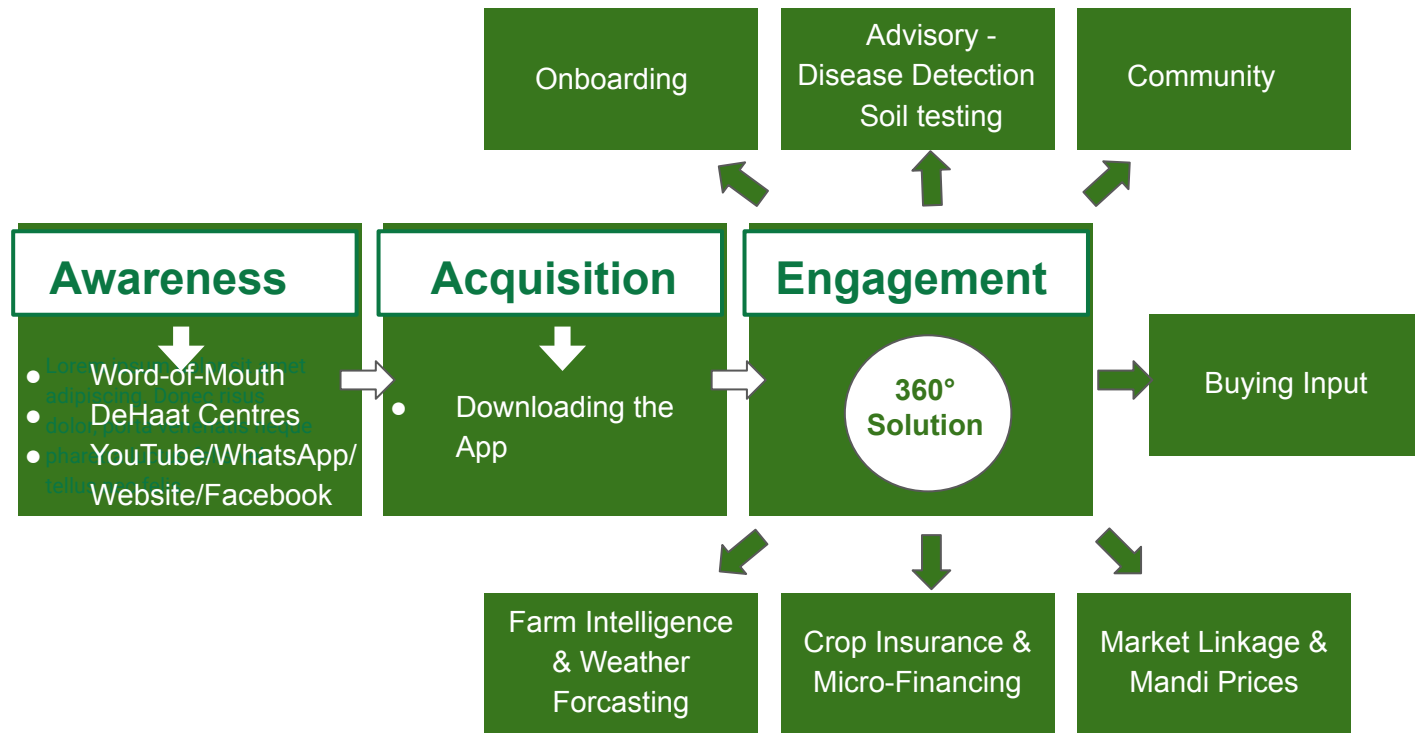DeHaat®
Seeds to Market

DeHaat in numbers

- 50K+ downloads on PlayStore (4.3 ⭐ ratings)

