



Ingrain  
Technologies

[www.theingrain.com](http://www.theingrain.com)



## VISION

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*"To build and sustain Ingrain Technologies as one of the reputed international consulting and service organisations."*

## MISSION

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*"To deliver authentic, contemporary and world class consulting services to create value to the clientele."*

## ABOUT US

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Ingrain Technologies is a consulting firm with a blend of distinct knowledge and hands on industrial experience, with an objective of providing world class consulting and allied services to its clientele. Ingrain has a dedicated team, a panel of highly capable advisory members and is associated with other resourceful consultant groups operating in various disciplines in order to meet the requirements of clientele in a comprehensive style.

Ingrain follows a holistic approach in addressing the issues and facilitates co-creation of value by leveraging knowledge, skill set and experience to serve the clientele. As an essential element of culture, satisfaction of the client is the first objective at Ingrain.

Ingrain Technologies covers an array of areas in, Agri-Business Management, Food and Agriculture, Rural Development and Natural Resources Management. Food and Agriculture is a special area of operation for us. We offer specific, pragmatic and effective solutions to a range of challenges in contemporary agricultural scenario.



## Strategy and Projects

### 1. Strategy and Knowledge based Initiatives

- Business strategy formulation
- Strategic advisory
- Project planning and implementation
- Industry scan
- Competitor mapping
- Assignments addressing reengineering
- Productivity improvement
- Quality enhancement
- Simplification and standardization of processes

### 2. Marketing Research, Studies and Surveys

- Market surveys
- Primary and Secondary Research
- Agricultural Research
- Evaluation studies
- CSR and Sustainability Initiatives
- Climate change studies

- Economic studies and impact analysis studies
- Analysis of agricultural markets
- Detailed project reports
- Project feasibility studies and pilot schemes
- Sectorial studies
- Exploring diversification possibilities

### 3. Collaborative Projects

- Establishment of forward and backward linkages
- Advisory services
- Organic Agriculture and Certifications
- IPM, Organic and Green products
- Information technology in agriculture
- Market development
- Market linkages

## Agri-Advisory and Farm Development

- Agriculture advisory services
- Corporate farming
- Facilitation of agricultural technology
- Advisory on organic farming
- Integrated Pest Management and Organic agriculture

## Manpower Consulting and Training

### 1. Manpower Consulting:

Placement services in Agribusiness Organizations, Agri-Business and allied disciplines across junior, middle and senior positions

### 2. Training:

- Training programs (Technical and Behavioral)
- Organizational development and change management
- Skill development

## Rural Development

- Rural development projects
- Projects -Inclusive and sustainable development
- Capacity building
- Economic empowerment
- Skill development

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## PROFILE OF DIRECTOR



Mr. PVGK Murthy, has done his PGPABM from MANAGE and has 14 years of managerial work experience as an agribusiness manager. He worked in diverse areas of business strategy, procurement management, logistics, quality audit, supply chain management, processing and product development, contract farming, public private partnerships, crop development, community development, customer relations management (CRM), trade leadership, marketing, exports, trade relations and training.

Mr. Murthy worked as National level Manager and has taken up important Public Private Partnership projects. He led many cross functional teams to drive important assignments for the organisations. He worked for ITC Ltd. for 12 years and prior to that worked for NFCL and MFL for a brief period.



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