Launched on 29th December 2017,

100 years after Gandhiji's Champaran Satyagraha of 1917,

iTEAMS stands for

Integrated Technology Enabled Agri Management System
Vision of 1917 iTEAMS

To design and implement a platform that provides **access to markets**, consistent & complete **response, resolution, knowledge & skills** in a transparent convergent manner leading to improved efficiency & effectiveness of **farmers** in the areas of **agri and allied sectors** and also bring a change in attitude & behaviour amongst all stakeholders.

Integrated Technology Enabled Agri Management System
What is 1917 iTEAMS?

First of its kind disruptive farmer centric, market oriented, cloud based platform linking buyers and sellers, liberating them from the clutches of middlemen and exploitative traders by directly connecting them with potential buyers across the globe.

Offers advisory services, market intelligence, domain expertise and life skilling services in Agriculture, Horticulture, Animal Husbandry, Apiculture, Fishery, Sericulture and Weaving domains.

Offers affordable evacuation and logistics services to farmers to transport their produce to markets of their choice.

CALL TOLL FREE NO 1917 from anywhere in India.
What is 1917 iTEAMS?

It operates through a cloud based technology driven call and dispatch Agri Response Center (ARC) and linked, through the cloud, to a fleet of dedicated customised entrepreneur owned Agri Response Vehicles (ARV) spread out across the state.

Farmers call the ARC through 1917 and register. Post registration, they can access the Advisory Services which includes Subject Matter Specialist from the concerned department of Agriculture and all allied fields.

For logistics support, farmers can call the ARC and the Agri Response Vehicles (ARVs) are dispatched under the direction and tracking of the ARC.

Loosely modelled on the 108 Emergency Response Services.
Collaboration amongst

- Meghalaya Small Farmers Agri-business Consortium (MgSFAC)
- Central Agriculture University
- Department of Agriculture, Govt of Meghalaya
- Meghalaya Institute of Entrepreneurship (MIE)
- IT Department, Govt of Meghalaya
- Department of Animal Husbandry, Govt of Meghalaya
- Water Resources Department, Govt of Meghalaya
- Digital India Corporation (DIC)

1917 iTEAMS
1917 iTEAMS

**Infrastructure:**
- Two ARCs (Shillong & Tura).
- Equipped with IT infrastructure & equipment
- 25 seater Training hall
- 12 seater Conference room.
- Farmer sale outlet
- Cafe, lounge, ideation pods
- Ideation space

**Components of iTEAMS:**
- Toll free number - 1917
- Agri Response Centre (ARC)
- Agri Response Vehicles (ARV)
- Brand building
- Multilevel review
- IT infrastructure & systems
- Human resources
- Training
- Data analytics
- Leadership development
- Best practices sharing
- Public education, participation
- Collaboration – Departments, institutions, NGOs, CBOs,
1917 iTEAMS Process Flow

1. Farmer calls 1917

2. CO picks up call & fills profile, requirements.

3a. CO gives required info to caller

3b. CO transfers call with voice to DO for transport requirements

3b1. DO identifies Agri Response Vehicle (ARV) & dispatches ARV

3b2. Transfer Caller Info to ARV Pilot

3b3. DO tracks vehicle movement till the trip is completed

3b4. ARV Pilot after reaching destination will check the load quality and quantity and accept load if suitable

3b5. Farmer accompanies the load if he wishes

3c. Escalates call with voice to experts for higher level enquiries

3c1. Experts provides desired info and closes

Farmer Coordinator

CO regularly sends out advisories, package of practices, market information, scheme information, buyer and seller information, market prices etc to registered farmers

Farmer Coordinator gives information about 1917 to farmers
Farmer Coordinator takes input from Farmers

Registers Farmers

1917 iTEAMS Application

Buyer Registers through CO

Market/Buyer

Subject Matter Expert
Agri Response Vehicles (ARVs)

- Entrepreneur owned and leased to iTEAMS on fixed monthly rental
- 19 vehicles onboarded
- Minimal freight charges of Rs.0.02/kg/km
- Equipped with phones, dash camera, toolkit, weighing balances and GPS
- Minimum of 2 trips/day
- Integrated ARV pilot – multi tasker (Driving, pre load inspection, palletizing, on road fitness, record keeping, communicating with ARC, farmers, markets etc, mobilizing awareness / training
- Operations started Feb 2018
Agri Response Vehicles (ARVs)
~ Fleet Management

ARV current location as seen in Google Maps
Agri Response Vehicles (ARVs)

~ Fleet Management

ARV movement all day as seen in Google Maps
ARV movement report all day as per certain required interval
Farmer Registration

Month Wise Farmer Registration
(Jun 2018 - May 2019)

Parameters
- Farmer Registration
- District Wise
- Month wise
- Day Wise
- Buyer Registration
Success Stories

Agro - advisory services
(a) Registered farmers of 1917 iTEAMS called 1917 seeking help against soil pest in potatoes fields.
(b) Tuber Scientists (Expert Level-II) of 1917 iTEAMS disseminated information about Metarhizium Anisophilate, an organic biocontrol, (c) On a follow up study, the farmers* below and many others were contented with the agro-advisory as it helped for effective pest-control on a continuous basis.

Farmer* Name: Mr. J. Mynsong
Farmer Regn. ID : 75926768
Village: Liarsluit (Ri-Bhoi)
Date of calling: 20-Feb-2018

Farmer* Name: Mr. B.R. Nongsiej
Farmer Regn. ID : 759901220
Village: Nongumlong (East Khasi Hills)
Date of calling: 13-Mar-2018

Agri-Response Vehicle (ARVs)
(a) ARVs generated a huge demand in the Khasi Hills and in the Garo Hills regions.
(b) The ARVS undertaken > 200 trips till date and have assisted both farmers and even local organizations (buyers) in transporting their goods at a fair price.

Sample Farmer and his voice call below
Farmer Name: Mr. B. Marbaniang
Farmer Regn. ID : 75924059
Village: Khlieh Umstem (Ri-Bhoi)
Date of calling: 16-Mar-2018

Farmer Name: Mr. B. Marbaniang
Farmer Regn. ID : 75924059
Village: Khlieh Umstem (Ri-Bhoi)
Date of calling: 16-Mar-2018

Market Platform
(a) Mr. Timung, a registered farmer from a rural region of West Jaintia Hills district (about 50 kms from its DHQ Jowai), and grower of Lakadong turmeric was able to tie-up with a Shillong based Entrepreneur through iTEAMS.
(b) It also benefitted farmers of the entire village and nearby villages too.
(c) Ultimately, a deal of about 3000kg of Lakadong turmeric was made between the two stakeholders.

“I am very satisfied with the buyer you have provided for selling my turmeric and the price fixed is very good”

Farmer Name: Mr. M. Timung
Farmer Regn. ID : 751400503
Village: Barato (West Jaintia Hills)
Date of calling: 07-Mar-2018
A Few Registered Buyers

Smoky Falls Coffee
MEAT TREAT™
Original Indian Table
WAN’S Food Products
COLKS Centre of Learning, Knowledge & Services
CountrySpices
Shillong iTEAMS office
Visit by Hon’ble CM of Meghalaya & DIC team to iTEAMS office
Farmer Co-ordinators at the Field
Farmer Co-ordinators doing Farmer Registration
Agri Response Vehicles in Khasi Hills
Agri Response Vehicles in Garo Hills
Awareness Campaign by iTEAMS
Market Data/Feedback Collection
Meeting Local Buyers
THANK YOU