



**PI Mitra Kisan  
Farmer App**

**Detailed Documentation  
Phase I(B)**

**Company: PI INDUSTRIES LIMITED**

## Objective and UVPs:

Extending PI Mitra Kisan developed with the objective of Phase 1(A) – Scanning + Loyalty to farmers to 3 other products: Biovita Liquid, Nominee Gold, and Brofrefya.

After piloting the loyalty for farmers via digital transformative solution for Awkira in Phase 1(A) within NZ1 & NZ2 geographies, Pan India approach to extend same digital solution through PI Mitra Kisan is proposed with improvisations from the learnings in Phase 1(A).

- **Farmer Loyalty**
- **Internal QR (inside bottle cap)**
- **Pan India roll out (with different markets in different seasons)**

## Achieve as below:

- ✓ **Internal Bottle Cap QR** – Scan to know for product validation and loyalty earnings.
- ✓ **Rewards – Farmer Loyalty module** – Engagement by Collecting PI Earnings and get direct cashback into UPI account. Scan and earn.
- ✓ **Bumper Scheme**- A bumper prize programme (activated as per requirement), to generate trust on Farmer's app and reward the farmers for the maximum purchase (Quantity scanned) of product targeted (**dynamic as when as required- pop up**)
- ✓ **Spin the Wheel**- A dynamic Spin the Wheel programme (as per business requirement) for farmer's engagement on app.
- ✓ **Products Targeted**- For Phase 1(B), products targeted are **Biovita Liquid, Nominee Gold, and Brofrefya**. Product Information is provided along with Rewards programme.
- ✓ **Complaint resolution**- With the help of customer support system built in the app with query handling mechanism.

## Approach:

- Approach is to onboard, **engage and retain multiple set of farmers** to start utilizing and **finding value in products and services provided**.
- For **Retaining: Farmer's Loyalty Support** will function as the major motivation.
- For **Engaging: Bumper Scheme & Spin the Wheel** will play important roles apart from **Scan and Earn** master feature.

### **Modules Included (Phase 1-B):**

The application will have following modules.

1. Onboarding/Registration
2. Farmer Loyalty (Scan & Earn)
3. Bumper Scheme: **Logic Improvisation**
4. **Spin the Wheel**
5. **PI products (3 Added products)**
6. Support (Help)

**App Name and Logo:** *(Consider this change of logo in UI/UX and in play store and Appstore icon)*



- PI Mitra Kisan, denotes the direct connection between PI and the Farmer, hence chosen. as Farmer's App name.
- PI Mitra is associated identity of PI across all social media handles and traditional marketing channels for PI for external stakeholders – Farmers and Channel partners.
- Leveraging the created identity of PI Mitra from past and associating with the direct word KISAN and green leaf by side, makes the name easier to understand and recall, with the functional and emotional direct connection.
- The entire name suits apps when placed as an app icon with the differentiated name, color tone, and icon.

*\*Note: In Phase 1(A) execution, bottle caps of AWKIRA were getting opened even without breaking the seal (ring) of cap, Therefore, improvements are required in bottle ring of caps so that it cannot be opened without breaking the seal*

