

A Seed Producer's Digital Transformation

A deep dive into the transition to near real-time monitoring and management of seed production operations that improved visibility and enhanced efficiency of its field team.



I Table Of Contents

Cultivating Tomorrow's Agriculture Today: A Journey in Seed Production	03
The Challenges: From Pen and Excel to Pixel: The Struggle for Real-Time Data	04
The Solution: Digital Transformation with Simplicity and Precision	06
Embracing Transformation: Navigating Change Management for Improved Efficiency	07
The Results: Innovations in Agriculture Enabled by Cropin	08
Impact	10
Looking Ahead: The Future Horizons	11

Cultivating Tomorrow's Agriculture Today: A Journey in Seed Production

A seed producer with a legacy of being one of the world's richest and most diverse germplasm repositories implemented Cropin Cloud to transform their seed production operations digitally. With production facilities in India, the Philippines, and Vietnam, this biotechnology leader has an extensive market presence across India and manages six breeding and sixteen testing stations. The company excels in research and development, field and lab testing, production, and more.

This is the saga of their transformative journey, where the seeds of innovation planted by visionaries have sprouted into a digital revolution.

Before Cropin	After Cropin
7-day lag in access to data from the field	Near real-time field data access
Manual data collection	100% of seed production farms digitized
Limited or no visibility of field staff's activities and operations	Transparent and granular visibility of field staff's activities, operations and improved productivity

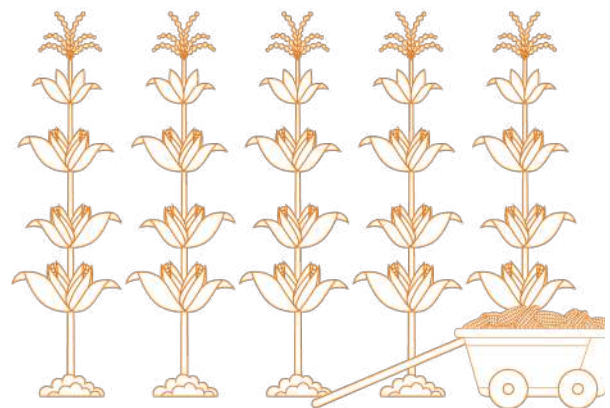
Industry: Seed production company

Location: India (Odisha, Andhra Pradesh, Telangana, Chhattisgarh, and Karnataka)

Crops: Corn & Paddy

Solution Area: Digitization; Real-time monitoring

Product Used: Cropin Grow



The Challenges:

From Pen and Excel to Pixel: The Struggle for Real-Time Data

Challenges: In Search of Real-time Visibility for Enhanced Efficiency



The company's mission is to empower farmers with cutting-edge solutions and make a positive difference in the lives of farmers, employees, and stakeholders.

In the not-so-distant past, the entire data collection process was manual, resulting in a 7-day lag due to a cumbersome process. Field officers used pen and paper to collect data, transferred it to an MS Excel sheet before sharing it with the company management. The absence of visibility into the activities of the field staff cast a shadow over their operational efficiency.

The need for change was evident, and the search for a transformative solution began. It prioritized digitizing various field operations to streamline the data collection process.

The company required a comprehensive, user-friendly solution that could help achieve the following objectives:

