 1917 iTEAMS Application
- 25 seater Training hall
- 12 seater Conference room.
- Farmer sale outlet
- Cafe, lounge, ideation pods
- Ideation space

Integrated Technology Enabled Agri Management System



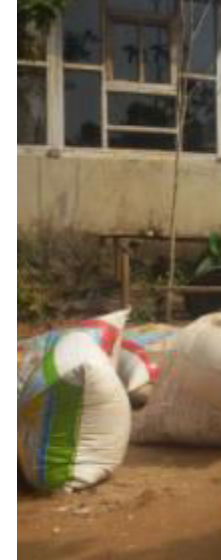
AGRI RESPONSE CENTRE (ARC) OF 1917 iTEAMS

Agri Response Vehicles (ARVs)



- Entrepreneur owned and leased to iTEAMS on fixed monthly rental
- 19 vehicles onboarded to iTEAMS till date (phased extension to other districts)
- Minimal freight charges of Rs.0.02/kg/km
- ARV Equipped with phones, dash camera, toolkit, weighing balances and GPS
- Minimum of 2 trips/day
- Two way loads
- Integrated ARV pilot – multi tasker (Driving, pre load inspection, palletizing, on road fitness, record keeping, communicating with ARC, farmers, markets etc, mobilizing awareness / training
- Operations started Feb 2018

Agri Response Vehicles (ARV)



Process Flow



- Farmer calls 1917
- Communication Officer (CO) picks up call & fills profile, requirements,
- CO gives required info to caller or transfers call with voice to Dispatch Officer (DO) for transport requirements or escalates call with voice to experts for higher level enquiries
- CO also dials callers for giving specific info – outgoing
- DO identifies nearest ARV and dispatches with info to caller and transfers the caller info to ARV pilot.
- DO tracks vehicle movement till the trip is completed.
- Experts provides desired info and closes
- ARV pilot starts vehicle and informs DO and Farmer about his movement and seeks additional info if required.
- ARV pilot after reaching destination will check the load quality and quantity and accept load if suitable.
- Farmer accompanies the load if he wishes
- ARV after reaching buyer / market unloads, informs DO and returns to base upon instructions of DO.
- Content Communication Officers (CCO) regularly sends out advisories, package of practices, market information, scheme information, buyer and seller information, market prices etc to registered farmers.

