

# IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

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## BRIDGING THE GAPS - LAST MILE DELIVERY TO THE INDIAN FARMERS

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# Hariyali Kisaan Bazaar

*Bridging the Gaps - Last Mile Delivery to  
the Indian Farmers*



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# Hariyali Kisaan Bazaar

**“Hariyali”** means **“Greenery”** in Hindi  
It signifies **“Prosperity in Agriculture”**  
**“Kisaan Bazaar”** means **“Farmer’s market”**

## Vision and Mission

### VISION

To be the leading and trusted  
Rural Products and Services Enterprise

### MISSION

We are committed to  
improving the quality of life in Rural India  
by providing superior products and services  
and efficient sourcing of quality agricultural products



## Hariyali Concept

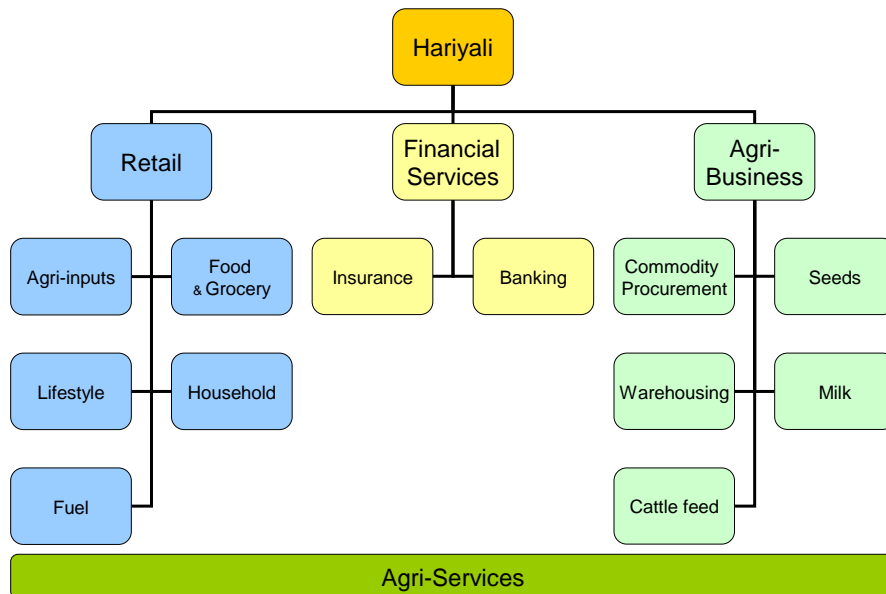
- Ensure **availability** of right product, at right time and at fair price
- Provide **Right of Choice**
- **One Stop Solution** for purchase of inputs and sale of produce



- Free **Farm Advisory** services
- **Bridging the last mile gap** in delivery of farm technology
- **Multidimensional dealings** with the customers

*The Strategic intent of the business is to provide the rural customer with choice, trust, dignity and thus create long-term relationships*

## Business Portfolio



# Hariyali Kisaan Bazaar

Agri Extension Services  
“An Effective Tool for Last Mile Delivery”

*“One of the greatest challenges in Indian Agriculture is filling the growing gap between scientific know-how and field level do-how.*

*The gap between potential and actual yields is very wide even with the technologies on the shelf, as observed from the National demonstration data of the ICAR. The average productivity of most of our farming system is low.*

*Thus, there is large untapped reservoir which can be availed of through an integrated package of Technology, **Extension**, Input Supply and Assured and Remunerative Arrangements”*

**By M.S. Swaminathan**  
**Agricultural Extension Systems: Issues and Approaches**

*“Half of the interviewed farmers in UP indicated that when extension was wanted, it was not available”*

*“Only 18% of the farmers in UP reported that they used extension in the 12 months prior to the fielding of the survey. The percentage was highest in the Central part of the state where 30% of the farmers had used extension. **This compares to only 4% in the eastern region**”*

*“The low use of extension advice seems mostly driven by delivery problems and less by low demand for it”*

**Quotes from Rural Service Survey- IFPRI**

## Agri Extension Services

### **Objectives**

- To improve farmers' productivity & profitability
- Develop long term relationship with farmers
- To ensure last mile delivery

## Agri Extension Services

### Approach

- **Goal Setting:** Set goals & customizing it into regional & seasonal themes.
- **Dedicated Team:** At Regional and Field level, which considerably improve the quality of services.
- **Monitoring:**
  - » Focused Execution: Target specific villages & farmers.
  - » Knowledge Management: Document practices, yield data creation & sharing information
- **Training:** Continuous training on latest techniques
- **Impact Assessment:** Measure impact on total farmer income and soil health

## Hariyali Agri Extension Services

### Delivery Tools



## Last Mile Delivery Through

- Agronomic Advisory
  - In store
  - At field
  - Over phone
- In-house training
- Village level meetings
- Demonstration on new technologies
- Crop seminars/kisan melas
- Soil & water testing based recommendations
- Customized services (spray, land leveling, zero till etc)

## **Farm Advisory**

In-store as well as on- farm advisory.



## **In-House Trainings**

- Need based training on different aspects important for the farmers



## **Village level meetings**

- Pre-season and mid season village level meetings are conducted on new developments and improved practices.



