DIRECT BENEFIT TRANSFER – DBT MANGEMENT SOLUTION

Background:

With the successful implementation of IFMS, i. e. "Integrated Fertilizer Management System" web portal, the entire movement of the subsidized fertilizer sale by manufacturers to authorized Wholesalers and Retailers of fertilizer is now recorded and monitored through an integrated POS network of the Govt. of India. However, until and unless the same reaches the ultimate beneficiaries – "The Farmers", the manufacturers are not eligible to claim the subsidy.

Challenges for the manufacturer are as follows:

1. Data entry of all dispatches / primary sales done by the manufacturer from Plant / Warehouse / Port, dispatched by Road / Rail / Sea into the IFMS portal maintaining the master data and policies of supply.
2. Following up with the pending acknowledgement of receipts of fertilizer in the IFMS portals by the Dealers.
3. The subsidy, which is the major portion of the selling price, is blocked in the distribution channel until and unless the product reaches the farmer. Therefore, the manufacturer has no clean visibility of the current location of the fertilizer inventory except the data available in IFMS, since it goes through numerous secondary sales between wholesalers before it reaches the retailers and thereafter, the farmers.
4. As the secondary and POS sales data in the IFMS is not traced or related to the primary sales done by the manufacturer, it is impossible for the manufacturer to establish accountability on its dealer for slow moving inventory.
5. Measurement of Days of Inventory (DOI) for the inventory on hand and the POS sale to analyze and calculate the recovery of the major portion of the selling price.

Current industry Practice to overcome the challenges:

1. Employing Data entry operators for data entry in IFMS, which is prone to human errors. Moreover, the highly fluctuating counts in the number of sales records per day makes it impossible to maintain an optimum team head-count.
2. A DBT Team, downloading the pending acknowledgement list from IFMS every day and sending emails, making phone calls to Dealers and Field officers to complete the acknowledgement.
3. A DBT team consisting of two or more members targeted to download reports from IFMS and compile them in Excel format to come up with some analysis to identify inventory locations and establish accountability for its individual dealers for slow moving inventory to achieve an approximate inventory ageing. Moreover, the Inventory ageing for the farmer sale or the DBT recovery period is still not captured or monitored very precisely.

The Solution "DBT Management" is targeted to address all the challenges and to take advantage of the data to create analytics that shall help the manufacturer to plan and achieve less Days of Inventory and increase profitability.

Raspberry's Solutions Offering:

No.	Solution Title	Challenges Addressed	Date and Events
01	Virtual Data Entry Assistant – VDEA	Bots for automatic data entry operation under human surveillance	Production – 1st June 21
02	DBT Management	Algorithm to bind manufacturers' primary sale with secondary and POS sales to give accurate accountability of inventory and the Days of Inventory before getting POS sold (Recovery Period)	Eval – 1st Jun 23 Production – 1st Oct 23
03	Ack. Assistant	Event driven Call / Email / Message to Dealers, Field Officers as per customer desired configurable rules	Eval – 15th Oct 2023 Production – 15th Dec 23
04	AI Forecaster	Algorithm to use historical data to forecast Material Requirements Planning and DOI	Based on availability of 12 months of data

Customer Feedback:

"There is increasing trend in POS Sales in the FY 23-24 over last 2 years in the month of Aug & Sept.

This product has so far shown great help to the sales team. Hence there is increasing trend in POS Sales. To stand out in the market we need more analytical reports, this will help us to achieve that goal."

For any questions, the customer can contact Raspberry ERP as follows:

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