- Farmer base of 2,10,000

- Has close to 1000 micro-entrepreneurs

- Revenue split : 27% from Agri Inputs, 73% from Market Linkages
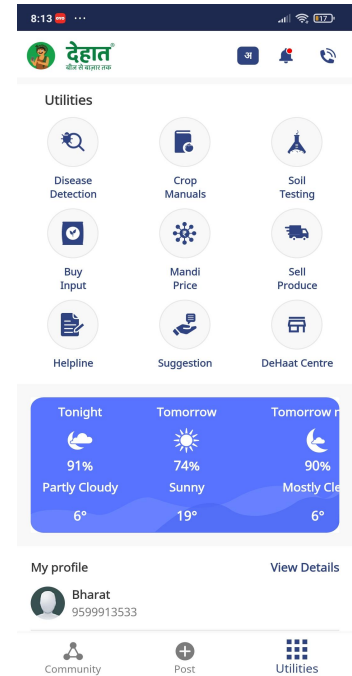
Goal & Mission

- To bring DeHaat services to 5 Million farmers by 2024 and 1 Million by end of this year.

- To be the best end-to-end solution for the farmer

Farmer Acquisition & Engagement

Awareness	Acquisition	Engagement

Awareness
- Word-of-Mouth
- DeHaat Centres
- YouTube/WhatsApp/Website/Facebook

Acquisition
- Downloading the App

Engagement

360° Solution

Onboarding

Advisory - Disease Detection Soil testing

Community

Buying Input

Farm Intelligence & Weather Forcasting

Crop Insurance & Micro-Financing

Market Linkage & Mandi Prices

Existing Initiatives

1. Farmers can ask doubts through the helpline
2. They can engage with the community i.e facebook model
3. Farmers can get their soil tested and get a Soil health card
4. Buy Inputs from the DeHaat centres
5. Get disease detection with a click of a photo
6. Live as well as predictive weather forecasting
7. Sell their produce
8. Use of audio record feature for advisory

Farmer Personas

Parameters	Small Farmer	Medium Farmer	Large Farmer
Land Owned	< 2 acre	> 2 arce but < 5 acre	> 5 acre
Involvement - Working on Farm	Very High	High	Medium/Low
Labour involved	Low	Medium	High
Type of Farming	Subsistence	Subsistence	Commercial
Risk Taking Ability	Nil/Very Low	Low	Medium/High
Approx Income	Less than 1 Lac	1-3 Lacs	> 3 Lacs
Input Buying network	very Limited	Limited	High
Selling network	very Limited	Limited	High
Awareness	Low	Medium	High
Familiarity with Online (Geography Dependent)	Nil/Very Low	Low	Medium/High
User pain points	1. Low Market Access 2. Main source of Advisory - Panchayat/Larger Farmers 3. Low ability to try new crops/Inputs etc 4. Very low resources specially credit	1. Medium/Low Market Access 2. Main source of Advisory - Panchayat/Larger Farmers 3. Low resources	1. Limited Advisory of Farming practices 2. Storage 3. Unstructured Advisory

What are the Challenges?

Synthesized pain points

Category	Pain Points
Onboarding	1. The farmers do not know how will DeHaat help them 2. Farmers do not know how to navigate through the App
Content	3. Only two languages which makes it very difficult for farmers to access the App 4. The Crop Manuals are very less engaging because of less pictures and a lot of text. 5. Lack of proper structure in the manuals and no advisory on which crops can yield better results
Community	6. The posts are very less engaging and navigation through them is not encouraging 7. The filters & tagging is not proper leading to difficulty in finding relevant posts 8. A lot of the posts on the community page are on farmer problems looking for solutions but no way to address that 9. No motivation to post new ideas
Input Buying	10. Searching/Navigating for a particular fertilizer/seed is very tedious 11. The farmers do not trust the products sold on the App 12. Lack of proper guidance on what should the farmer buy 13. No method to place an order for the Input 14. No proper book keeping on transactions and total profit earned
Advisory	15. The farmer does not know why should soil testing be done 16. The farmer does not know how to seek advisory on what to grow 17. No Advisory on how to better the produce with lesser costs
Profile Page	19. The 'Add your crops' segment is very confusing. There is no motivation to add crops or land available 20. 'Land Details' segment almost always leads to wrong data input 21. The page layout does not have a structure
Contacting DeHaat	22. Farmers work on the field during the day and get time in the evening but DeHaat customer service is non-functional post 6 pm 23. The 'customer care' cannot be contacted directly from the helpline carousel

