



MANAGE Agricultural Extension “Evening4Learning (E4L)” Webinar Series



Theme: “Innovations in Extension with Entrepreneurship”



Topic: “Kissan Agri Mall Pvt. Ltd.: Promoting Agripreneurship in Agricultural Extension”



Schedule:

28-04-2024, 19:00-19:45 PM



About the Program

The MANAGE Agricultural Extension “Evening4Learning” Webinar Series is aimed at enhancing knowledge and professional engagement in the field of agricultural extension. The four-day series is structured with each day focusing on a distinct topic under a common theme, allowing participants to gain comprehensive insights into key areas of extension. The program is intended for a diverse audience, including postgraduate and doctoral students, agricultural faculty, and industry professionals. It covers broad themes ranging from entrepreneurship and sustainability to emerging technologies in agriculture.

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Agricultural Extension
“Evening4Learning”
Webinar Series
April 27-30, 2024
19.00-20.30 pm (IST)

Theme: Innovations in Extension with Entrepreneurship



Speaker

Mr. Venkataswami Reddy

Co-Founder & Director

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About the Speaker

Mr. Venkataswami Reddy, Co-Founder & Director of Kissan Agri Mall Pvt. Ltd., is an agribusiness professional and entrepreneur with over 12 years of experience in agri-input sales and marketing, commodity trading, procurement, supply chain management, pricing and branding. He holds a Bachelor's degree in Agricultural Science, a P.G. in Agribusiness Management from G.B. Pant University of Agriculture & Technology, and an MDP from IIM Lucknow. He has worked with organisations including NCDEX, NCML, NSL Seeds and UPL, and holds certifications in commodity trading, startup incubation and plant health diagnosis. His work focuses on strengthening farmer-oriented value chains, agri-retail, post-harvest management and efficient farmer-market linkages.

Introduction

The rapid transformation of agriculture and the emergence of new technologies have created opportunities to strengthen agricultural extension through innovative, farmer-centric and technology-enabled approaches. Conventional extension systems are increasingly being complemented by private-sector initiatives, digital platforms, field demonstrations and customized advisory services. In this context, Kissan Agri Mall Pvt. Ltd., established in 2019, has developed a farm-gate service delivery model aimed at providing farmers with integrated, end-to-end solutions while improving productivity, reducing the cost of cultivation and enhancing farm profitability.

Kissan Agri Mall: An Integrated Farm-Gate Extension Model

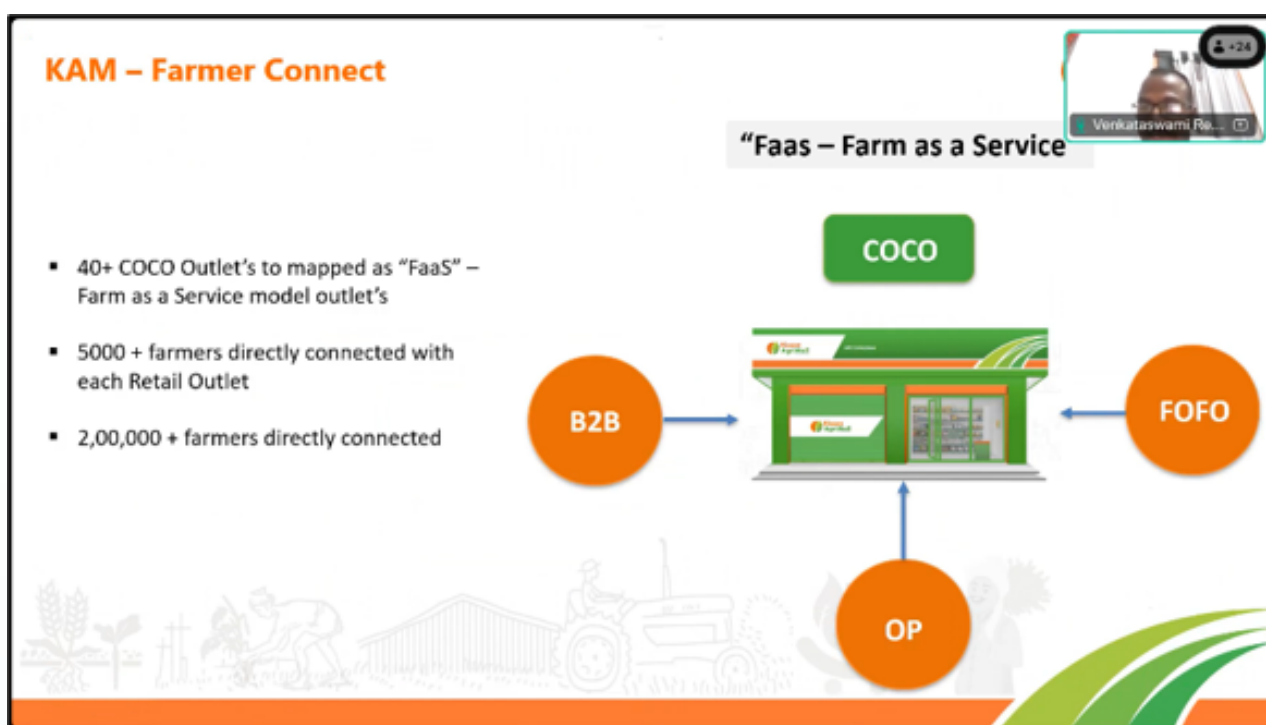
Kissan Agri Mall Pvt. Ltd. was established in 2019 with the vision of becoming a preferred choice for farmers across the agricultural value chain and with the mission of providing integrated agricultural solutions for farm needs while enhancing the prosperity of stakeholders. The organization follows a one-stop solution model covering the complete farm-to-harvest cycle, with a strong focus on reaching farmers at the farm-gate level.

