

A Sector Specific Consulting Company

CONSULTING IN AGRIBUSINESS,
AGRICULTURE & ALLIED SECTORS, RURAL
LIVELIHOODS AND NATURAL RESOURCES
MANAGEMENT

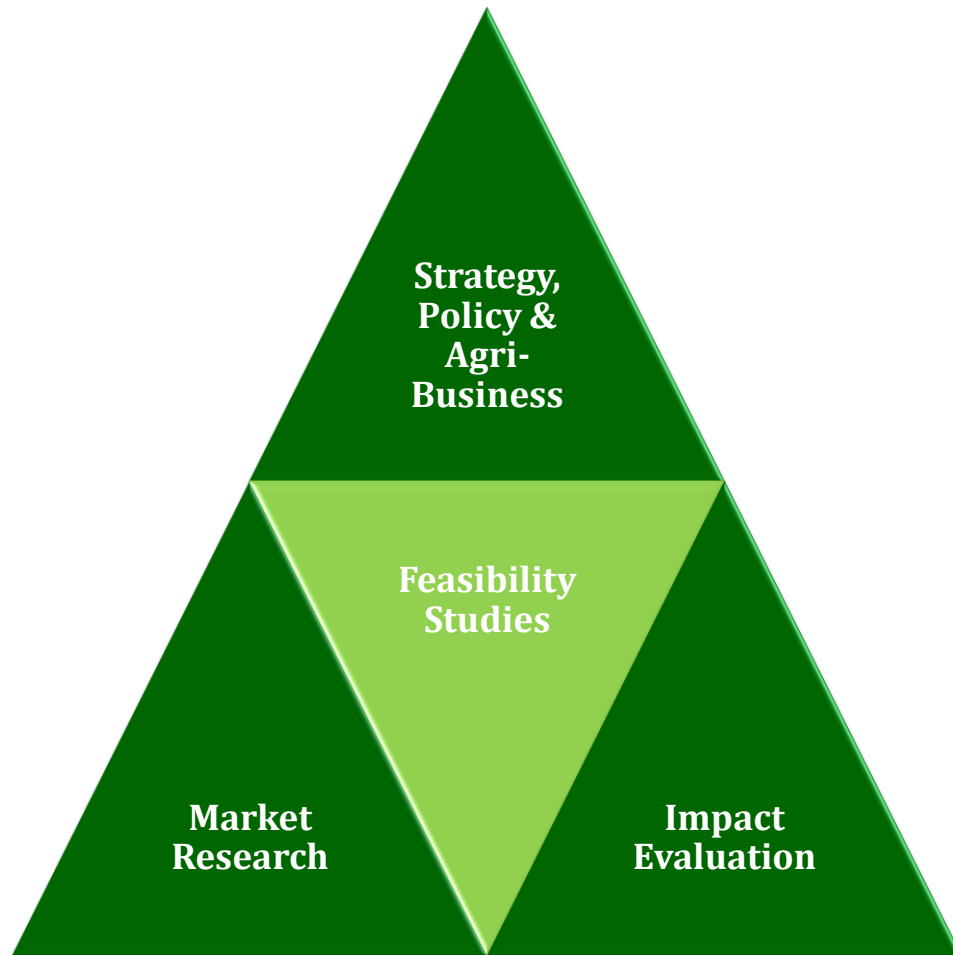


Mission - Value & Co-creation

Contemporary

Holistic

Economic



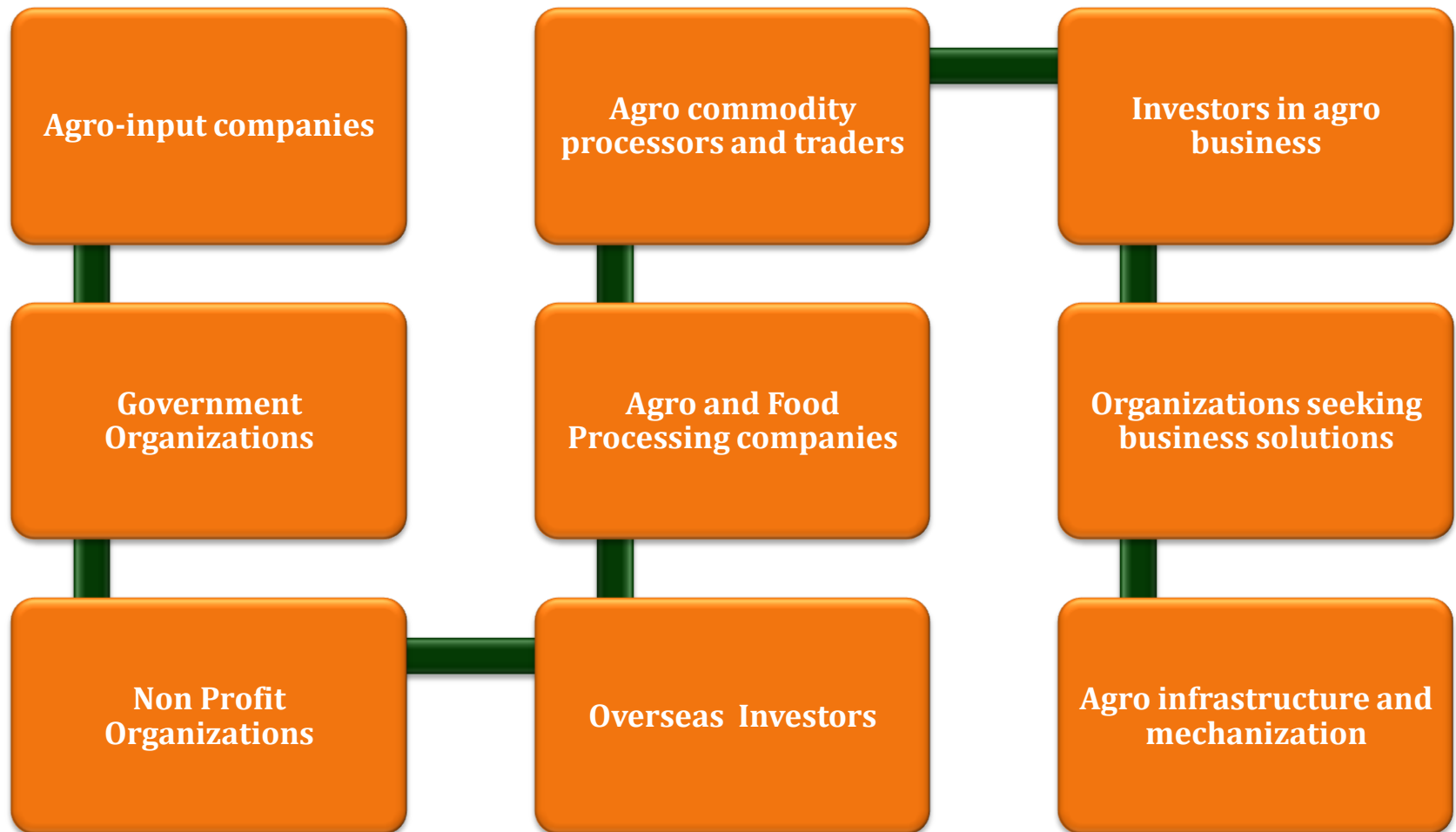
Ingrain Technologies

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Our Clientele Segments



A Sector Specific Consulting Company

Ingrain Technologies is a progressive consulting firm operating in the areas of agriculture, horticulture, natural resources, rural development, agri-business and livelihoods. Consulting, marketing research, evaluation and impact analysis and agri-advisory services are our areas of operation. Our clientele are from Government, private sectors and Non Profit Organizations.

Ingrain operates throughout India and parts of the world and it is one stop resource for a spectrum of consulting services.

