

LIVESTOCK · BAKRI MANDI COMMISSION AGENTS

Patti, kachchi and a 4% commission: a goat mandi's books move to Stock2Track

How commission agents in a bakri mandi left a crashing VB application and the munshi's overnight ledgers for daily reconciliation in Stock2Track, with a WhatsApp note to the customer on every collection.



Illustration for this case study. It is not a photograph of the customer.

INDUSTRY

Bakri (goat) mandi, commission agents

USERS

Agents, munshis and collection staff

TRADE

Goats brought by Beparis, sold on credit

PLATFORM

Stock2Track on the desk, collections on mobile

COMMISSION

4%, settled with the Bepari in 2 to 3 days

CUSTOM WORK

Patti, kachchi, Bepari settlement, credit, reconciliation, WhatsApp

The business

The customers are a group of commission agents in a bakri (goat) mandi. A Bepari, a vendor from another town, brings goats in a lorry and stays for two or three days in accommodation provided by the agents while they sell his goats at the rates he sets.

The agents sell mostly on credit and collect later. When the Bepari's goats are sold, the agents keep a 4% commission and settle with him. On any day, each agent may be dealing with two or three Beparis at once.

The mandi has its own language. The goats a Bepari brings, once counted and recorded, are a patti. The slip given to a customer for the goats he takes is a kachchi. None of this matches what a general billing product expects.

The challenge

- The agents had a very old VB-based application. It crashed often and had many limitations, and almost all of them had stopped using it.
- They had gone back to the old method: the munshi carried a set of books and wrote every transaction into them, with a page for each customer across several books.
- One or two munshis then sat overnight consolidating and reconciling those entries, and prepared another long book for going out to collect payments.
- Tracking who had paid, who still owed, and what was due to each Bepari was a huge process, and it had to be done again every day.



Illustration: the old way, with a munshi consolidating the day's books overnight. It is not a photograph of the customer.

What CatchUs built

CatchUs customised Stock2Track around the mandi's own process and words, so the people already doing the work could feed it in daily.

01

Built in the mandi's own words

Patti, kachchi, Bepari and commission are the names on screen. Understanding the process was the hardest part of the work.

02

Entry for non-computer people

Screens reduced to what a munshi records each day, so staff with basic operating skills enter the data themselves.

03

Commission and Bepari settlement

Each kachchi is recorded against the customer and its patti. The 4% commission and each Bepari's dues come from the entries.

04

Collections with a WhatsApp note

Money received at the customer's place is entered on the phone, and a WhatsApp message gives the customer the paid and outstanding amounts.

How a Bepari's goats are accounted for now

STEP 1

Patti

The Bepari's goats are counted and recorded as a patti.

STEP 2

Kachchi

Each sale is a kachchi against the customer, mostly on credit.

STEP 3

Settle

After 2 to 3 days the 4% commission is taken and the Bepari is paid.

STEP 4

Collect

Staff collect on mobile; a WhatsApp note confirms the balance.

What changed

- Daily reconciliation, once an all-night job for the munshis, is done from the day's entries.
- Customers get a WhatsApp message showing what was paid and what is still due.
- Follow-up is easy: each customer's outstanding is in one place, not across several books.
- The crashing VB application is gone, and the agents enter their own data.

Does your trade have its own words for everything?

CatchUs has its own engineering team. We build Stock2Track around the way your market actually works, in the words your people use, so that the staff you already have can run it.

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