*\*In Phase 1(B): Pouter removal to happen*

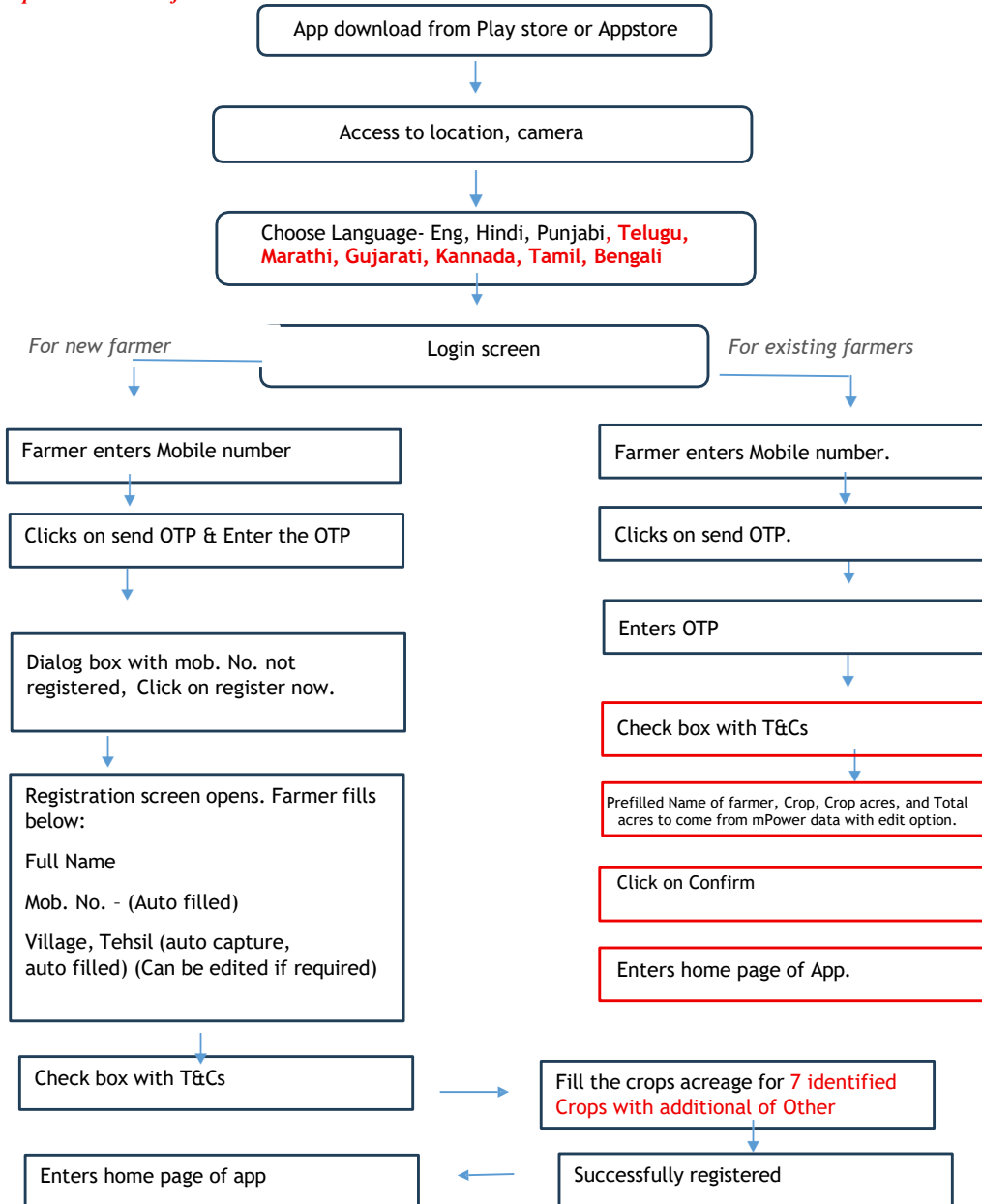
**Commented [ST1]:** Attention - Supply Chain and Plant team