## **Demonstrations on New Technologies**



## **Field Days**

- To observe and evaluate the results of the demonstrated technology and resolve farmer's queries



## Crop Seminars (Kisan Mela)

- Crop seminars are organized during Rabi and Kharif seasons



## Soil and Water Testing

- Emphasis on soil test based fertilizer recommendations



## Customized Services



## Information Through Literature



**सूखा और बाढ़ से अब ना घबराओ, अपनी पैदावार बढ़ाओ।**



### अगर आप धान लगाने में असमर्थ हों ?

- 1. खान बसपा में पकाने वाली जेउन व उट्टर की चरफन रक्कामें और विचखर में विचखर में चरफन कटाई में काट जतनु की चरफन में।
- 2. कसल वर जतनु जतनु के चरफन कसली वाली चरफन में (केलन, टमटर, धिरे, विरगल धिरे) की चीप खेकर जतनु।
- 3. खान जतनु एवं डेर से खाने वाली खाने की विरगन की विरगन करे।
- 4. जतनु एवं जतनु की सुखन करे।
- 5. धिरे की की चरफ सुखन के विरग डीक खतने।
- 6. के विरगल की में जतनु खतन खतने से का जतनु खतन में की की विरगल खतने और एत खतन के जतनु जतनु की चरफ खतन में।



**सूखा और बाढ़ से अब ना घबराओ, अपनी पैदावार बढ़ाओ।**



### अगर आप कपास लगाने में असमर्थ हों ?

- 1. खान बसपा में पकाने वाली जेउन व उट्टर की चरफन रक्कामें और विचखर में चरफन कटाई में काट जतनु की चरफन में।
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- 5. धिरे की की चरफ सुखन के विरग डीक खतने।
- 6. केलन की धिरे जतनु में कसल की चीप जतनु खतन से का जतनु की चरफ खतने।
- 7. जतनु चरफन खतन से की से के की धिरे की धिरे में जतनु की चरफन करे।
- 8. धिरे के खतन सुखन वर विरगल खतन करे।
- 9. की की जतनु खतन में धिरे चरफन वर धिरे खतन करे। जतनु वाली जतनु वर वाली का विरगल 1.2 जतनु के जतनु करे।



**सूखा और बाढ़ से अब ना घबराओ, अपनी पैदावार बढ़ाओ।**



### अगर आप सोयाबीन लगाने में असमर्थ हों ?

- 1. खान बसपा में पकाने वाली जेउन व उट्टर की चरफन रक्कामें और विचखर में चरफन कटाई में काट जतनु की चरफन में।
- 2. कसल वर जतनु जतनु के चरफन कसली वाली चरफन में (केलन, टमटर, धिरे, विरगल धिरे) की चीप खेकर जतनु।
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- 5. धिरे की की चरफ सुखन के विरग डीक खतने।
- 6. वरु जतनु की खाने।
- 7. धिरे खतन खतन के विरग जतनु जतनु वाली खोयाबीन विरगन खतन खतने।
- 8. कसल वर धिरे खोयाबीन की खोयाबीन करे।
- 9. कीन का जतनु खतनु खतनु से जतनु करे।



## What does it means to farmers – Impact Analysis



### **Sugarcane - Intercropping**

<b>Locations</b>	: Faridpur ( UP )
<b>Farmer Practice</b>	: Solo cropping
<b>Recommendation</b>	: Sugarcane + Mustard / Okra/ Onion/ Garlic/ Water melon
<b>Impact</b>	: With successful intercropping, farmers were able to achieve extra income of Rs. 8500 to Rs.25000 per acre



## Crop Diversification

- Locations** : Tadapelliguddam ( AP )
- Farmer Practice** : Paddy crop two times in a year
- Recommendation** : Paddy followed by hybrid Maize
- Impact** : Profit of Rs 20000 as compared to 10000 per acre



## Fertilizer Application Technique

- Locations** : Faridpur ( UP )
- Farmer Practice** : Using DAP mixed with ZINC in potato crop
- Recommendation** : Basal application of zinc followed by NPK and spray of liquid fertilizers
- Impact** : Increase in income from Rs.40000 per acre to as much as Rs.52000 per acre.



## The Hariyali Difference

- Round the year services (24x7)
- Bundling of products and services
- Brand neutral
- Qualified Agronomists managing the sales process
- Presence at grass root level

## Key Drivers to Impact

- Based on building trust
  - Long term relationships
  - Customized Agri-solutions
  - Complementary to other extension agencies
  - At farmer's choice
- ***Leading to better adoption***



# **CSISA (Cereal system Initiatives for South Asia) & Hariyali**

## **CSISA & Hariyali**

- Hariyali acting as a delivery partner with CSISA to strengthen the ways and means for bridging the gaps for last mile delivery
- CSISA provides know how for
  - Technical support in crop seminars / field days
  - New technology dissemination
  - Demonstration of advance mechanization
  - Knowledge of farm implements –like laser leveler & zero till

## CSISA & Hariyali

- CSISA Delivery hubs to play an important role for achieving the overall objective of Agri Extension
- CSISA has two operational hubs at Hariyali
  - Hariyali Ladwa → Haryana & western UP.
  - Hariyali Farenda → Eastern UP & Nepal.

### CSISA Activities In Hariyali Campus- Ladwa



**Dr.Raj Gupta, Addressing farmers gathering**