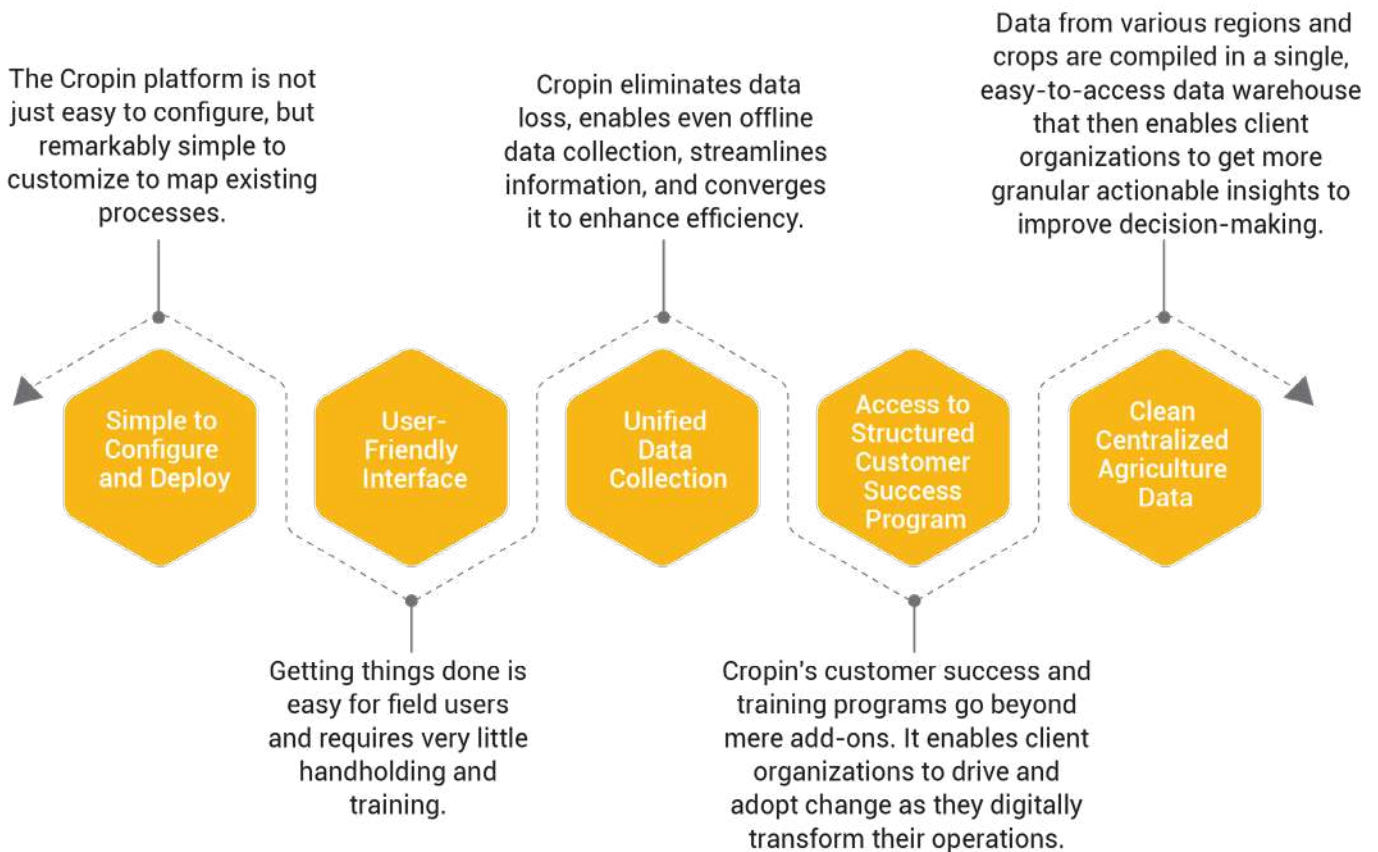


The Solution:

Digital Transformation with Simplicity and Precision

After exploring various strategies to improve data collection, integrate traceability, and digitize farm management, the company encountered challenges and found previous attempts unsuccessful. Following a thorough evaluation, Cropin emerged as the optimal solution to meet their requirements.

Here's a list of the key value parameters that Cropin scored on as part of the solution shortlisting process:

