

HARIYALI KISAAN BAZAR

"Hariyali Kisaan Bazar" is a pioneering micro level effort, which is creating a far-reaching positive impact in bringing a qualitative change and revolutionizing the rural sector in India. It is the largest rural retail chain of India with 275 stores & centres under the brand name 'Hariyali Kisaan Bazar' spread across the country. They are present in eight states U.P, Punjab, Haryana, M.P., Rajasthan, Uttaranchal and Andhra Pradesh. The "Hariyali" chain of centres is being set up by DCM Shriram Consolidated Ltd. (DSCL), a leading Indian corporate house with over 40 years of experience in agri-input markets & first hand knowledge of Indian farmers. These centres not only provide end-to-end ground level support to the Indian farmers to improve his "profitability" & "productivity", but also take arrangement of products and urban amenities to the rural areas. The "Hariyali Kisaan Bazar" chain, seeks to empower the farmer by setting up centres, which provide



all encompassing solutions to the farmers under one roof. There are distinct activities that a Hariyali centre is engaged in providing agri-Services, Retailing and Farm output buy-back.

Agri-Services:

The centres provide 24*7 technology supports through a team of dedicated qualified agronomists based out of the store. The agronomist's provide the critical last mile delivery of agri-advice to the farmers and ensure adoption of appropriate modern agri-practices. The focus is on shifting farmers from subsistence farming to technology led commercial farming.

Retailing

Hariyali's retail offerings cover both farming & household needs of rural areas. These include,

Farming Products: Multi-brand agricultural inputs (such as fertilizers, pesticides, seeds, animal feeds, and irrigation equipment and tractor parts.)

Household products: FMCG, consumer durables, apparel & footwear.

Insurance services: Life insurance, crop insurance, health insurance.

Farm Fuels: Petrol, Diesel, LPG.

Farm output buy back

Simple procurement-

At harvest time a farmer can directly sell to Hariyali depending on the storage facilities of the Hariyali outlets. Hariyali is producing varieties of certified seed on 45,000 acres of land. Certified seed yield higher returns for the farmer. Hariyali sources foundation seed from universities or private seed companies. Then does contract farming with farmers to produce certified seeds from the foundation seeds paying the growers a premium for the production and then the seeds are processed, packed and sold through our own trade channel of 200 distributors across 10 states.

The Hariyali centres are IT enabled capturing critical data of farmers and providing them with access to weather forecasts, market prices and latest technical knowledge. A typical "Hariyali Kisaan Bazar" centre operates in a catchment of 25-30 Kms. A typical centre caters to agricultural land of about 60000-80000 acres and impacts the life of approx. 15-20000 households. 'Hariyali Kisaan Bazar' has been taken up as a case study by the Harvard Business School (HBS).