IMPACT OF ITEAMS



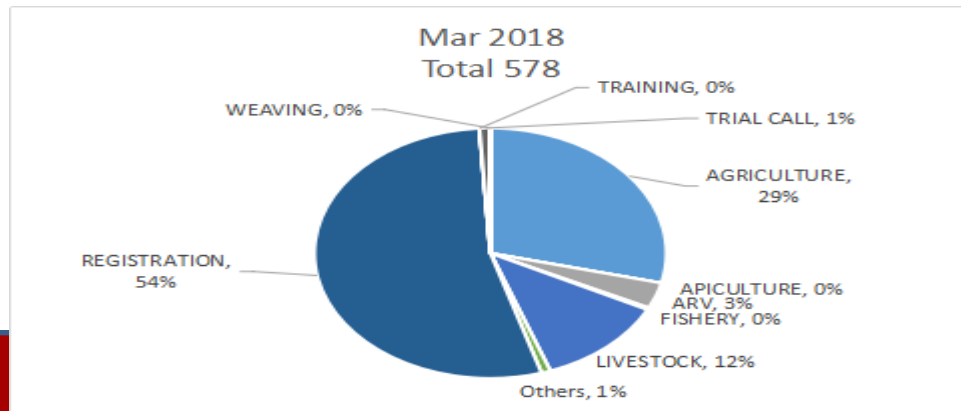
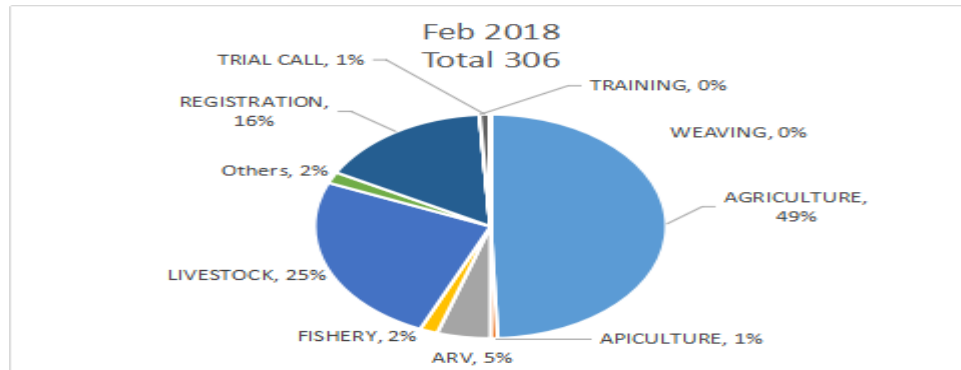
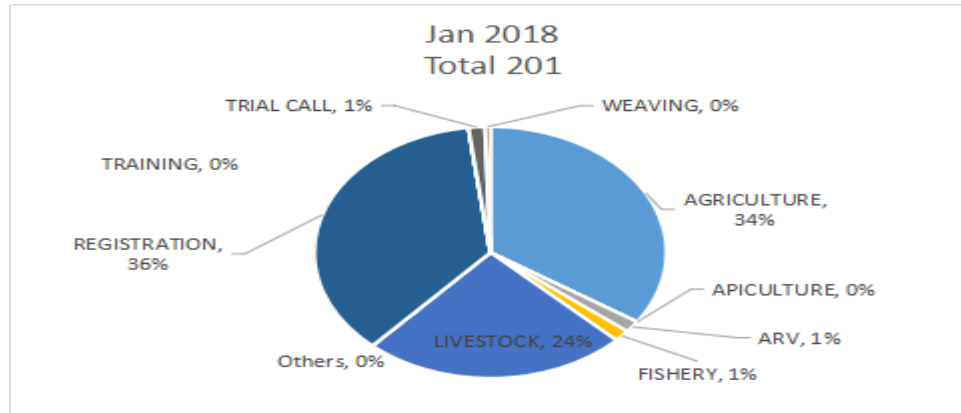
Farmer Database



- **1917iTEAMS database hosted by Digital India Corporation**
 - 16193 Farmers (ARC Shillong 12388 + ARC Tura 3805) registered in 1917iTEAMS
 - These farmers currently are able to call 1917 and seek information and advisory on any matter related to Agriculture, Horticulture, Animal Husbandry, Fishery etc
 - These farmers can also get advisory messages which are being blasted on a regular basis

ARC Shillong		ARC Tura	
District	Total Number	District	Total Number
Ri- Bhoi	6725	West Garo Hills	2101
East Khasi Hills	3225	South West Garo Hills	1548
West Jaintia Hills	1922	North Garo Hills	74
West Khasi Hills	516	East Garo Hills	42
		South Garo Hills	40
Total	12388	Total	3805

Total calls domain wise including Registration



- Agriculture sector contributes highest number of incoming calls to the Call Centre (ARC)
- 2nd highest is AH & Vety.
- In March 18, the scenario changed because of the drop in Calls coming in due to Aircel shutdown and start of out calling to the IASF Farmer Database for Registration