The retail journey began in 2019 with eight outlets in Andhra Pradesh and has subsequently expanded to more than 42 retail centres across Andhra Pradesh and Telangana. The retail centres are strategically located at Mandal headquarters, with each centre having an average area of about 1,500 sq. ft. Each outlet serves a catchment of approximately 20–25 villages and around 5,000 farmer families, thereby creating a localized platform for agricultural input delivery and extension services.

Kissan Agri Mall provides a wide range of agricultural solutions, including fertilizers, organic inputs, crop-protection products, agricultural implements, farm machinery, seeds, seedlings and output procurement. This integrated approach enables farmers to access multiple farm-related products and services through a single platform.

Farm-as-a-Service Centre Model

Kissan Agri Mall has adopted a Farm-as-a-Service Centre model, wherein its retail outlets serve as localized hubs for both agricultural inputs and extension services. Field extension officers associated with the centres regularly visit farmers' fields to assess crop needs, provide timely and location-specific advisories, and facilitate access to appropriate inputs, technologies and farm services. By bringing extension personnel and services closer to farming communities, the model strengthens the technology-extension-farmer interface and promotes faster adoption of improved agricultural practices. The approach ultimately focuses on enhancing farm productivity, reducing cultivation costs, promoting suitable technologies and improving farmers' net profitability.



Key Innovations in Agricultural Extension

Farm-Gate Extension Services

A major focus of the initiative is to make extension services accessible directly at the farmer's doorstep. Field extension officers regularly visit farmers' fields to understand crop-related issues, provide timely technical advice and support farmers in selecting and using appropriate agricultural inputs.

This approach facilitates need-based and location-specific extension, while enabling continuous interaction between farmers and extension personnel.

Field Training – Farm Learning Center

Field-level training programmes are one of the most effective approaches for technology dissemination. Farmer training helps participants understand the practical application, benefits and economic implications of new technologies.

Such programmes focus not merely on communicating information but also on demonstrating how a technology can contribute to higher productivity, reduced cultivation costs and improved profitability.

Demonstration-Based Extension

Farm demonstrations constitute another important component of the extension model. New agricultural machinery, improved varieties and innovative technologies are demonstrated directly in farmers' fields.

For example, newly introduced weed-management equipment and mechanical weed cultivators are demonstrated to farmers to illustrate their practical utility in reducing labour requirements and cultivation costs. Such demonstrations enable farmers to observe the technology under actual field conditions before adopting it.

Farm Advisory Services as Crop Consultant

The concept of crop consultants was introduced particularly for high-value horticultural crops. They provide farmers with regular field visits, timely advisories and guidance on the complete package of practices particularly relevant for farmers cultivating high-value crops, where timely technical intervention can have a significant impact on productivity, quality and profitability. This farmer-crop consultant interface has also contributed to strengthening the organization's outreach and credibility among farmers.

