



India | West Region | Maharashtra | Ideal Agri Search/Prakash Autade
Initiative Overview

Venture: IDEAL AGRI SEARCH, is involved in manufacturing and marketing of agriculture commodities and related agro inputs solutions. The Ideal Agri Search, is working in India since many years, with full potential and driven by the most standard quality and formulations of product. The Ideal Agri Search is introducing new line of products as in, micro nutrient mixture, water soluble fertilizer, organic pesticide, organic fungicide, vegetable seeds, fodder seeds, crop seeds, neem extract, neem oil, etc.

Agripreneur: Prakash Autade, is a agriculture graduate and a farmer, who observed that farmers' are facing problems due to lack of knowledge, soil loss due to excess use of chemical fertilizer, lack of market availability and he decided to work for farmers and started to create awareness about soil testing and balanced use of fertilizer. With this, he started to make groups of farmers according to the crops and he used to provide technical knowledge to the farmers. After that he started a private company, Ideal Agri Search in January 2008.



“Deliver good quality by keeping consistence performance”

 Prakash Autade”

Challenges

- To mobilize individual farmers to adopt new technologies
- To raise capital investment for company
- Manpower and labor
- Establishment of market
- Farmer acceptance and adoption of new technique
- Competitors in market

Solutions

- Conduction farmer meetings at village level to improve understanding of new technologies by farmers through demonstration, training and exposure visits
- Bank loan
- Mechanization
- Quality and result of products
- Develop a trust by giving good quality and technical knowledge on crops
- Established a brand in the market by giving good quality product and results of products that farmers filed

Results

- Developed a trust among farmers
- Establishment of venture and is running with full capacity
- It results in time saving
- Market penetration
- Develop a brand in the market.
- Use of different marketing strategies

Detailed description of venture established

IDEAL AGRI SEARCH is laid on a sound and extensive professional experience and know-how in the fields of business development, sales, marketing and manufacturing with complete technical knowledge. It has a team of professionals having experience of nearly two decades in various activities related to Agri business, like trading, production, seed marketing, agrochemical marketing, rural marketing, plot visiting, etc. The young team of Ideal Agri Search have gained



comprehensive knowledge of the local market place and mustered numerous beneficial contacts to successfully run this business.

Ideal Agri Search has been promoted by keeping a vision to increase the wealth of farmers by providing all technical knowledge and by visiting the farmers plots by qualified employees. The main task of the employees is to work on stress management, metabolism activities, plant photosynthesis, root development, nutrients uptake, growth regulators, stimulators, promoters, crop protection, fruit and flower development, sustainable agriculture and plant physiology.

Some of the major activities:

- The company conducted a village level farmers meeting before the start of season and in this meeting advised the farmers to get their soils tested. Those farmers who were ready for soil testing, were grouped according to the crops which they are going to grow in the coming season. After that, their soil samples were taken and fees of ` 550 per farmer is taken for micro analysis of soil.
- The company has a software which is developed by the Maharashtra government, according to which they give recommendation to the farmers on fertilizer application and also provide the technical knowledge for the crop.
- In every cropping season, the company used to test around 5,500 soil samples for farmers and advise them on fertilizer application and crop care.
- Company is not only doing the soil test, but they are providing technical knowledge for the crop, throughout the year and it will have importance in increasing the productivity of by 30 per cent. This also helps in increasing the farmers income by minimizing cost.



Product Range

• Plant Growth Regulators (PGR)

Plant growth regulators, also known as plant exogenous hormones, are synthetic substances that are similar to natural plant hormones. They are used to regulate the growth of plants and are important measures to ensure agricultural production. The company has a production of about 25,000 lts and 20 tons of these products and they are marketed through 1,100 retailers and it constitutes about 50 per cent of the company business and it reaches out to 82,000 farmers.

• Bio fertilizers

'Bio fertilizer' is a substance which contains living microorganisms which, when applied to seed, plant surfaces, or soil, colonizes the rhizosphere or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant. Bio fertilizers directly increase the soil fertility by adding nutrients through the natural processes of fixing atmospheric nitrogen, solubilizing phosphorus and stimulating plant growth through the synthesis of growth promoting substances. The company has a production of about 10,000 lts of these products that are marketed through 1,100 retailers and this constitutes about 15 per cent of the company's business and reaches out to 42,000 farmers.



- **Water Soluble NPK Fertilizers**

Water soluble fertilizers are made easily available to crop and is important in minimizing fertilizer losses. The company has a production of about 100 tons of these products that are marketed through 1,100 retailers and it constitutes about 10 per cent of the company business and reaches out to 34,000 farmers.