We facilitate effective and timely solutions to the clientele with the help of our knowledge base and hands on experience across a range of activities like strategizing, processes, services and implementation.

Rain ... Grain & Ingrain...

a truly Agrarian consulting & service company

VISION

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

MISSION

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

Areas of operation

Business & Strategy

- Marketing Research
- Strategy & Business development plans
- Feasibility studies
- Solutions in agribusiness and rural development

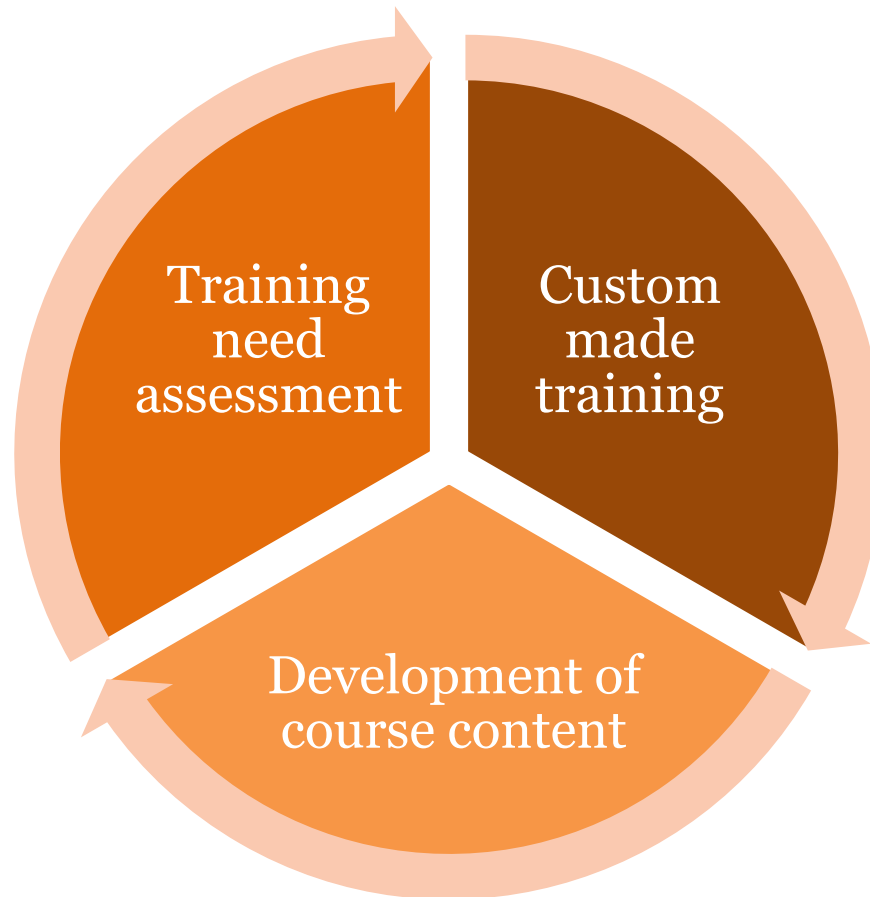
Implementation

- Studies related with climate change and agriculture
- Mechanization interventions in Agriculture
- Preparation and implementation of projects

Natural Resources Management and Training

- Studies related to Natural Resources Management
- Rural Development & Capacity building
- Impact analysis and evaluation studies

Training & Stewardship



Training

Mapping the specific training requirements

Development of specific, tailor -made training modules

High impact trainings through experiential learning, simulation and participatory approach

Why Ingrain Technologies?

