

How Gramhal brings farmers & traders together with an Engati chatbot



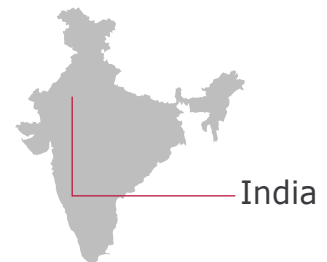
Gramhal is a non-profit organization that works to meet the needs of farmers by leveraging the power of technology.

Goal

To bridge the gap between farmers and traders, Gramhal was looking for a solution where farmers could get the latest information about the markets, prices, and the latest information.

Challenges

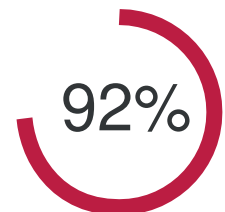
Gramhal was struggling to facilitate communication between farmers and traders as they faced significant challenges in using mobile applications for inquiries and information.



Outcomes

| Answer queries, 24/7

Based on the Mandi (local market) the bot provides information on the latest prices for every crop. It also shares information about Mandi's calendar, government agricultural schemes, tractors, and more. Traders can also create their banners and subscribe with Gramhal to set up an online business.



92%
of queries answered
by the bot

| Easy access with WhatsApp

75% of mobile app users don't use the app again after the first day. Engati's omnichannel capability, enabled Gramhal to deploy the bot on an app that the farmers and traders were already using 23 times a day - WhatsApp. The bot is deployed in Hindi and English, making it easy for users to communicate in a language they prefer and look up information.



62%
of farmers & traders
used the bot on a
regular basis

| Engagement at scale

With WhatsApp broadcasts and campaigns, Gramhal sends out Mandi updates to farmers on WhatsApp.

The bot handled

🕒 **1500**

interactions/hour