**MODULE 1**  
**ONBOARDING/REGISTRATION**

Classification | PI Internal

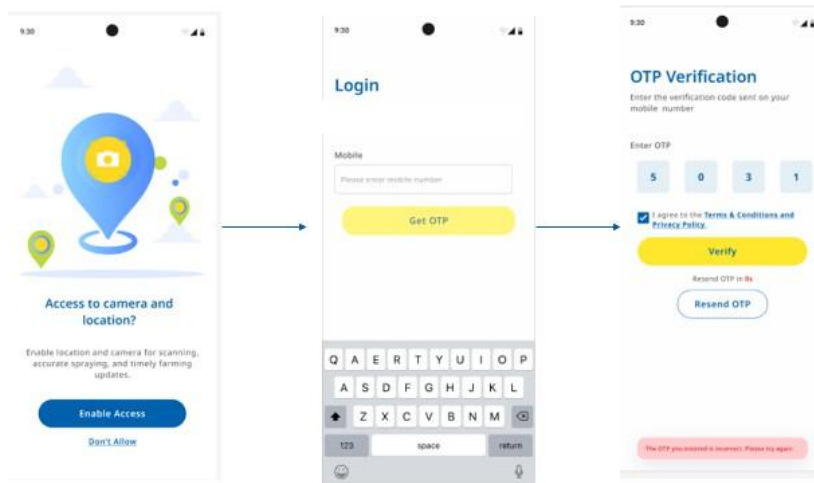
## Onboarding / Registration:

*\*Update SDTV data for PAN INDIA*



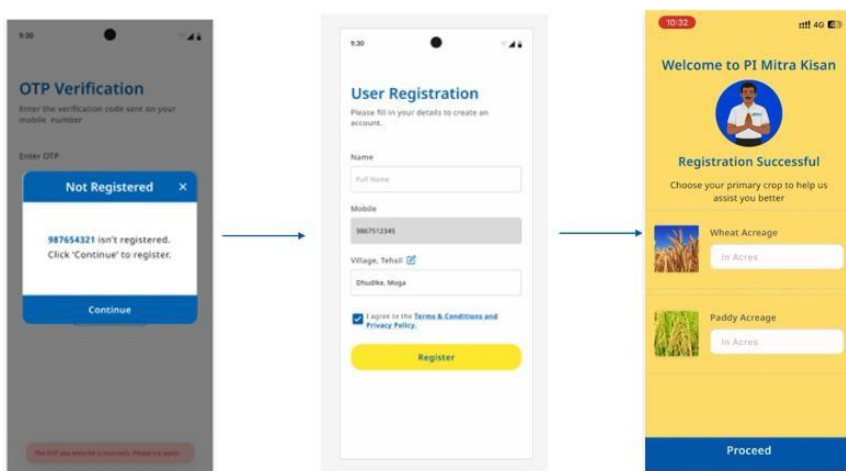
### For Existing User

- Validate name and crop with acres for existing users Only from 7 Crops identified (provide edit option too) and after validating overwriting in mPOWER.
- 2 Way integration between m-power and farmer app- 2-way linkage, any change in profile of farmer if happens at either of sources, shall reflect in another.



### For New User

- Name, Mob number, location mandatory.
- 7 crops to be included (from Business 7 crop strategy and 3 mandatory crops to be recorded with acres) UI / UX simple but engaging is required.



Classification | PI Internal

**MODULE 2**  
**Scan and Earn**  
**FARMER LOYALTY**

Classification | PI Internal

## Home Screen:



Scan & Earn Featuring on Top- Scan the QR code inside the bottle cap or pouch and get assured cashback reward

