



# A DIGITAL PLATFORM

To **Enhance Visibility** On Farm Operations &  
Ensure **Adoption of Best PoP** For Increased  
Productivity





## THE CLIENT



ITC spices, a unit of ITC's Agri Business Division (ITC-ABD), was established as an independent unit in the year 2004 at Guntur, **Andhra Pradesh — the “chilli capital of the world”**. It has emerged as a leader in backward-integrated food-safe spices, and the largest exporter of spices in the whole world. Currently it deals in chilli, turmeric, ginger, seed spices and blended spices, handling around 35,000 MT of spices annually. ITC Spices engages extensively with over **10,000 farmer partners across 170 villages** with a crop area of over **35,000 hectares to offer customers** the finest food-safe spices which comply with the most rigorous food safety norms. Through its century-long partnership with farming communities, ITC Spices is uniquely positioned to implement large-scale interventions at the farm level which focus intensely on **building sustainability — in terms of agricultural production, livelihoods and environmental resources**.

## THE CHALLENGES



**Data capturing** was the major challenge because the field agents were recording the farm data and other information manually, i.e., **on pen and paper**. This led to data inconsistencies, and maintaining a database (compilation of data) had become a strenuous job. The other challenge was that there was no data visibility across the production stage. The management lacked critical information about the activities going on in the field on a regular basis.

## OUR SOLUTION



CropIn's farm management solution SmartFarm provides a comprehensive idea of the farmers and plots registered along with the acreage. ITC on-boarded around **4,200+ farmers** on CropIn's platform to digitally monitor and manage two crops (cumin and chilli) spread across **24,000 acres of land across four states** of India. Customized reports were also provided based on field observations to help the management take real-time, insightful decisions. Using SmartFarm, the farmers were able to receive alerts on pest infestations or crop diseases, and also advisories on managing the pest attack.





## KEY BENEFITS



Farm Activities management ensuring **completion of best practices** on time



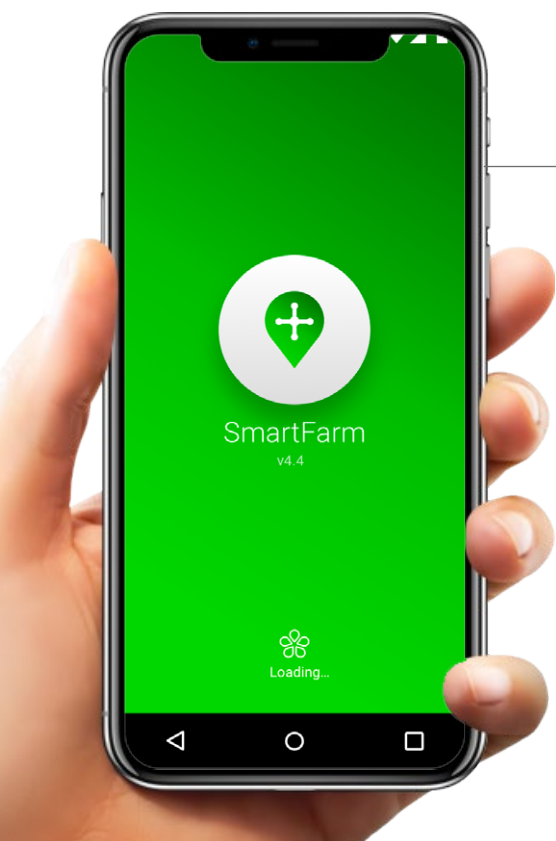
**Accuracy** in terms of number of acreage registered



**Activity planning** well in advance for field officers on ground



**Real-time alerts and reports** that reduced the delay in corrective actions and helps in quick and effective decision making to develop sustainable strategies



## SMARTFARM'S IMPACT ON ITC SPICES

One of ITC's major challenges was to map and monitor real-time Farm Activities on the ground level by the management. It was very difficult for them to manage data using only a pen and paper, and manually-prepared Excel sheet entries were not reliable. It was hard to validate the data without proper records.

Capturing data along with visuals at all levels from pre-sowing until harvest has helped them achieve **100% visibility on farm operations** - data-managing farmer and plots, adherence to package of practices, harvest details, on-farm activities, events and pest-related advisories. The insightful, real-time data helps ITC in quick and effective decision making to drive sustainable strategies.





## THE IMPACT

**4,200+** farmer profiles captured

Spread across 4 states of India covering

**24,000+** acres of land

**56** field agents out of 66 digitised

## SCALE-UP PLANS

- Use of **Smart Sense** for getting weather updates
- Venturing into the ITC's other **agricultural focussed sectors**
- Providing **AI-based business** solutions



smartfarm

FARM  
MANAGEMENT  
SOLUTION



smarrisk

AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



mwarehouse

PACKHOUSE  
SOLUTION &  
TRACEABILITY



smartsales

INPUT CHANNEL  
MANAGEMENT  
SOLUTION



acresquare

POWER OF TEHCNOLOGY  
FOR YOUR FARMERS

Talk To Us