



## A platform for farmers to get all inputs and extension services

*Kissan Agri Mall was founded by Mr Venkataswami Reddy Surasani as a one stop platform for farmers for all their needs at just prices in their vicinity. Agrimall reduces number of participant in the entire value chain providing direct connectivity between farmers and companies.*

Hailing from Machavaram, a drought prone village in Kanigiri Mandal, Prakasam District of Andhra Pradesh Mr Surasani grew up in and around farming community. His father was a teacher by profession and was involved in farming and his mother was home maker.

Post his schooling from Jawahar Navodaya Vidyalaya, Ongole he opted for a bachelors in Agriculture, keeping up with his keen interest in the field. Later he pursued MBA in Agribusiness Management from G.B Pant University of Agriculture & Technology and a PGDAEM from the National Institute of Agricultural Extension Management (MANAGE).



It was his agricultural roots & a first-hand experience of farmer's deplorable condition that instigated in him a keen desire to bring about a change. Recalling his early days at home Mr Surasani says "My father used to grow paddy, tobacco and pulses as my area is a dry cultivation area. I have seen my father go through the entire cycle of securing seeds, growing crop and not making profits. Due to lack of options my father and other farmers brought whatever agri inputs they could get from local vendors at whatever rate. They did not have much agency to negotiate. All of these had a very strong impact on me and from there sprinted an unbending interest in agriculture.

What compelled me to start this venture was my childhood memories of framers sole reliance on local dealer for recommendations & inputs. Farmers themselves don't possess knowledge on what to use & what not to use. In those days there was no media disseminating agri related information. Local vendors would sell Agri inputs at MRP along with credit. This is just one aspect. The other aspect was the lack of market connectivity. Farmers didn't have information about market prices and had no choice but to sell produce to brokers at negligible profits. At the end of the season farmers were left with a dismal income.

While it was my time with family that I understood the problem but it was my work with companies that pointed where & how to intervene.”

With campus placement he began his professional career with National Collateral Management Service Ltd. Later he also worked with Nuziveedu Seeds Ltd. and later with UPL Ltd.

With his decade long experience in the field of agriculture he conceptualized an “Organised Retail Store – Kissan Agrimall” to provide seed to harvest solutions on one platform. This platform provides access to all the agri inputs, makes them available at a competitive price (all brands & segments), provides crop solutions by reducing the cost of cultivation and extends extension services to farmers.

The story behind naming the venture as Kissan Agri Mall goes back to the idea of having a name that would strike an instant connection with the farmers and hence they used the word ‘Kissan’.

## Startup Product Details

With a full array of services, Kissan Agrimall operates on a ‘Hub & Spoke model’ combined with anchor establishment with a coverage of 30 KM. It is a multi-segmented platform, aimed at increasing the farmer’s net income by providing them with integrated crop solutions. As a company their differentiators are providing extension services, giving complete product coverage and a competitive price approach. Their key approach is multi brand supply chain coverage of seed to harvest segments on one platform.



At every outlet they have employed a store manager, an accountant and two field officers. Presently they are operating with human power of over 70 supporting staff.

The team at Kissan Agri Mall consists of Mr Ramamurthy Reddy Siddu (B.Sc, MBA), Mr Dastagiri Sayed (B.Sc (Agri), MBA), Mr Naga Bhasker Yadlapalli (MA) & Mr P Alana Sai Simha Reddy (B.Tech, MBA).

**Connect with Farmers:** Till date they have served over 18000 farmers from Kurnool, Prakasam districts of Andhra Pradesh and Gadwal District of Telangana. They have connected with stakeholders of over 35 companies across the segments of agri inputs and farm implements.

Initially the organization faced resistance from the existing competitors in the market. But with a smart move to get traction for the first month they collaborated with big brands like Bayer, UPL, and Coramandel, which gave them a good boost.

## Areas of operation

Their Head Office is based at Kurnool, Andhra Pradesh. Currently they are operating with 20 retail outlets including 14 in Kurnool, 1 in Praksam district of Andhra Pradesh and 5 in Gadwal district of Telangana. They have established 4 hub locations for their internal stock supplies.

Mr Venkatswamy says "The Franchise Business Model is providing an entrepreneurial opportunity to the young minds, paving way for the expansion of the existing retail business to varied geographies."

As a part of their marketing strategy they regularly conduct various kind of farmer training program to create awareness about crop solutions in the field. Other communication channel includes farm group meetings, Audio-Visual Van Campaign in villages & Voice Blast.

In future they intend to diversify their business vertical to integrated farming, agri-produce procurement from farmer & protective cultivation infrastructure development.

## Achievements

-  **GOI Recognized "MSME" in Agriculture.**
-  **Recognized by Department of Promotion of Industry and Internal Trade (DIPP) by Ministry of Commerce & Industry, New Delhi.**
-  **Incubated at National Institute of Agricultural Extension Management (MANAGE), Hyderabad for RKVY - RAFTAAR Program of Ministry of Agriculture, New Delhi.**
-  **Conferred by National Investment Promotion Agency (NIPA), Investor Facilitation Cell, Make in India Nominated "INDIA 500 STARTUP AWARD 2019"**
-  **Partnered with "ITC e Choupal" for a pilot project of digital platform of contract farming.**

## Challenges

With the onset of Pandemic, it was the supply chain which got impacted across all the segments. With staggered operations retaining Human resources became another challenge. A slew of measures were adopted to cope up with COVID induced effects, like advance planning on the stock inventories, timely purchase of the stocks, and additional manpower deployment for smooth scale of operations.

## Association & Key take aways from MANAGE



***Mentoring & handholding were the two biggest support that we got from MANAGE. Our relationship with MANAGE that started with RKVY – RAFTAAR program continues till date. The training session proved pivotal in providing much needed exposure to various aspects of business, be it Mrs. Radhika Meenakshi's session on Business Pitch analysis that cleared the concepts of capital cost, debt sourcing or Mr PGVK Murthy's session that helped to understand competencies required of an entrepreneur and gauging customer's behaviour with a new entrant/new product or Mr Ranjit's session on IPR throwing much needed light on trademarks, logos & protection of word mark. With MANAGEs support we have made it this far. As we continue to move forward we embrace our association with MANAGE***

***- Mr Surasani***

## Vision as an Entrepreneur

Expanding on the vision Mr Surasani says, “There are no big players in retail place. In rural areas the whole agribusiness in rural markets is driven by uneducated local vendors providing ill recommendations to farmers. As an entrepreneur, I am envisioning to establish a brand in Agri retail value chain, we want to be a leader in agriculture input and advisory service models. There is a lot of potential in this area. That’s why this model is a huge opportunity. We want the farmers to access all their needs under one platform and get genuine product at better prices.”



### Company Name

Kissan Agri Mall Pvt Ltd



### Date of Incorporation

09 April 2019



### Age of Company

3 years, 5 months, 18 days



### Website

<https://kissanagrimall.com/>



### LinkedIn

<https://www.linkedin.com/company/kissan-agri-mall-pvt-ltd/>



### Mobile No

+91 87908 00448



### e-Mail

[surasani.venkat@gmail.com](mailto:surasani.venkat@gmail.com)

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Centre for Innovation and Agripreneurship (CIA)

(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

**National Institute of Agricultural Extension Management (MANAGE)**

(An autonomous organisation of the Ministry of Agriculture and Farmers Welfare, Government of India)

Hyderabad, Telangana, India

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