- **Micro Nutrients**

There are about 20 nutrients required for good health of plants. Three of them, carbon, hydrogen and oxygen (C, H and O) are considered part of the protoplasm and the remainder are considered to be mineral elements that are externally given by application of fertilizers. The company has a production of about 150 tons these products that are marketed through 1,100 retailers, constituting about 25 per cent of the business and reaches to 62,000 farmers.

- Company is now attached with 62,000 farmers by improving their soil health, crop productivity and increase in farmer's income.
- Initially, the agripreneur was not able to establish the venture due to financial problem, but Mr Prashant came to about the AC&ABC scheme and he underwent their training and this helped in getting a loan and bank subsidy. After that, he started with a small unit which is now having a huge product line and is running its full capacity and not able to fulfill the rising demands, and so plans to expand this unit in next coming year exists.
- Company has a fully automatic setup and most of the operations are done mechanically, that is cost and time saving.
- Company adopted different strategies to penetrate the market. They conducted village level meetings initially and after that carried out demonstration in that village and showed the results of the crop produce. After that, they approached the farmers' so that they can trust them and they believe in the company.
- The products are branded under IDEAL brand and they are having a huge product line which is mentioned in the image.

Challenges

Constraints faced

- It is observed during survey that in Sangli Region more than 50% of farmers never conducted soil testing for their farm lands and 90% of farmers are very irregular and not concerned about conducting soil testing in their fields.
- Acceptance of products developed by Ideal Agri Search were not in the farmers in initial days but after trials and testing farmers slowly started accepting the products of company.
- The huge competition with well-established branded products available in the market.
- In Initial days the major challenge is to market the products and make the product popular among the farmers as come low cost products were also available in the market.

Lessons learned

- A good quality of product is easily acceptable in the farmer
- Correct Guidance and solutions will help to get more farmer linkages

Overcoming obstacles

- Company formed a group of farmers according the crop till date company formed more than 3,000 groups of farmers for different crops.
- Company showing the result by conducting pre seasonal and crop specific and need based farmer meeting followed by demonstration of product result at village level . Company conduct around 250 – 300 farmer meeting and cover about 62,000 farmers.
- Company has fully atomized setup and it will have importance in reduction cost and save time.
- Company now established a good network of distributor, Dealer & Retailer.
- Company set up a fully atomised lab for analysis of soil samples.
- Company uses different marketing strategies for different product & establish a brand in market by developing trust among the farmer by conducting meeting and demonstration of product.

Initiatives taken

- Ideal Agri Search provides technical knowledge for crop throughout crop cycle.
- Ideal Agri Search carry out crop demonstration for showing the result of their product.
- Ideal Agri Search conducts farmer meeting for giving technical knowledge.
- Ideal Agri Search does soil testing by charging a reasonable rate and giving information on balanced use of fertilizers.
- To motivate the farmers, Ideal Agri Search organized crop competition among the farmers and awarding the winning farmers.
- Ideal Agri Search also provides crop specific information via., mobile SMS.
- Ideal Agri Search formed commodity wise groups so it will be easy to provide the information on crop needs.

Innovations to resolve constraints

- Ideal Agri Search developed the saline soil lands of Sangali district by reclaiming through Gypsum treatments and now farmer can grow crops in the field.
- Ideal Agri Search provides crop specific information via mobile SMS.
- Ideal Agri Search formed commodity wise groups so as to easily provide crop information.
- Ideal Agri Search takes initiatives to go for organic farming with registered farmers.
- Ideal Agri Search also provides information on market arrival and market price of produce in the market through SMS.
- Ideal Agri Search provides climate change information and precautions to be taken through SMS.

 Results

Impact

- Ideal Agri Search started organic farming with various farmer and farmers groups connecting up.
- Employment of upto 150 people
- Provided services to 62,000 registered farmers
- SMS service started for climate change, pest and disease attack

Outcomes

- Ideal Agri Search farmers and farmers groups following organic farming get more profit and quality produces.
- Every season Ideal Agri Search conducts around 5,500 soil tests for farmer.

Awards and Recognition

- Agripreneur received Krishi Bhushan Award in 2014 from Generalist foundation.

Conclusion

Ideal Agri Search, test the soil in farmers' fields and provide on field technical support and advises on soil health, uses of pesticides and fertilizers for sustaining soil fertility and increase their productivity, quality of produce and annual income of the farmers.

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