Innovations in Extension with Entrepreneurship
- Agripreneurs

At Farm Gate :

- **Field Training** - Farm Learning Center
- **Demonstrations** of New Technology products in Field
- Farm Advisory Services as **Crop Consultants** (High Value Crops)

IT Enabled Services :

- **App Development** – Crop Specific Extension Service (Eg : Farm DSS) & Input Delivery at farm gate.
- **Voice Blast / Text SMS** to reach out more farmers reg pest incidences & Control measures
- **Call centre** to Support farmers on Crop Advisory & Timely Input Supplies
- **Electronic / Social media / You Tube** reach to young farmers on New Agriculture Practices
- **GPS Based Crop Advisory Services** to Increase Productivity of the farm
- **AI Based Services** – Pest Control & Crop monitoring

IT-Enabled Agricultural Services

The organization has increasingly integrated IT tools into its extension activities to reach a larger number of farmers efficiently.

Application Development

A dedicated mobile application has been developed through which farmers can access crop advisory information and agricultural inputs. The application also enables farmers to place input orders, thereby integrating advisory services with input delivery.

This model provides farmers with convenient access to information and services while expanding the reach of extension beyond physical field visits.

Voice Blast / Text SMS

Voice blast and text messaging services are used to disseminate crop-specific advisories to large numbers of farmers simultaneously. These tools are particularly useful during pest and disease outbreaks or other time-sensitive agricultural situations.

For instance, when a pest incidence is reported, farmers can receive an immediate alert along with recommendations regarding appropriate management measures. Such services enable rapid dissemination of critical information across a wider geographical area.

Call Centre

The organization has established a farmer call-centre facility, supported by trained personnel with knowledge of crop management, plant protection and nutrition. Farmers can access advisory services through a toll-free number and seek solutions to their crop-related problems remotely.

The call-centre model complements field-level extension by providing farmers with timely access to technical advice without requiring them to physically visit an extension centre.

Social Media-Based Extension

Social media platforms such as Facebook and YouTube are also utilized for agricultural communication. Product-related information, crop management practices and guidance on handling specific crop situations are disseminated through digital content.

These platforms provide an additional channel for reaching younger and digitally connected farmers and enable repeated access to extension messages.

Emerging Technologies in Extension

GPS-based crop advisory systems, sensors and Artificial Intelligence (AI) in agricultural extension. GPS-enabled advisory services are being explored and adopted to increase farm productivity, pest control and monitoring in crops such as pomegranate and grapes to provide more location-specific recommendations.

Sensors can support water management and crop nutrition management, enabling farmers to make more informed decisions based on field conditions. The integration of AI and other digital technologies is expected to further improve the precision, timeliness and personalization of agricultural advisory services.

Key Highlights

- Kissan Agri Mall operates as a one-stop agricultural solution provider, offering inputs, machinery, advisory services, and output procurement through a network of over 42 retail centres across Andhra Pradesh and Telangana. Its Farm-as-a-Service model brings extension services directly to farmers at the village level.
- Dedicated field extension officers regularly visit farmers' fields, provide location-specific advisories, diagnose crop problems, and facilitate access to suitable technologies and inputs. This strengthens the technology-extension-farmer interface and promotes faster adoption of improved practices.
- The organization emphasizes field training programmes, farm learning centres, and on-farm demonstrations of new technologies, machinery, and crop management practices. These hands-on learning approaches help farmers understand the practical and economic benefits of innovations before adoption.
- Kissan Agri Mall integrates digital tools such as a mobile application, voice blasts, SMS alerts, a farmer call centre, and social media platforms to provide timely crop advisories, facilitate input ordering, and disseminate critical information during pest and disease outbreaks.
- The organization is exploring advanced technologies including GPS-based advisory systems, sensors, and Artificial Intelligence (AI) to deliver precise, timely, and personalized recommendations for crop management, water use, nutrition management, and pest monitoring, particularly in high-value crops.

YouTube Link:

<https://youtu.be/DeFlGCaas38?list=PL6mI4tMrzHzTHqX8i3oQ6o-B4Pfc5gPQs&t=1>

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