History with available balance and all earned and redeemed transaction is seen

By Clicking on Get Cash, redemption page opens up to redeem the rewards earned

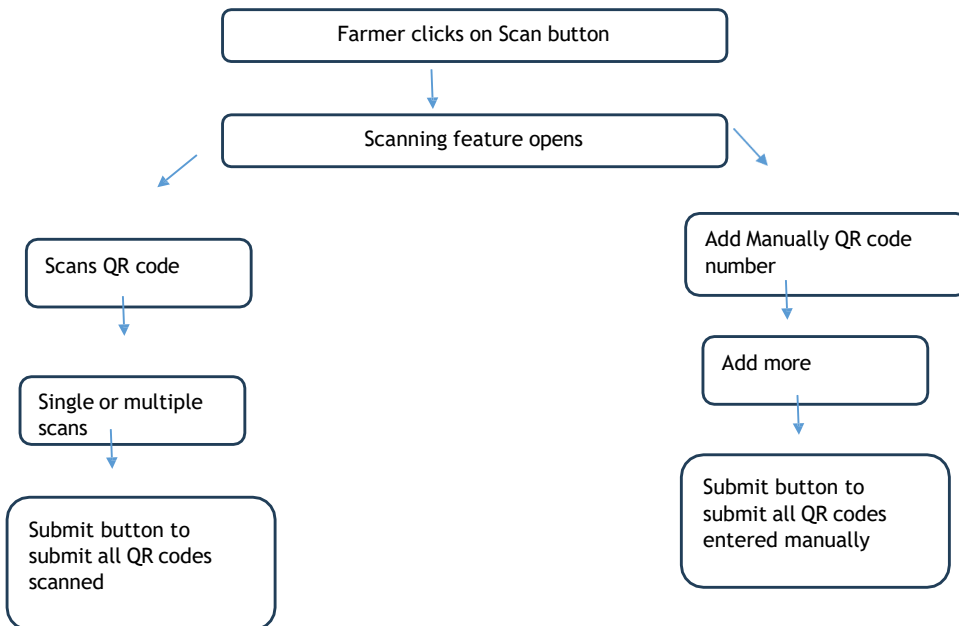
Bumper scheme- It should be dynamic, if not activated, this should be hidden and once activated, it should show on the screen

Automatic carousels for Biovita, Nominigold, Brofreya, Awkira. Once clicked, product specific page will open

A dynamic insertion for SPIN THE WHEEL when activated to be available

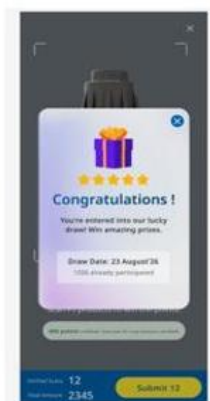
Top left- Menu button; Top right- Notification and Help button

## Scan & Earn:

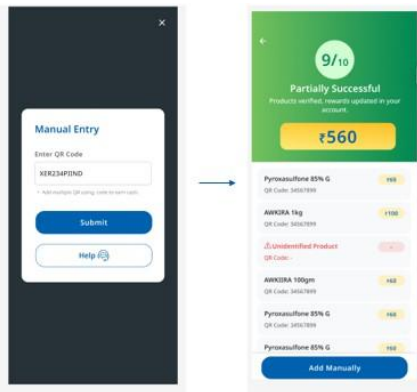


Rewards (Cash Rs.) Added in user profile

- After 1<sup>st</sup> scanning, pop up of bumper scheme will appear stating the entrance of farmer in the same, **when activated**.
- Scanning will be completed only for QR codes present only inside the bottle cap of Biovita Liquid, Brofreyra, Nominee gold.
- 1 QR code can be successfully scanned only once.
- After 1 successful scan, same QR if scanned again shows Duplicate & no amount should get credited. For duplicate scans pop up appears stating duplicate scan
- Invalid QR codes are taken into consideration showing as **Invalid scans**.
- No QR code in 10ml and 50ml of Nominee Gold and 10ml of Brofreyra. Therefore, **“loyalty program not applicable”** message on the mentioned SKUs of respective products
- Respective Packshot to be visible (SKU wise) after successful scan



- Scan 1 or multiple QR codes inside the bottle cap
- Get successful verification of product with amount earned
- Enter in Bumper Scheme just after 1<sup>st</sup> successful scan
- Entire list of scans – Successful / Unsuccessful / Duplicates after submitting with amount credited



**Case 1:** If QR code gets tampered & farmer not able to scan or camera is not working

- Farmer can add QR code number mentioned below the QR in bottle cap or within pouch
- Enter Manually, 1 or multiple at 1 time can be added
- Submitted
- All transactions can be seen

