

Opportunities and Obstacles of Digitalization for Farmers: A case of BigHaat Agro Pvt. Ltd.



Internship Report

Submitted To

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By

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Introduction

In 2015, BigHaat was founded by a group of passionate entrepreneurs. Agri Digital Platform BigHaat, based in India, is reinventing the grain value chain by using data, science, and technology from pre-harvest to post-harvest. A 360-degree approach to farmer's needs is provided by offering farmers access to a broad swath of high-quality inputs, end-to-end crop guidance and market linkages for various commodities, thus delivering a 360-degree solution with a very unique approach.

Data-driven business intelligence enabled by BigHaat Technology Platform drives efficiencies in distribution, marketing, and operations for Agri Inputs manufacturers. Data-driven analysis allows various stakeholders in the Agri value chain to communicate and work together to create a farming community ecosystem for the purpose of driving sustainable agriculture.

Role

My role as a management trainee in marketplace department is to make sure that all the orders are fulfilled, dispatched, and delivered to the customer on timely basis. To help the vendors in understanding the complete supply chain process and clear the issues that they face in processing the orders. Also, creating a smooth procedure of the returned orders for vendors as well as customers by working collaboratively with the logistic partners.

Objectives of Internship

The objectives this internship is:

- To ensure 100% fulfilment of all the orders.
- To make sure that all the packages are dispatched within 24 hours from vendor's warehouse.
- To provide 100% resolution of the complaints raised by the vendors.

Key Learnings

- Maintaining relations with Logistic partners and vendors.
- Ensuring Customer satisfaction with regular monitoring
- Ensuring timely delivery, to reduce returning orders.
- Pointing out the key challenges to reduce the gaps and increase efficiency.

Challenges

Delay in fulfilment of orders due to payment and no service issue.

The issue of reverse pickup for returns from customer.

Delayed responses from logistic partners

Order Cancellation rate because of the issue of “Out of Stock”.