How to solve the pain points? (1/2)

Ideas
(mapped to the pain points - adjacent numbers refer to the pain points listed in the previous slide)

Onboarding

A. **Structured Videos on how DeHaat helps farmers (1)**

B. A basic Infographic/ Snapshots on how to Navigate through the App (2)

C. Introduce more Languages to cater to more Geographies (3)

Advisory

A. **Crop wise case studies of estimated total income along with best practices to reach the goal (4, 5)**

B. A Instagram Reels like video platform (with incentives to post) which allows farmers to make videos on best practices, crop advisory, government schemes (6,8,9)

C. Smart Advisory - Analysing activity (including searches, queries, community engagement, soil testing) and suggesting personalized plans (17, 18)

D. **Smart Soil testing & card- Easily Interpretable, Very personalized actionables along with best Inputs (16, 17, 18)**

How to solve the pain points? (2/2)

Ideas
(mapped to the pain points - adjacent numbers refer to the pain points listed in the previous slide)

Buying Input & Selling Output

A. A feature showing the P&L for transactions happened to show the real Income earned **(15)**

B. Adding proper Images, text on Product Display pages in relevant languages **(12, 14)**

C. **A feature which allows the user to enter the input they need and DeHaat shows them the stats for different brands/types of the Input along with prices (12, 13)**

D. Listing buyers as well as 'demand estimates' basis market analysis & analytics (17)

Community Building

A. Leaderboard on number of followers & videos on a national, state, village level (9)

B. Structured personal profile page - Has relevant news, Soil testing Card, Crop Advisory based on Farmer Inputs, community stats (19, 20, 21, 23)

Contacting DeHaat

A. Building a solid FAQ (fixed & floating) on the basis of past data analysis (22)

B. 24 x 7 helpline with some automation on Advisory (22)

What ideas should DeHaat prioritize?

Prioritization

Prioritization criteria: Based on 3 parameters - impact, effort & relevance

Scoring Methodology: 1- low; 2- medium; 3- high
Total: [(Impact = breadth * depth) * (relevance) / (Effort = resources * complexity)]

Impact:
Breadth of Impact: How many Farmers will the Initiative Impact
Depth of Impact : Extent of Improvement in the metrics in focus

Effort:
Resources: Extent of resources (Time, Cost, Human Resource) required
Complexity: Extent of deep expertise required

Relevance (Relevance to short term goals):
Potential of an Idea to significantly drive company's current priorities

Initiative	Idea	Impact	Effort	Relevance	Total
Onboarding	A	2*2	1*1	3	6
	B	2*2	2*1	2	4
	C	2*3	3*3	3	2
Advisory	A	3*2	2*2	3	4.5
	B	2*2	3*3	3	2
	C	2*2	2*3	2	1.3
	D	3*2	2*2	3	4.5
Buying Input & Selling Output	A	2*2	2*3	2	1.3
	B	2*2	2*1	2	4
	C	2*2	2*1	3	6
	D	2*2	2*3	3	2
Community Building	A	2*1	2*1	2	2
	B	2*3	2*2	3	4.5
Contacting DeHaat	A	2*1	2*1	2	2
	B	2*2	3*1	3	4

Advisory

(Idea A)
(1/2)

Crop wise case studies of estimated total income along with best practices to reach the goal

Pain points trying to solve -
- Farmers (specially small & medium) have no idea on how to better their income
- Farmers, mainly medium & large, have no/less knowledge on what new crops have better demand and increase incomes
- Farmers do not know how to cultivate a particular crop end-to-end
- Farmers do not know if their own soil suits a particular crop or no

Idea Description
- Each crop (most commonly cultivated) will have 6 building blocks : Suitable Climate/Soil type along with seasons, Stages of cropping (already done on the App), Demand Scenario (India & Global), How can Input be sourced, Best practices to grow, Probable Income generation/acre + cost Involved. This will be a 6 series video detailing every aspect.
- A feature which can tell the user the estimated earnings they can have with a particular crop if they do follow the guidelines/process mentioned in point 1.

