

Hariyali



Founder : Mr. Kumar Satyamurti

Established : Hariyali was established in 2007 with the watch words Responsibility, Creativity and Productivity.

Products: Sales and Services in agriculture sector. We sell all kinds of quality seeds, inorganic and organic inputs including chemical fertilizers and pesticides, and manures, composts and bio pesticides. We also sell agriculture implements and equipments including drip irrigation systems, Green houses and solar lights, and offer all sorts of services required for increasing crop production including landscaping, contract farming etc.



Selected 2012-14



History: Agriculture and allied activities make the largest contribution to Indian GDP, (almost 33%). It provides maximum employment in the country. In spite of this, agriculture has not yet emerged as the preferred profession. There are many reasons for this and one amongst this is the lack of proper transfer of technology from lab to land. We have started working with this commitment that too from the toughest area of India, the Kutch which is endowed with extreme weather conditions high temperatures, low rainfall, saline soils, high wind velocity etc. often leading to drought and high risk in farming. We have taken a challenge to meet risks.

Achievements: We are certified Agripreneur by the National Institute for Agriculture Extension Management of the Ministry of Agriculture, Government of the India, and we have grown rapidly in the service of farmers and farming communities.

Market: Working continuously with the changing needs and aspirations of farmers for improving their agriculture drives our market. We believe in 'Early Birds Catch the Worms' and act accordingly to grow our business.

Brand Value: Our Brand "Haryali services" is established in Kutch and well known in Gujarat. Slowly we will build on this nationally. Winning the trust of customers is the real brand value.



Recent Development:

We are slowly expanding our reach by opening new sale and service centers in other part of country. With one centre in 2007, we now have 4 centres fully operational in the Kutch, Gujarat and expect to have soon a dozen of centers in Gujarat, and in other parts of India. To sensitize people about



the need of serving the agriculture we have recently entered into the field of Media and movie production to disseminate the messages and information about the plight of farmers and the rural poor in the country.

Promotion: We promote our products and services through farmer's meetings, road shows and local news papers and also through internet. We actually sell the concepts and ideas with products that help farmers to derive more benefit from technology. We always attempt to create a win situation.

Expansion Plans: Now we are in the position to replicate our Agribusiness and Agri Clinic centre's success in Kutch to other underdeveloped parts of India. Our intervention in agriculture is basically through serving mother earth which has been feeding and taking care of all the living beings. We have already started exploring the states of Orissa, Madhya Pradesh, Jharkhand and Bihar. Our Creative team for Media and Movie production has started working towards bringing to light, the realistic problem of the society so that the issues becomes the voice of common people.

Facilities for Staff: We jointly celebrate all Indian festivals and organize picnics with family members. We also organize games like Cricket. We encourage our staff to take active parts in social function of farmers and farming communities.

Mantras to become successful entrepreneur: Work with commitment, driven by passion to serve the people through simple yet effective business plan. Working for self Satisfaction not for any kind of appreciation.

Corporate Social Responsibility: We are basically committed to social service by reaching directly to farmers, providing them all technical and other helps in reviving and building their own enterprise. We are helping them to regain their faith in farming and build their capabilities to excel in their work. We have been helping them to get all assistance from the government machineries that are due to them including agriculture loans, subsidies, crops insurance etc. We are putting more emphasis on building the confidence of youth in agriculture.