Important Market Feedback Collected

MARKET FEEDBACK						
SI No	Call Records Reference SI No	Caller Type	Dated	Department	Issue	Location
1	207	Farmer	1-Feb-2018	AH & V	No anti rabies vaccine at Umroi Veterinary Dispensary	Umroi
2	244	Farmer	3-Feb-2018	Agriculture	Poor outcome of organic cultivation	Mawlein Mawkhan
3	246	Farmer	3-Feb-2018	Agriculture	No result of soil testing for past 3 years	Mawlein Mawkhan
4	378	Farmer	15-Feb-2018	Agriculture	Vegetable seeds are never available from block office	Sohryngkham
5	380	Farmer	15-Feb-2018	Fishery	Cheated on applying for fishery scheme	Mawlein Mawkhan
6	394	Buyer (Organica)	16-Feb-2018	Agriculture	M/s Organica wanted leads of farmers dealing in organic produce and Horticulture Dept instructed him to register with iTEAMS. On talking with an ICO, the question arises that our farmer leads are not certified organic growers but simply farmers claiming themselves to be organic growers. So here, who will certify that the farmers we register as organic farmers are in reality acutally organic farmer?	Above Jelli shop, Nongthymmai
7	256, 263, 334, 428	Farmer		Agriculture	Ginger buyers not available	Ribhoi, WJH

Buyers Sellers Connected

Date	Ref. Sl. No.	Seller	Commodity	Buyer
30-01-2018	167	Paila Rani	Piglet	Serod Kharumlong
05-Feb-18	262	Kitbok Diengdoh	Broiler Chicken	Chicken wagon (Bah Khraw)
05-Feb-18	140	Evan Dympep	Oyester Mushroom	Chicken wagon (Bah Khraw)
05-Feb-18	140	Evan Dympep	Lakadong turmeric	COLKS
06-Feb-18	170	Balashngain Kharsohmat	Lakadong turmeric	COLKS
06-Feb-18	285	Mejes Timung	Lakadong turmeric	COLKS
14-Feb-18	368	Paila Rani	Piglet	M Thabah
15-Feb-18	381	Ialam Sohtun	Tomato	Eunice Patton or Chicken wagon (Bah Khraw)
16-02-2018	400	Bakordor Marpan	Poultry	Kong Banrisha & Bah Teibor
20-02-2018	429	Ksanboklang Khongwir	Coffee	Eunice Patton
23-02-2018	428	Joyful Pariong	Ginger	Eunice Patton
23-02-2018	334	SB Chetri	Ginger	Eunice Patton
01-03-2018	29	Senipaia Suchiang	Lakadong turmeric	Catherine Dohling or Danosha
01-03-2018	319	Sunshine Rynghang	Eggs	Eunice Patton
09-03-2018		Mr.Zachius Tympuin	Vegetables	Biswajit Das
09-03-2018		Mr. Enik Kurbah	Bittergourd, Tomato, Potato, Chilli	Biswajit Das
09-03-2018		Mr.Isroy Warjri	Radish, Potato	Biswajit Das
09-03-2018		Mr.Munlight Lyngdoh	Cucumber, Chilli, Bittergourd	Biswajit Das
09-03-2018		Mr.Allisious Sad	Tomato, Cowpea	Biswajit Das
09-03-2018		Mr.Elpi Mawlong	Frenchbean, Dhania, Cabbage	Biswajit Das
09-03-2018		Mr. Banbhabok Nongbsap	Pear, Carrot, Cabbage, Radish, Dhania	Biswajit Das
09-03-2018		Mr.Literal Nongspung	Cabbage, Garlic, Mustard, Tomato	Biswajit Das
09-03-2018		Mr. Kailas Kharmalki	Cabbage, tomato, cauliflower,	Biswajit Das
09-03-2018		Mr. Borsing Marbaniang	Tomato, sohkhia, mustard, lettuce and broomstick	Biswajit Das
09-03-2018		Mr. Raplang Pynrope	Tomato	Biswajit Das