Please refer to screenshot on the next page

Advisory

(Idea A)
(2/2)

- All possible names of every crop should be mentioned along with proper Images & description.
- The search bar will have an option to click a photo/upload a photo to detect crop in case the farmer is not sure of the name
- Ask us any doubts' where farmer can ask pin pointed doubts which can later act as a repository of data for building stronger FAQs

MVP - Select top 5 crops, basis activity on the App & geographies and build case studies for them. Check user engagement to further build for other crops

Impact - A 360 degree advisory on best practices will lead to farmer retention and him/her buying Inputs & selling produce from DeHaat.

Inserting an interesting Marketing tagline to get the user interested

The six fields to fill
- Crop
- Land Area
- Season
- Geography
- Water Supply
- Labour

Incase the user has already got the soil report from us report will auto populate

The estimated value of quantity will be multiplied by min & max mandi rates to give a range for 'Estimated earnings'

Advisory

(Idea D)

Smart Soil testing & card- Easily Interpretable, Very personalized actionables along with best Inputs

Pain points trying to solve -
- The farmer does not know the 'technical aspects' of the farm because most of them do not see any value in soil testing
- The soil testing card has no actionable insights - Presently it gives percentages and ratios like 20% Potassium etc for which the user does not know what to do.
- No personalization in terms of recommendations regarding the insights

Idea Description -
- A small game immediately post onboarding where users are encouraged to get the 'soil testing' done. They will then be shown a small animated video on why soil testing is very important and how does it benefit the farmer. The farmer needs to put in the details such as location, total field owned, crops grown and address.
- Post the real testing, the results will be shown via this game, where very actionable insights will be listed with advisory on how to better production. This will also be accompanied with buying links of Inputs to directly order.
- The user can also upload a soil testing file to give insights by text auto-reading

MVP - Make a small video on why soil testing is important to better income and show it to the user immediately post onboarding. Track engagement to build a game.
Impact - There will be an increase of 'Inputs' bought on the website which in turn will lead to higher engagement and word-of-mouth.

Buying Input & Selling Output

(Idea C)
(1/2)

A feature which allows the user to enter the Input they need which shows them stats for different brands/types of the Input along with ratings & prices

Pain points trying to solve -
- Farmers have limited knowledge on what they need to buy as Inputs
- Very limited sources to buy Inputs (because of awareness and issues with trust) without structured advisory
- Expensive Inputs mainly because of lack of access

Idea Description -
- The users can enter the Inputs they want to buy along with location where we show them the complete list of that Input - different types, brands etc along with what is it suited for and what is it not along with ratings and prices
- Farmers who buy Inputs are encouraged to post reviews in form of text, video (while using the Input)
- The videos posted as reviews can be posted on community pages as well with one click. Similarly a video on relevant Input from Community page can be posted as a review if the product has been bought by the user in the past
- 'DeHaat recommended' tags are mentioned on Inputs which are well researched and certified by DeHaat to gain trust and confidence.