- *For new business initiatives and strategy*
- *Planning and strategy for agri-sector development*
- *Policy advisory and research in agriculture and allied sectors*
- *New project synthesis and implementation*
- *Manpower recruitment and Training*
- *Marketing Research*
- *Farm Development*



Our strengths

- *Knowledge base*
- *Net work with stakeholders*
- *Agile Team*
- *Technical council*
- *Field experience*
- *Fresh thinking*
- *Pragmatic approach*

Some of our Clientele:



d.i.e

Deutsches Institut für
Entwicklungspolitik



German Development
Institute

syngenta





Government of Madhya Pradesh





Our Previous Works

1. Name of assignment or Project: Techno economic feasibility Study and business plan for manufacturing and marketing of Citrus products in South Africa

Year: 2012

Location: South Africa

Client: Foundation for MSME Clusters

Main Project features: Market survey, Supply chain analysis, Feasibility Study and Business Plan

2. Name of assignment or Project: Study of rice and rice markets in Tanzania and Ghana.

Year: 2015

Location: Tanzania and Ghana

Client: Foundation for MSME Clusters

Main Project features: Market survey, Supply chain analysis, Strategy for rice sector development in the countries

3. Name of assignment or Project: Preparation of Vision Document for Agricultural Sector of Andhra Pradesh, State, India (Swarnandhra Vision 2029)

Year: 2015

Location: Andhra Pradesh

Client: Ernst& Young (Government of Andhra Pradesh)

Main Project features: Strategy and Planning

4. Name of assignment or Project: Vision Performance Unit for Agricultural Sector of Madhya Pradesh State, India

Year: 2015

Location: State of Madhya Pradesh

Client: PwC(Government of Madhya Pradesh)

Main Project features: Strategy and Planning

5. Name of assignment or Project: - Current status of the environmental and socio-economic impact of the export of renewable raw materials from developing countries for non-energetic use in Germany (case of Castor crop in India)

Year: 2010-11

Location: All India

Client: AFC International

Main Project features: Social Impact Assessment

6. Name of assignment or Project: Assessment of Socio-economic impact of Paddy, Cotton and Sugar cane BMPs - Evaluation of 5 years “Thirsty crops programme” by WWF (World Wide Fund for Nature) - Includes Evaluation of SRI programme in the State of Andhra Pradesh

Year: 2011

Location: States of Andhra Pradesh, Maharashtra (India)

Client: WWF India

Main Project features: Impact evaluation

7. Name of assignment or Project: Mechanization in Paddy sowing (Syngenta India)

Year: 2011 - 12

Location: South India

Client: Syngenta India

Main Project features: Survey, Census, and Strategic business plan and impact analysis

8. Name of assignment or Project: Strategy note for State Horticulture Department of Andhra Pradesh, India (Review and extension of National Horticultural Mission)

Year: 2010

Location: State of Andhra Pradesh (India)

Client: Department of Horticulture; Government of Andhra Pradesh

Main Project features: Evaluation, Strategy and Planning

9. Name of assignment or Project: Feasibility analysis (National level) for bio-fertilisers and bio-pesticides

Year: 2011

Location: All India

Client: Hindustan Insecticides Limited

Main Project features: Feasibility study and business plan

10. Name of assignment or Project: Detailed project reports for 5 FPOs (Farmer Producer Organizations) for expanding their existing businesses in scale and scope in the State of Madhya Pradesh

Year: 2011-12

Location: State of Madhya Pradesh (India)

Client: NIABI – ICRISAT

Main Project features: Feasibility study and business plan

11. Name of assignment or Project: Training, Development of SOP and IPM practices in Chillies for export to EU

Year: 2010-11

Location: States of Andhra Pradesh, Tamil Nadu and Karnataka (India)

Client: Cochin Spices Ltd

Main Project features: Development of the best crop management practices

12. Name of assignment or Project: Customer satisfaction survey (for organic brand fertilizer)

Year: 2010-11

Location: States of A.P., Karnataka, West Bengal and Maharashtra (India)

Client: Coromandel International Ltd

Main Project features: Survey, analysis and recommendations

13. Name of assignment or Project: Business plan and implementation support for establishment and marketing of seed companies

Year: 2011

Location: State of Andhra Pradesh (India)

Client: Greenfire Agrotech Pvt. Ltd.