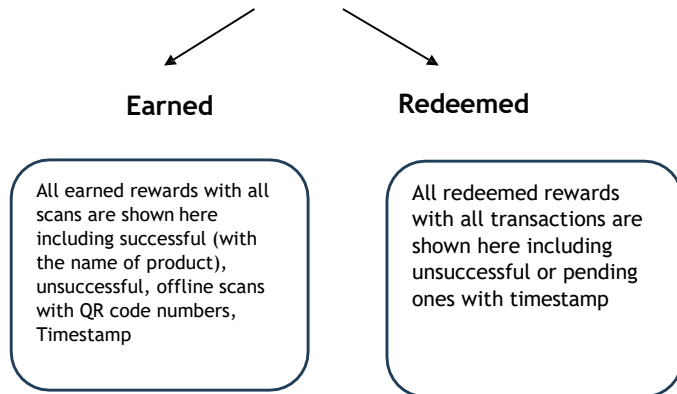
*In case of any query in this case, he can directly call customer care*

**Case 2:** If mobile network is weak or in case of no mobile data

- Farmer can do the scanning in offline mode too with a pop up saying amount will be seen once you are back online automatically

**Rewards / History button UX:**

In the Rewards Screen, all the history transactions (per program) are shown.

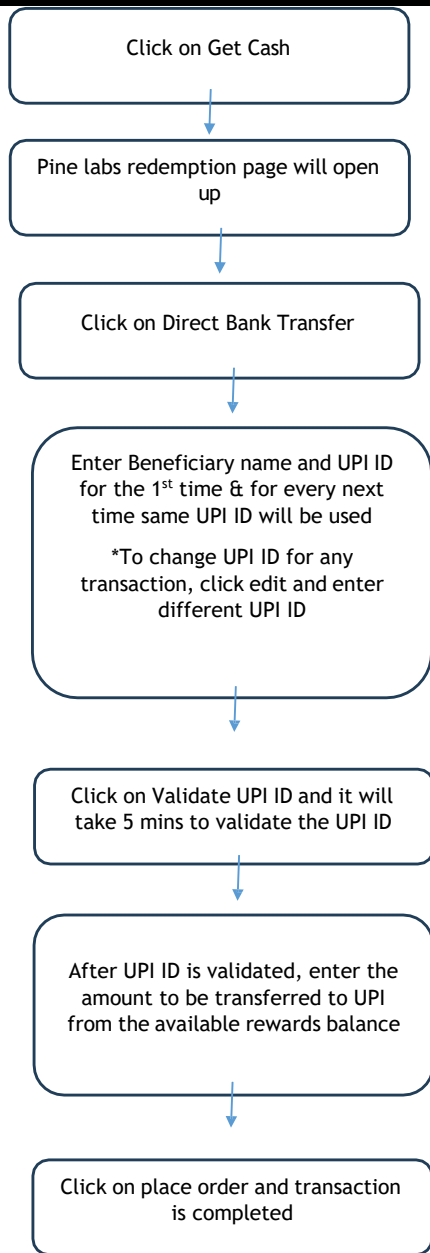


*\*Earned and Redeemed history (transactions) will be shown for each program during program start and end date. Once program is ended, history is stored at the back end but will not be visible to farmers to avoid confusion.*

*\*In My Rewards section, Accumulated, Balance, Redeemed, Expired Earnings will be shown.*

*\*Automated Pop-Up notifications of expired earnings, once expired for information to farmers at the end of program of program*

**MODULE 3**  
**Get Cash**



All redeemed transactions can be seen in Redeemed section button of Rewards page

Successful ones will show in green, Unsuccessful transactions will show in red with the helpline number on right side, and pending transactions in orange color in redeemed history.