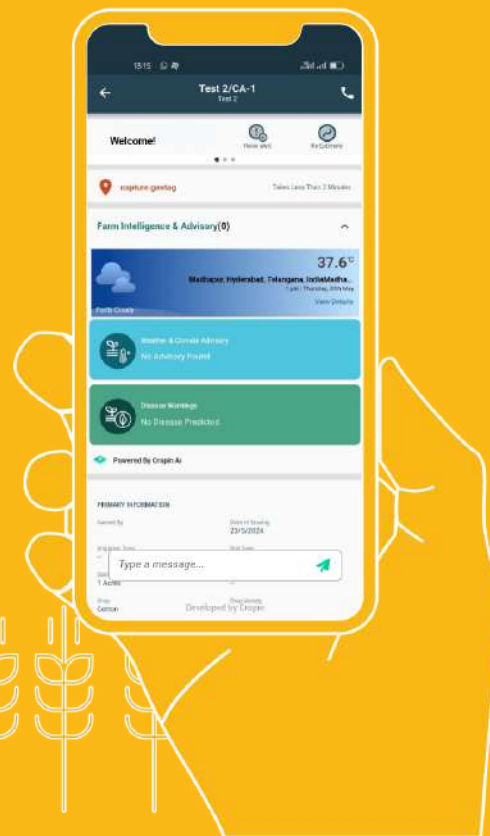


In Kharif 2020, with Cropin they successfully digitized their entire seed production process within a 3-week implementation period, heralding a new era for the company. The Cropin Grow platform is currently employed in Odisha, Andhra Pradesh, Telangana, Chhattisgarh, and Karnataka to manage paddy and corn seeds cultivated by smallholder farmers.

Embracing Transformation:

Navigating Change Management for Improved Efficiency

Change management posed a formidable challenge for the company as it sought to digitize its data collection and farm management processes. Cropin bridged the gap and helped field staff see the advantages of digitization, especially the benefits of saving time and increasing efficiency and productivity. Resistance transformed into empowerment as the team learned to wield the tools and benefit from the knowledge they gained.



The Results:

Innovations in Agriculture Enabled by Cropin



Mapping Growth: Geotagging Plots and Comprehensive Training The adoption of Cropin's platform began with geotagging agricultural plots and digitizing farm and farmers' data offering access to location-specific information on a centralized cloud platform. The seed producer shared the Package of Practice (PoP), which was configured within the Cropin platform. The field staff were empowered with the best PoP for each crop variety and a detailed activity plan based on the crop's growth cycle, to ensure adherence to the right farming practices.

Comprehensive training sessions were conducted for administrators, agronomists, and managers on both mobile and web versions. Subsequently, field officers were trained in using the mobile version, tailored to streamline on-field operations. This transformative process not only conquered the initial resistance but also equipped the team with the tools and knowledge needed to cultivate high-quality seeds.



Enabling Visibility into Field Officers' Activities: Previously, opaque field staff activities gained transparency with the Cropin Grow platform, which facilitated the tracking of their activities. The platform not only addressed the transparency concern but also served as a knowledge-dissemination tool for the field team. This helped them to provide farmer advisory and training on the Package of Practices (PoP) as well as guarantee the activation and quality reporting of field interventions.



Enhancing Access to Real-time Data: Cropin Grow's digitization of operations throughout the seed production cycle ensured a near real-time record of each process. For example, field staff captured farm coordinates and conducted area audits to validate farm acreage on the Cropin Grow Platform. The centralized platform provided access to near-real-time farm-level data and insightful reports to users across multiple levels and various departments. It facilitated the seamless execution of other related processes and supported continuous improvement in processes and performances.



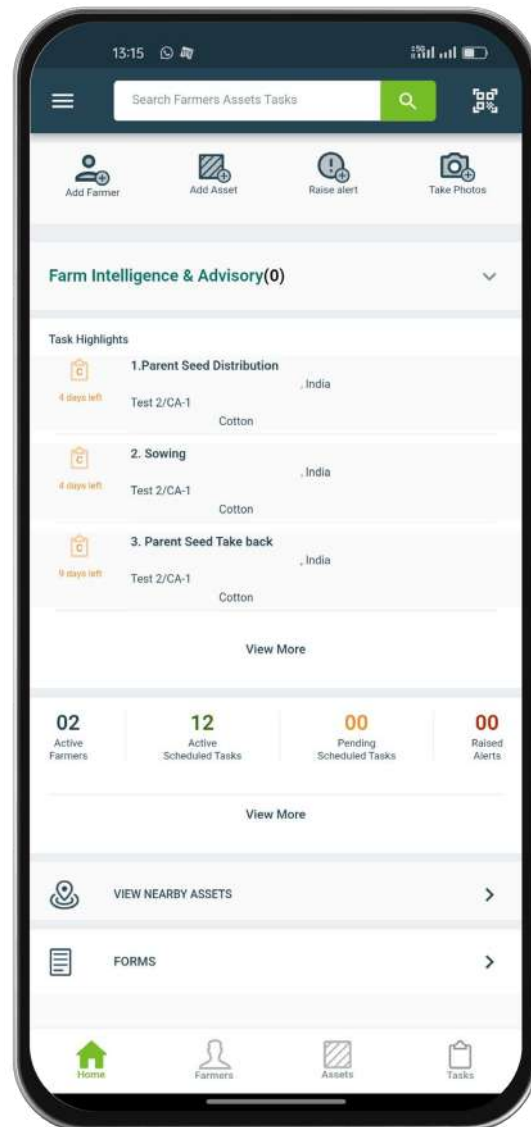
Data Democratization with Customized Dashboard:

Cropin Grow also enabled users to generate customized reports on the various activities and processes during seed production. Cropin customized two key dashboards for the company, namely the Corn global dashboard and the Paddy global dashboard. These dashboards democratized data from the C-suite to the agronomists. It provided a standard customized report with information on the area audited, farmer profile, plow down area, estimated acreage, estimated yield, roughing, detasseling, productivity measure, etc. These reports and data analytics furnished the Management and Leadership teams with a wealth of business and operational intelligence for strategic decision-making. This helped them significantly enhance the efficiency of business operations.

Some of the other notable features that aided the client's seed production activities include:

Offline functionality that allowed for data collection in remote areas without an internet connection.

Robust data encryption ensured high levels of security and privacy preservation.



| Impact



**Near real-time
access to data
insights**



**No. of farmers
around 3500**



**Crops: Paddy &
Corn**



**Regions: Six states
across India**



**Targeted Acreage:
Paddy-18,000 acres**



**Targeted Acreage:
Corn- 8500 acres**

The implementation of Cropin Grow has driven a profound transformation for this seed producer. The platform has enabled near real-time access to data, which is a vital support for decision making. It has catalyzed overall productivity by bringing transparency into the activities of field officers. User satisfaction scored high, credited to Cropin's intuitive user interface and seamless access to a range of functions and features. The user-friendly platform has accelerated technology adoption in agriculture, the world's oldest occupation.

Cropin's digitization of manual processes has streamlined report preparation and management, drastically reducing the time and effort previously invested. Field staff, managers, and other users of Cropin Grow can now redirect their focus to tasks critical to business and field operations. The platform has not only curtailed data loss amid paperwork but also made operations eco-friendly and more sustainable.

Looking Ahead: The Future Horizons

The successful collaboration can be attributed to the seamless integration of a user-friendly experience coupled with a diverse set of practical and innovative features. Looking ahead, the company is poised to digitize its cotton seed production in the upcoming season and leverage cutting-edge Artificial Intelligence and Machine Learning solutions for predictive insights.

Cropin continues to pioneer innovations that transform agriculture. In a world of options, Cropin isn't just a choice; it's the beacon of simplicity, support, and technological prowess. We don't just promise; we deliver an experience that defines excellence.



Streamline your path of seed producing digital journey with our comprehensive solution.

[Book an Appointment Now!](#)

About Cropin

Founded in 2010, Cropin is the world's most advanced AI Platform for Food and Agriculture. Cropin Cloud, the world's first industry cloud for agriculture, has computed 10% of the world's cultivable lands. Implemented by over 250+ enterprises, Cropin empowers stakeholders to make informed decisions that enhance farming efficiency, productivity, and sustainability. Our teams are spread across India, The United States, Italy, The Netherlands, and Brazil. We have digitized 30 million acres of farmlands and positively impacted over 7 million farmers worldwide. Our crop knowledge graph, spanning 350 crops and 10,000 varieties in 103 countries, powers the Cropin Cloud. We are at the forefront of uniting agribusinesses, development agencies, international organizations, and governments to leverage Agtech systems to transform global food systems and attain climate goals. Cropin is backed by Google, Bill & Melinda Gates Foundation, ABC Impact, and Chiratae Ventures, among other notable investors.

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