

VIRTUAL DATA ENTRY ASSISTANT – VDEA 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 is first entered into the IFMS portal and thereafter it reaches the ultimate beneficiaries – “The Farmers” through an online POS transaction, the manufacturers are not eligible to claim the subsidy. Therefore entering all the transactions in the IFMS portal in a correct, complete, consistent as well as timely manner is of utmost importance.

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.
2. Abiding by the policies of supply such as:
Transferring stock from warehouse to warehouse before cross-district sales – according to policies of IFMS portal, a product is not allowed to be sold from a district warehouse to a dealer of a different district. Therefore, if a product is sold from a district warehouse to a dealer of a different district, first the stock needs to be transferred through an inter-district-warehouse stock transfer in IFMS and then a subsequent primary sale can take place from the destination warehouse to the dealer as they now belong to the same district. There are quite a few such rules that have to be followed religiously in order to do correct data feeding to the IFMS portal.
3. Following up with the pending acknowledgement of receipts of fertilizer in the IFMS portals by the Dealers.
4. The subsidy, which is the major portion of the selling price, is blocked in the distribution channel until and unless it is first entered into the IFMS portal and thereafter it reaches the farmer through an online POS transaction.

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 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.

About Us:

Raspberry ERP was founded by a team of experts who have decades of experience in key technical, business and managerial roles in Fertilizer, Logistics and Healthcare industries. Our team offers an easily configurable but remarkably robust ERP platform at a competitive price. In fact, the platform incurs much lower implementation cost when compared to other ERP solutions available in the market based on the experience of the founders with other major ERP solutions.

Raspberry's Solutions Offering:

SOLUTION INTRODUCTION

The Solution "VDEA" is targeted to address all the challenges and to take advantage of the data already present in internal ERP systems to create automated posting of records in the IFMS portal at a much faster speed with a 100% accuracy with respect to the information available in the internal ERP systems.

| No. | Solution Title | Challenges Addressed | Date and Events |
|-----|-------------------------------------|---|--|
| 01 | Virtual Data Entry Assistant – VDEA | Bots for automatic data entry operation under human surveillance | Production – 1 st 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 – 1 st Jun 23 Production – 1 st Oct 23 |
| 03 | Ack. Assistant | Event driven Call / Email / Message to Dealers, Field Officers as per customer desired configurable rules | Eval – 15 th Oct 2023 Production – 15 th 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:

| Name | Phone | Role |
|-------------------------|------------|--|
| Shibaji Gupta | 9339250033 | Requirements Mapping & Stakeholders' Presentation. |
| Bodhisattwa Chakrabarty | 9830190519 | Technical & Infrastructural Requirements. |
| Suman Sengupta | 8240247623 | Solutions & Services. |

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