- Click on **Get Cash** for redemption



- **Direct Bank Transfer** page will appear after redemption page
- **Verify UPI ID**



- **Transfer the amount to your UPI ID successfully**



- **All transactions can be seen on Redeemed section in Rewards / History page**

**\*From Pine Labs: If UPI ID or penny drop goes into validation for more than 24 hours, specific action to be met.**

**Problem statement- In AWKIRA programme, sometime UPI IDs have gone into validation for more than 24 hours and farmers got stuck for redemption.**

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**MODULE 4**  
**SPIN THE WHEEL**

**SPIN THE Reward Wheel:**

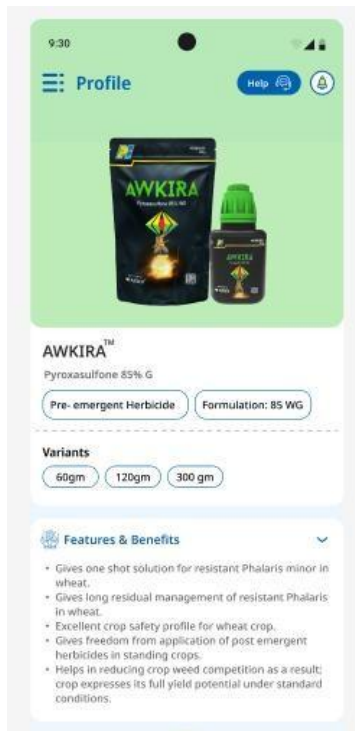
- A dynamic spin the wheel to be developed if activated from the admin panel, then only shall be shown in the home screen.
- Spin the wheel with 7 spokes, each spoke having rewards - in terms of amount to be credited to user's accumulated earnings & try again as an option.
- SPIN THE WHEEL shall be activated for one program, at a time in which Spokes shall be having translucent image section of product build around a circle.
- Each mobile number can spin the wheel only once in program period.
- Once spin is stopped, amount will be added to the user's accumulated earnings. Amount can be zero / Better luck next time.
- From back end, earnings to be provided at which spin shall be decided. For ex. Every 15<sup>th</sup> spin will reap the rewards.

**MODULE 5**  
**PRODUCTS**

Carousel on home screen (auto carousel), once clicked on any product, specific product page will open for user's information for 4 listed products – Biovita Liquid, Nominee Gold, Brofrey, Awkira.

- Product Packshot image- all SKU types, with new PI logo
- Packs Available
- Features & Benefits
- Method of Application
- Protection
- Crop and Dosage, PHI
- Do's and Don't

*\*Reference of Awkira dedicated page is shown below*



**MODULE 6**  
**Bumper Scheme**

Bumper scheme pages can be explored from the Bumper scheme widget shown in the home screen. **This should be made dynamic so that without disturbing any other UI/UX, if this is deactivated it should not be shown on the screen.** The widget on home screen displays the Bumper prize and Timer left to close.

The widget on home screen is clickable and after clicking it take the user to Bumper scheme page displaying the common information for awareness to farmer, mentioning the steps to be taken to enter in Bumper scheme (Total 3 steps) and below it is the Winner’s page, displaying winners in chronological order.

**\*Check the content and if required – to be improved for 3 products added other than Awkira**

- After the very 1<sup>st</sup> successful scan, farmer automatically enters the bumper scheme and a pop up is shown to him to make him aware of his entry in bumper scheme.
- Bumper scheme results are declared as per the timer set to declare and share information via notifications.

The winner of bumper scheme is decided on the following basis:

- Taking his entire demographic and geographic information at the back end
- Unique winner per state / district once in bumper scheme in single or multiple winner declaration
- Threshold of minimum quantity purchased by farmer (in g) is set from back end and farmers are filtered out basis the minimum quantity purchased (in g). Farmers equals or greater than the threshold quantity set are filtered out and then a randomizer will run on these filtered farmers with unique (1) winner per state and winners are declared from this randomizer run.
- **Improvement in Randomizer is required: In admin panel-**
  1. Show the winners above the threshold volume set, *not just the potential winner having highest volume.*
  2. Add Minimum Threshold volume, Maximum Threshold Volume (Both as non-mandatory while making bumper scheme)
  3. System should ask for selecting products and SKU before running randomizer.
  4. Randomizer when running shall show results basis: X% weightage on successful volume scanned; & Y% weightage on count of active scans. % will be decided by admin during Lucky draw in admin level. *Place this in the result table after randomizer runs.*



