

Press Release

Hariyali – now a case study at Harvard

New Delhi- 23rd Jan 08. “Hariyali Kisaan Bazaar” the pioneering rural services business initiative of DCM Shriram Consolidated Ltd has been taken up as a case study by the Harvard Business School (HBS). The Hariyali case, prepared by HBS after sending their team to India, has been introduced and discussed in their prestigious International Agri Business Seminar held between the 13th-16th Jan 2008.

The case study highlights Hariyali as an innovative business model which can be a catalyst of social change and inclusive growth. Over 200 participating executives from 33 countries found “Hariyali” unique, as it has the capability to address fragmentation in agriculture, improve income levels, living standards of farming community, while being a commercially sustainable business.

The “Hariyali Kisaan Bazaars” have started to create a qualitative change in rural India. “Hariyali” seeks to empower the farmer by providing all encompassing solutions to him under one roof. The one stop centre “Hariyali” is engaged in distinct activities providing the last mile delivery of relevant and current Farm technology, the entire range of agri and non agri products, farm fuels, output buy back of farmers’ produce etc. leading to increase of his productivity and profitability. The business philosophy is to create relationship with the farmers based on trust and dignity and offer him choice.

“Hariyali”, is the largest rural services chain in the country with 125 centers spread over Northern, Western & Southern parts of the country. The Company plans to establish a countrywide footprint over the next few years covering most of the agriculturally dominated districts of the country. These outlets are located in rural locations only.

All centres are IT enabled capturing critical data relevant to farmers and providing inputs and access to weather forecasts, market prices and technical knowledge.

Hariyali is also a unique effort as it embodies some of the key focus areas for rural development of the country, such as, Investment in Rural Infrastructure, Improving farmer’s productivity & profitability, Providing Urban Amenities to Rural Areas (PURA), Aggregation of Farm Produce and Access to information & Use of IT.

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