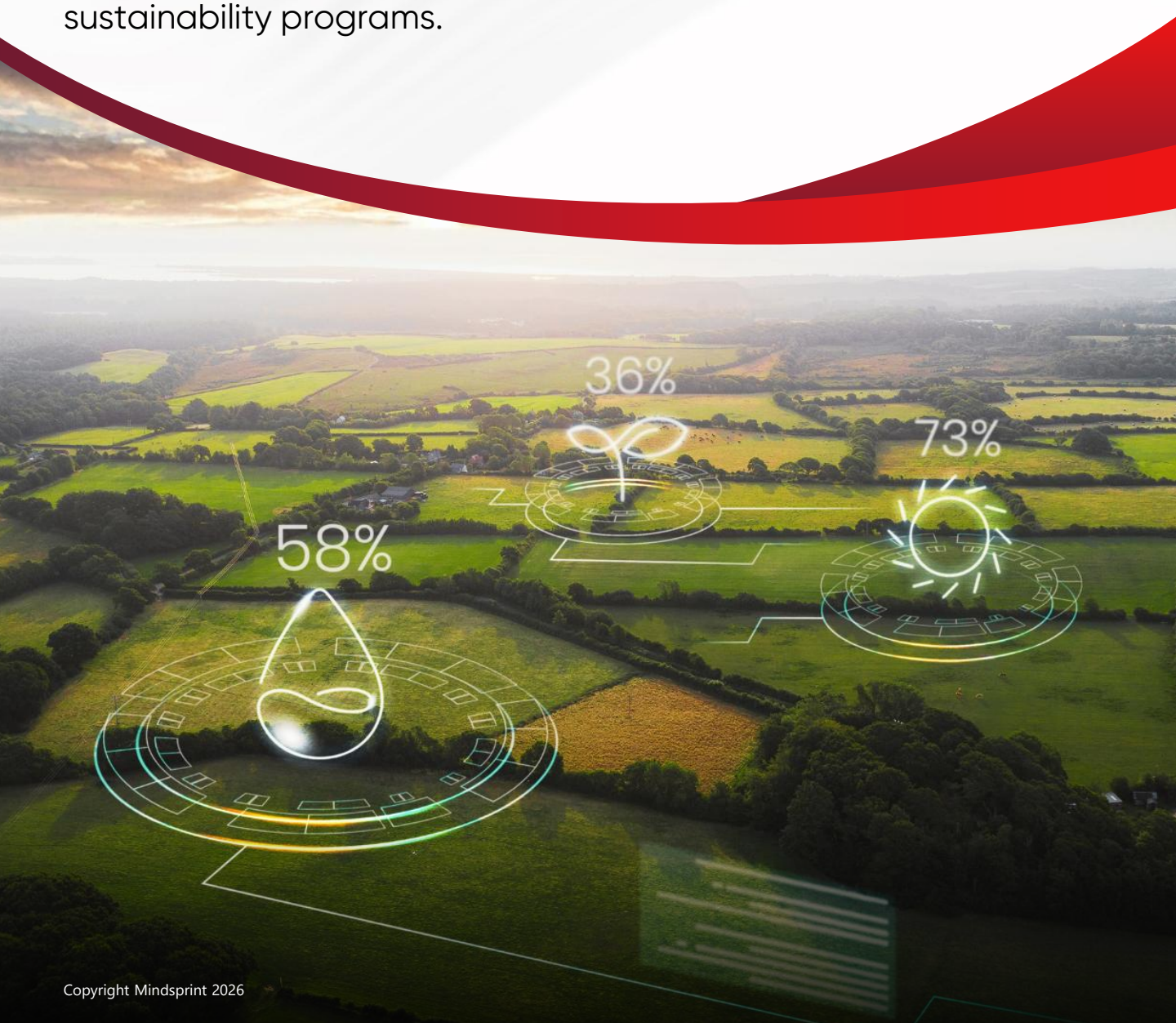
MINDSPRINT
a wipro company

Case Study

Turning First-Mile Farm Data into a Source of Truth for Sustainability Reporting

Two inter-linked applications built from scratch to capture farm-level data and power audit-ready sustainability programs.



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Engagement Overview

A large agri commodity company running sustainability programs with smallholder and large-holder farmers had little data about its first-mile operations, especially at the farm level. It had no way to track the real-world impact of its initiatives on the ground, and its CIO and Sustainability leadership lacked farm-level data that could stand up to audit requirements.

Mindsprint helped close that gap by building two inter-linked applications from scratch, with IP owned by the client. The mobile app captures data from farmers, even offline, and a web portal lets the business team roll out surveys and surface insights. Together they created a trusted source of truth for first-mile farm data, with a foundation built for EUDR compliance readiness.

Business Challenges

The existing approach to first-mile data created several obstacles:

Little data about first-mile operations, especially at the farm level.

Uncertain source of truth for sustainability reporting.

No way to track the real-world impact of sustainability initiatives on the ground.

Reporting that could not withstand audit requirements.

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Solutions Implemented

Mindsprint built two inter-linked applications from scratch, with IP owned by the client.

Key solution components included:

01 Mobile app to collect data from smallholder farmers, with offline mode enabled for low-connectivity areas.

02 Web-based portal for the business team to roll out surveys across sustainability programs.

03 Insights surfaced from farmer data to track the impact of initiatives run on the ground.

04 Crop-based customizations to support programs across different crops.

05 On-demand reporting for sustainability teams.

06 A foundation layer built for EUDR compliance readiness.

Together, the applications created a single source of truth for first-mile farm data.

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Business Impact

The platform delivered scale across farmers, surveys, and programs:

1M+
farmers registered

100K+
farm development plans generated

1M+
surveys completed

90+
sustainability programs supported

Additional outcomes:

- Crop-based customizations and on-demand reporting for sustainability teams
- A foundation layer built for EUDR compliance readiness

By building a mobile-first data collection app and a business-facing survey and insights portal, Mindsprint gave the client a source of truth for first-mile farm data. With more than a million farmers registered and 90+ sustainability programs supported, the platform now provides a foundation for audit-ready sustainability reporting and EUDR compliance readiness.

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Mindsprint reimagines business through talent, technology, and insight-driven solutions.

With a proven track record spanning two decades, the company has enabled digital transformation for clients in over **60 countries**, across diverse industries such as Food & Agri, Retail & CPG, manufacturing, healthcare and life sciences.

Mindsprint offers a differentiated suite of services, including enterprise technology applications, business process services and cybersecurity solutions. Mindsprint is headquartered in **Singapore,** with a strong global presence across the **US, UK, Middle East, India, Australia and Africa.**

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