Please refer to screenshot on the next page

Buying Input & Selling Output
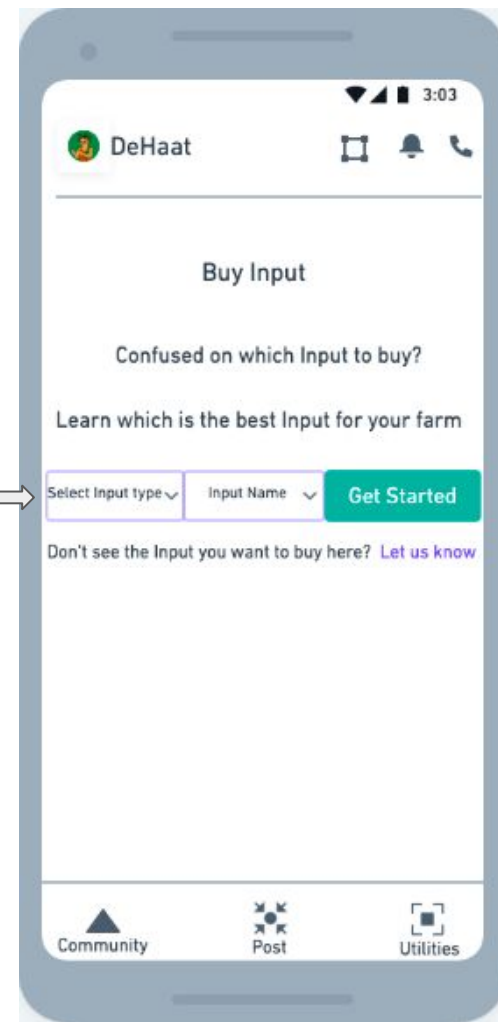
(Idea C) (2/2)

The user can enter Input type - eg Fertilizer, Seeds etc and then Input name suppose 'X' - eg Urea, Pumpkin seeds from the drop down which will show five major details of the possible Input X brands & types i.e
- Best thing about 'X'
- Not so good things about 'X'
- 'X' is best suited for such environments, geographies & climates
- Price
- Ratings

The Input brands/types will be arranged according to an algorithm which would consider ratings, prices, location relevance, recently bought etc

MVP - Initially try on the top sellers in the Inputs categories to gauge user interaction.

Impact - There will be an increase in 'Input buying' resulting in revenue for DeHaat. Also, due to 'Network Effects' more sellers will be encouraged to list on DeHaat contributing to the marketplace 'growth flywheel'

Onboarding

(Idea A)

Structured Videos on how DeHaat helps farmers

Pain points trying to solve -
- Farmers are unaware of help from DeHaat
- Farmers do not know how to use the App

Idea Description -
- Step-by-step video guide on how a farmer can benefit from DeHaat. This will include like an Infographic which will be clickable to take users to relevant topic/video
- FAQ's on all the kinds of doubts a farmer can have post the onboarding process.
- An example case study of how a farmer actually uses the App daily (Video as well as text)

Impact - The user becomes aware of how DeHaat helps him/her and gains trust & confidence

Metrics for evaluation

Initiative	Success Metrics
Crop wise case studies of estimated total income along with best practices to reach the goal	% increase in the number of farmers using crop manuals % increase in shares which happen via WhatsApp, Facebook, community etc % increase in queries based on the Crop wise case studies
Smart Soil testing & card- Easily Interpretable, Very personalized actionables along with best Inputs	% increase in the number of users getting soil testing done % increase in average number of Inputs bought per user
A feature which allows the user to enter the input they need and DeHaat shows them the stats for different brands/types of the Input along with prices	% increase in number of Inputs bought per user % increase in the total revenue from Inputs Number of total reviews posted by buyers
Structured Videos on how DeHaat helps farmers	Number of views on the videos Time spent on the App per user (Weekly/Monthly)

Pitfalls

Initiative	Potential Pitfalls	How to overcome
Crop wise case studies of estimated total income along with best practices to reach the goal	The user may get confused about the structure of the content presented	Infographic/1-min video on how to navigate through the manuals and what all does it entails.
Smart Soil testing & card- Easily Interpretable, Very personalized actionables along with best Inputs	The user may not trust buying Inputs	Share the number of people who bought Inputs post soil testing from the same/nearby areas
A feature which allows the user to enter the input they need and DeHaat shows them the stats for different brands/types of the Input along with prices	The user may be spoilt for choice and may not know which one to actually buy	From the complete list, show 3 specific ones which have a combination of highest ratings and best price available for that region
Structured Videos on how DeHaat helps farmers	The users may find boring to go through all the videos	Make an Infographic and a 2 min summary from which further drill down on the topics can happen in case the user is interested

Thank You!

By,
Bharat Kumar Bali