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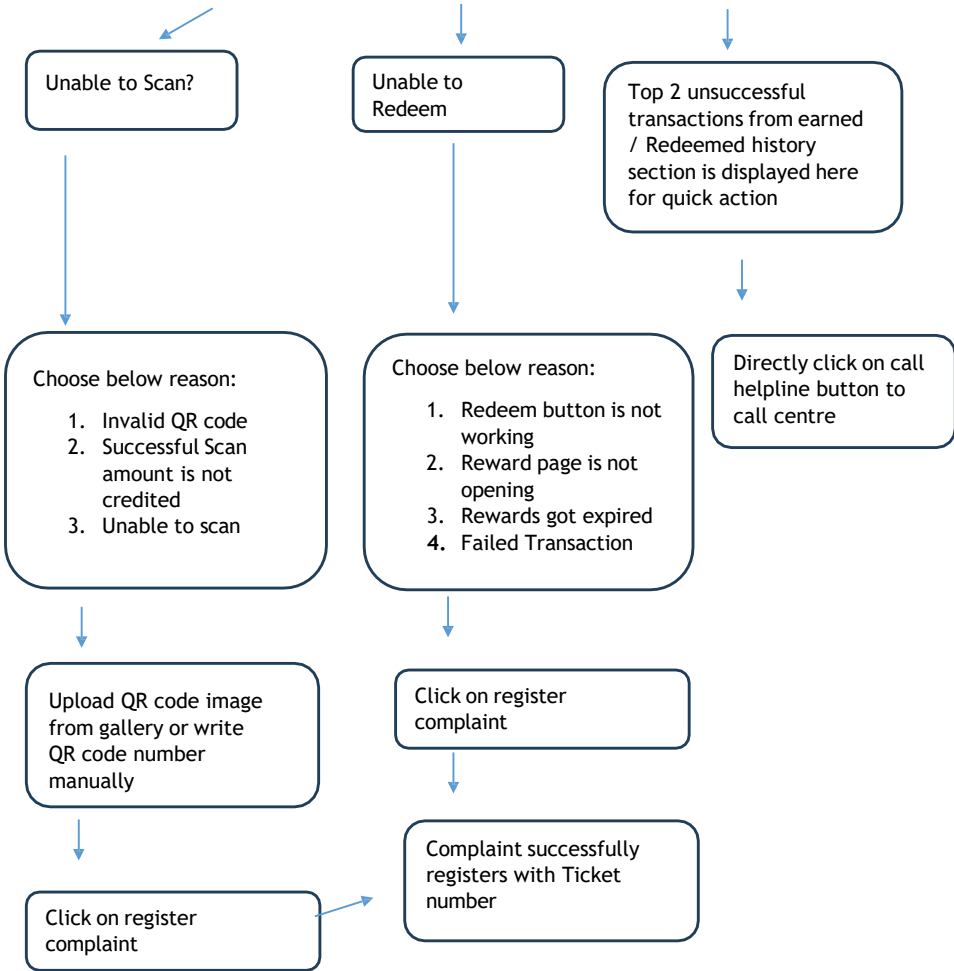
**Module 7**  
**Customer Support / Help**

3 options on the Help page:

1. Call Helpline 18002081008
2. Raise a complaint
3. Track your complaint

**Call Helpline**- Click on this button and phone dialer will open to call directly.

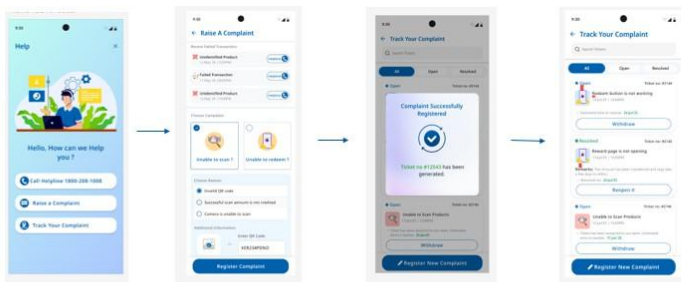
**Raise a complaint-**



## Track your complaints.

In Track your complaints, farmers can see All, Open, resolved sections with all complaints, Open complaints and resolved complaints.

In this page, user can track all his complaints with the Ticket number shown, type of complaint made is displayed along with estimated time to resolve.



- Directly call helpline
- Direct Raise Complaint
- Raise Complaint under – Unable to Scan  
Unable to Redeem  
*No open ended complaints*
- Successfully Complaint Ticket is raised
- Tracking of Complaints with estimated time to resolve

- Complaint raising by Farmers or call centre on behalf of farmer
- Complaint handling at estone
- Integrated with farmer app & call centre
- Proper query handling mechanism built in at the backend

*\*A common email ID for query exchange between Call centre and Estone. Queries / complaints raised at call centre for farmer app should be added as a ticket in CRM for farmer app so that it will show at estone's end just in time. No requirement for every email of each query getting built at Contact centre side.*

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**Supporting Modules**  
**Menu, Notifications**

**Menu**

Profile pic, with name and village, Edit option available
Sync Now
Select language- <i>More languages will be included as stated above</i>
Rewards
FAQs- <i>content to be rewritten with additional products and taking multiple products strategy for future</i>
Help
T&Cs and Privacy Policy- <i>validation from legal team</i>
About Us
Log Out

**Notifications**

Notification Categories used:

All (transactional + push/admin panel) notifications to be shown on mobile display screens, not just in the app

Add languages as stated above in notifications and basis language selected notifications will be received by user.

Notificati ons Category	<b>System Generated</b>	Welcome notifications Successful Scan Updates in app QR Code successful scan with QE Any technical / server information  <i>Addition of spin-the-wheel notification (after gaming result)</i> <i>Automated notifications of expired earnings, once expired for information to farmers (once an year at the end of program)</i> <i>UPI ID Validation notifications</i>
	<b>Redemption Notifications</b>	Redemption amount notifications
	<b>Complaint generation and resolution</b>	Ticket generation and resolution notification
		Will be controlled by admin panel as required

	<b>Schemes / offers</b>	Will contain Bumper scheme, Product schemes, inventory schemes, bonus schemes, any other etc.
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**Supporting Modules**  
**About Us, FAQs**

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**FAQs:**

Content for FAQs to be reframed keeping multi product strategy into consideration in farmer app for future to not change when other products will get added too.

**About Us:**

Content for About Us is framed with the support of Branding team and directly the content with the image of top of About Us page is added in the App.

**T&Cs and Privacy Policy:**

T&Cs and Privacy policy approved by legal team is added in the Farmer App. Offers and Schemes part of T&Cs is added (in addition) in redemption page of Pine labs which gets opened after clicking on Get Cash. **This entire to be validated again by legal for multiproduct angle.**

**Language selection:**

One out of these languages can be selected from **English, Hindi, Punjabi, Telugu, Kannada, Tamil, Marathi, Gujarati, Bengali for Phase 1(B)**

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- **Expected User Base: 10 Lakhs (Farmers)**
- **Pls ensure same mobile number shall not have multiple farmer ids.**
- **Pls ensure same mobile number shall not be able to make another account on farmer app even if his account is blocked in Farmer app. Message to user – “Mobile number blocked, contact nearest local PI representative or call Toll- free number.”**
- **Rule Engine Logic improvisation- Add the threshold in the program which if gets passed then he shall be autoblocked.**

Commented [ST2]: Check with Legal