Main Project features: Market study and business plan

14. Name of assignment or Project: Estimation of market shares of agro-chemical molecules in South India

Year: 2009

Location: States of Andhra Pradesh and Karnataka, Tamil Nadu (India)

Client: Rallis India Ltd

Main Project features: Survey and analysis

15. Name of assignment or Project: Development of agricultural farm and business plans for private entrepreneurs (Agro advisory projects for corporate farming)

Year: 2011

Location: Hyderabad (India)

Client: Professional Growers Pvt.Ltd

Main Project features: Farming Business, techno-economic farm planning, market linkages

16. Name of assignment or Project: ‘Evaluation and Impact Assessment’ of “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” programme

Year: 2013

Location: States Andhra Pradesh, Tamil Nadu and Maharashtra (India)

Client: National Institute of Agricultural Extension Management (MANAGE)

Main Project features: Impact evaluation and recommendations for the 12th - 5 year plan for Ministry of Agriculture; Government of India

17. Name of assignment or Project: ‘Assessment of Market Potential of Teas Produced by STGs and Marketing Strategies to Secure Competitive Advantage’

Year: 2012

Location: States of West Bengal & Assam (India)

Client: Centre for Education and Communication (CEC), New Delhi

Main Project features: Assessment of supply chains, market potential, strategies to enhance market competitiveness

18. Name of assignment or Project: ‘Market scan for important crop protection chemicals in the 20 important agri-input markets’

Year: 2014

Location: States of Andhra Pradesh and Karnataka (India)

Client: Shivashakthi Biotechnologies Pvt Ltd

Main Project features: Market research and business solutions

19. Name of assignment or Project: ‘Identification and analysis of skill gaps plan for skill development in agri-allied sectors’

Year: 2014

Location: All India

Client: Agriculture Skill Council of India

Main Project features: Analysis, providing strategy and road map

20. Name of assignment or Project: “Midterm evaluation of SUVIDHA’s organic farming project (supported by the Directorate of Horticulture, Government of Odisha) implemented in the year 2012-13”

Year: 2013

Location: Odisha State (India)

Client: SUVIDHA

Main Project features: Evaluation

21. Name of assignment or Project: “Final evaluation of SUVIDHA’s organic farming project (supported by the Directorate of Horticulture, Government of Odisha)”

Year: 2015

Location: Odisha State (India)

Client: SUVIDHA

Main Project features: Evaluation

22. Name of assignment or Project: Markets of biological fertilizers and pesticides in India

Year: 2015

Location: All India

Client: T.Stanes

Main Project features: Market survey and Analysis

Our Social Responsibility & Contribution to Sustainability

We work in the following areas through our Associate– ‘ Human Associates in Yeoman Service ’

- *Improving farmer economics*
- *Development of market linkages*
- *Agricultural technology dissemination*
- *Water use efficiency*



About the Founder & Director

Mr. PVGK Murthy, Director, Ingrain Technologies is a senior Agri-Business Professional and Consultant. He has 20 years of managerial work experience in agribusiness management, consulting in agriculture and allied sectors. He worked in diverse areas of business strategy, policy advisory, agri-business management, procurement management, logistics, quality audit, supply chain management, processing and product development, monitoring and evaluation, contract farming, public private partnerships, crop development, community development, customer relations management (CRM), trade leadership, marketing, exports, trade relations and training.

Mr. Murthy is the Founder of Ingrain Technologies, a sector specific consulting organization working in the areas of agriculture, agribusiness, food security, rural livelihoods and natural resources management. He started Ingrain in July 2009. Before Ingrain, he worked as National level Manager in ITC Limited and has taken up important Public Private Partnership projects. He worked for ITC Ltd. for 12 years and prior to that worked for NFCL and MFL for a brief period. He is a graduate in Agricultural Sciences and he has done P.G. Programme in Agri-Business Management from National Institute of Agricultural Extension Management (MANAGE).



Coming together is a beginning; keeping together is progress;
working together is success.

Henry Ford



Thank you

