



## Agri Business Yuva: Increasing Income of Farmers

*Agri Business Yuva (ABY) Farmers is a social enterprise established with an objective to ensure the better price to the farmers for their produce.*



Mr. Satya Dev, Founder of Agri Business Yuva (ABY) Farmers, is a Rural Management professional with 20 years of experience in working with community-owned collective institutions. He has conducted capacity-building programmes for various stakeholders on livelihood promotion and micro-enterprise development. Mr. Dev has worked with development organisations, government departments at state and central levels, and coordinated large livelihood projects. He gained experience in the design and implementation of collective enterprises for increasing the income level of marginalised people. He has worked on the entire value-chain of commodities such as red gram, soya bean, groundnut, milk and established market linkages at various levels. He has conducted over 50 capacity building programs on livelihoods and enterprise promotion, business planning, micro-credit planning, management of SHGs, SHG- Bank Linkages etc. for various stakeholders. It was at the Society for Elimination of Rural Property where his interactions with farmers about the challenges faced by them served as the triggering point for this initiative.



## Startup Product Details

The Mission of ABY Farmers is to bring out the best possible products to the consumers by partnering with Farmers and Farmer Producer Organizations (FPO) thereby ensuring the best market price to the farmers. The four key functions of ABY Farmers are Procurement of raw materials from the Farmers/ FPOs, Storing, Processing and Marketing of value-added products. ABY procures commodities from farmers at the village level and FPOs and pays them the prevailing market price at the village, thereby eliminating expenses of farmers related to the marketing of their produce. The commodities are processed into value-added products. After processing, the product reaches the warehouse where it is cleaned, labelled, packed and marketed under registered brands (Green Royals, Milees, Quick Make). ABY pays 50% of the profit to the farmers.

They aim to ensure better price for farmers; support FPOs/FPC's/ SHG federations in establishing processing units thereby creating local markets for the value-added products and create employment opportunities for the local youth.

***We follow the Cluster approach - each cluster has at least a commodity, a FPO, a warehouse linked to FPO and one processing unit. We would like to establish 100 clusters.***

- Mr. Satya Dev.

They have reached 15 clusters till now.

ABY Farmers has got National Program for Organic Production (NPOP) and National Organic Program (NOP) US Department of Agriculture (USDA) organic certification and deals with organic/natural product categories viz., Pulses, Cereals, Nuts, Cold pressed oils, Honey, Jaggery, Millets, Fruits and Vegetables, Vegetable Powders. At present, ABY Farmers is marketing more than 50 products including fruits, vegetables.

The Company has connected with 20,000 farmers, 12 associated FPO, input suppliers etc.



## Area of Operations and Partnership

The product procurement locations are in Andhra Pradesh, Telangana, Karnataka, Maharashtra, Orissa and Uttarakhand.

When it comes to the marketing strategy they follow “Word of mouth” by providing a low pricing policy. The other strategies include showcasing in exhibitions and online campaigns to build the customer base. ABY Farmers has integrated its e-Commerce Portal (abyfarmers.com) for marketing the products directly to the customers. ABY is also marketing commodities for processing companies/trade organisations and products to organic retail stores. ABY has got an Import Export Code (IEC code) and registered with Agricultural and Processed Food Products Export Development Authority (APEDA) for export of all agriculture produce.

## Challenges

Building the network of customers by providing a unique identity in the market, establishing linkages with farmers and FPOs, meeting the working capital requirements and managing operations were the major challenges.

## Recognition and Awards



ABY Farmers LLP has been appointed as an Exclusive agency by Sara Engineers for the marketing of Save Grain bags in Andhra Pradesh and Telangana state



Recognition Certificate from Startup India



Best Indian social enterprise award – AFI 2019



## Association With MANAGE and Key Takeaways

He says he would like to use his grants from the RKVY-RAFTAAR to build the e-commerce base, reframing product design along with the logo and increase the warehouse capacity.



**MANAGE training especially knowing the importance of Intellectual Property Rights and the registration process has helped us a lot**

- Mr. Satya Dev

## Vision as an Entrepreneur

The vision of ABY Farmers LLP is to serve at least one lakh active farmers in the country with 100 Farmer Owned and Managed Organisations (FOMOs) as partners by 2025.



### Company Name

**ABY FARMERS LLP**

### Date of Incorporation

**02 May 2017**

### Website URL

**<http://www.abby.co.in/>**

### FaceBook

**<https://www.facebook.com/ABYFarmers/>**

### Whatsapp No

**+91 94903 27160**

### e-Mail

**[gsatyadev@abby.co.in](mailto:gsatyadev@abby.co.in)**

### Published by

Mrs. G. Jayalakshmi, IAS, Director General, National Institute of Agricultural Extension Management (MANAGE), Hyderabad

### MANAGE-CIA Publication Team

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, Centre for Innovation and Agripreneurship (CIA)

Dr. Sagar Deshmukh, Assistant Professor (ABM), MANAGE & Business Manager, Centre for Innovation and Agripreneurship (CIA)

Mrs. Gautami Kongara, Content Developer (RKVY RAFTAAR Project), Centre for Innovation and Agripreneurship (CIA), MANAGE

### Citation

Saravanan Raj, Sagar Deshmukh, Gautami Kongara and Lakshmi Murthy (2020). Agri Business Yuva: Increasing Income of Farmers, MANAGE-Centre for Innovation and Agripreneurship (CIA), National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India.



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

Hyderabad, Telangana, India

[www.manage.gov.in](http://www.manage.gov.in)

<http://cia.manage.gov.in>