



# CASE STUDY ON VIDHYAONLINE: A DIGITAL LEARNING PLATFORM FOR ENHANCING SALESFORCE CAPABILITIES AT COROMANDEL

## Executive Summary

Over the years, agricultural development has significantly improved the crop productivity of the Indian farms. However, high input and intensive farming systems have put stress on the health of the natural resources. As a leading Agricultural solutions provider, we at Coromandel are combining local knowledge with new research and technologies to deliver Integrated Crop Management (ICM) solutions to improve farming practices. ICM is a holistic approach towards sustainable farming, offering long-term solutions in agriculture.

The decrease in cultivable land, rapid depletion of soil nutrients posing challenges for the farmers to reap their optimal yields. Coromandel identified the need for educating the farming community with the necessary knowledge to use ICM solutions and increase their yields. With this objective, Coromandel felt the need for more feet on field working at the right geographical locations to educate the farmers.

Coromandel's Mission statement is:

**“To enhance the prosperity of the farmers through quality farm solutions with sustainable value for all stakeholders”.**

With this mission, we had sturdily enhanced the field force from 450 in 2016 to 877 (*including support staff*) in 2020 with plans to add more feet on field to 1,500 by the year 2025. In order to equip this field force, Coromandel started providing them with technical and behavioral inputs. This field force in turn, educates the farming ecosystem on effective cropping practices, which included farmers and their families, village heads, cooperative societies, etc. This required a high degree of logistics and other cost with a substantial budget. Coromandel Learning and Development (L&D) team must come out with an optimal cost solution to deliver these trainings to empower their new feet on field.

Coromandel L&D had collaborated with Murugappa Group's Management Development Center (MDC) e-learning team to have digital learning modules for the newcomers. In the past, employees used to undergo classroom trainings for gaining the knowledge and now there is a need to bring a solution to a new learning approach. This involved getting the field force to use Smart Devices for both their field activities and digital learning.

In this initiative, the time to enable them to enhance their productivity with a shorter cycle time was achieved and they were equipped with better knowledge on the agronomic practices and were able to provide right solutions periodically, as needed. The solutions and education provided to the farmers resulted in increase of customer loyalty and trust was built greatly.

Since implementation of VidhyaOnline in 2016-17 (last 4 years), Fertilizers Division's profit grew at 12.2% CAGR (Compounded Annual Growth Rate), while CPC's (Crop Protecting Chemicals) revenues grew at a CAGR of 9.44% and is growing consistently.