Buyers Sellers Connected.....contd

Date	Ref. Sl. No.	Seller	Commodity	Buyer
13-03-2018	596	Lakyntiew Lyngdoh	Ginger	Eunice Patton
13-03-2018	604	Neverlin Pyngrope	Croiler	Banrisha Warjri or Saira Donbor
13-03-2018	609	Zachius Tympuin	Organic vegetables	COLKS,Organica,Eunice Patton
15-03-2018	620	Persara Dohling	Kingchilli	Chicken wagon (Bah Khraw)
15-03-2018	631	Sktina Kharbani	Organic vegetables	COLKS, Organica,Biswajit Das, Bah Khraw
16-03-2018	670	Columbus Lamare	Ginger	COLKS,Organica,Eunice Patton
19-03-2018	773	Spelliton Rynthiang	Strawberry	COLKS,Organica,Biswajit, Eunice Patton
21-03-2018	814	Neverlin Pyngrope	Kuroiler	Banrisha Warjri or Saira Donbor
22-03-2018	859	M Marwein	Kuroiler	Banrisha Warjri ,Saira Donbor, Bah Khraw
23-03-2018	881	Lakyntiew Lyngdoh	Banana	Wankitbok or COLKS
23-03-2018	883	Mejes Timung	Fruits	Wankitbok or COLKS
26-03-2018	889	Joplin Kurkalang	Poultry	Banrisha Warjri ,Saira Donbor, Bah Khraw
26-03-2018	897	Balashngain Kharsohmat	Lakadong turmeric	Catherine Dohling or Danosha
29-03-2018	953	Wallam Lyngrah	Eggs	William Diengdoh
10-04-2018	1163	V T Ariang	Blackpepper	COLKS
10-04-2018	1169	Rilang Suting	Blackpepper	COLKS
10-04-2018	1175	Sanjeet Syiemlieh	Blackpepper	COLKS
10-04-2018	1183	Zachius Tympuin	Organic ginger	COLKS,Organica,Wankitbok, Chicken wagon (Bah Khraw)

Voice of Farmers

Positive Feedback										
SI No	Call Records Reference SI No.	Caller Type	Farmer Contact No	Farmer Name	Dated	Category	Buyer	ITEM	Feedback	Location
1	548	Farmer	8730094881	Mejes Timung	07-Mar-18	Sale	COLKS	Turmeric	I was very satisfied with the buyer you have provided for selling my turmeric and the price fixed is very reasonable.	Barato
2	610	Farmer	8787612774	Zachius Tympuin	13-Mar-2018	Sale	Biswajit	Vegetables	The response was very fast, Biswajit & Organisation have called me and will come inspect my field .	Nongstoin
3	659	Farmer	7085968461	Borsing Marbaniang	16-Mar-2018	ARV		Bamboo	The ARV was on time and transportation price was reasonable. Will further introduce it to other fellow farmers of the village.	Khliehumstem
4	588	Farmer	8131036353	Sohbanshai Nongsap	12-Mar-2018	Agriculture		Chilli	i want to inform that the advisory you have given on chilli was helpful and effective	Nongkya
5	997	Farmer	9612134943	Phairing Palma	1-April-2018	Livestock		Pig	The medicine suggested by you, was very good and it has helped within two days.	Thadmulong B

Hallmarks of 1917 iTEAMS



- Cloud based solution – anywhere, anytime access linked to on ground logistics
- Affordable logistics & farm transport solutions
- ICT based agriculture extension system
- Local language advisory content
- Real time information processing
- Farmer friendly interactive system
- Real convergence of domains, departments, schemes and agencies
- Transparent demand – supply – price matrix
- Doorstep delivery of services
- Strong entrepreneur driven process and supply chain.
- One stop shop for farmer's queries

CONCLUSION



- In a short span of 13 months, the 1917 iTEAMS has been able to provide on demand service to the farmers of the State through a dedicated team of highly qualified team of professionals, 6 days a week from 7.00 AM to 7.00 PM daily. The management of 1917 iTEAMS is also geared to upscale the awareness programs through empanelled agencies and in house team so that the famers of the State are able to take full advantage of the 1917 iTEAMS services.

THANK YOU



CALL TOLL FREE NUMBER



Market-Extension-Advisory

