



VEDAGNA

Vedagna Bio Ag India LLP

Operations and Consultancy Services

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The Need: Enabling India's Farmers



- Increasing biotic and abiotic stress, soil degradation, higher pest resistance, greater toxicity in crops and climate change collectively pose new threats to Indian farmers. This can only be addressed using a combination of technology and traditional, sustainable farming practices.
- Our extension sector is understaffed and personnel are hampered by a limited understanding of soil and crop management practices.

Key Statistics – Extension Sector in India	
Recommended ratio of extension personnel to farmers	750:1
Actual ratio of extension personnel to farmers	1062:1
Recommended agri budgetary expenditure on agri research	2%
Actual expenditure on agricultural research (including extension)	0.7%
Percentage of farmers with access to extension services	6.8%

- We at Vedagna seek to systematically assist extension efforts by leveraging on our established expertise and rooting our solutions in traditional methodology.
- We primarily address the needs of institutional players in the agri-value chain using effective and adaptive solutions rooted in culture and R&D.

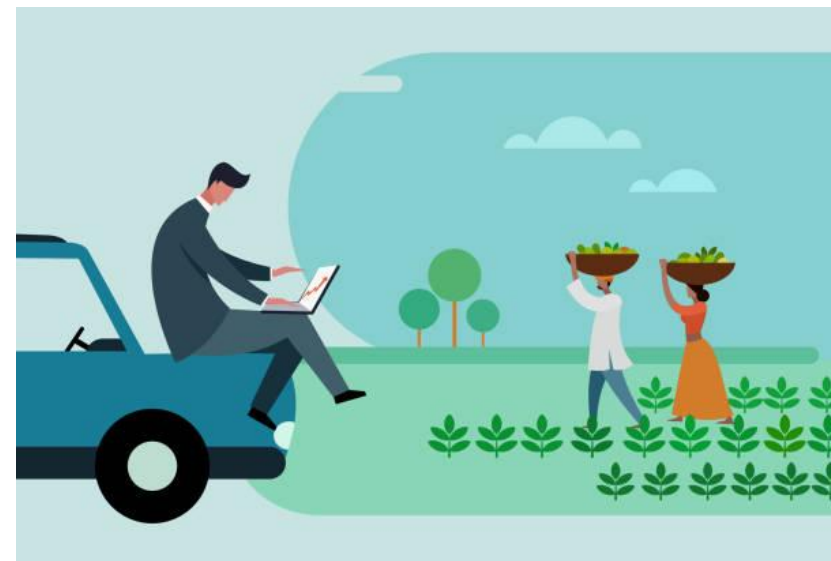
Vedagna: A Brief Introduction

Our Vision



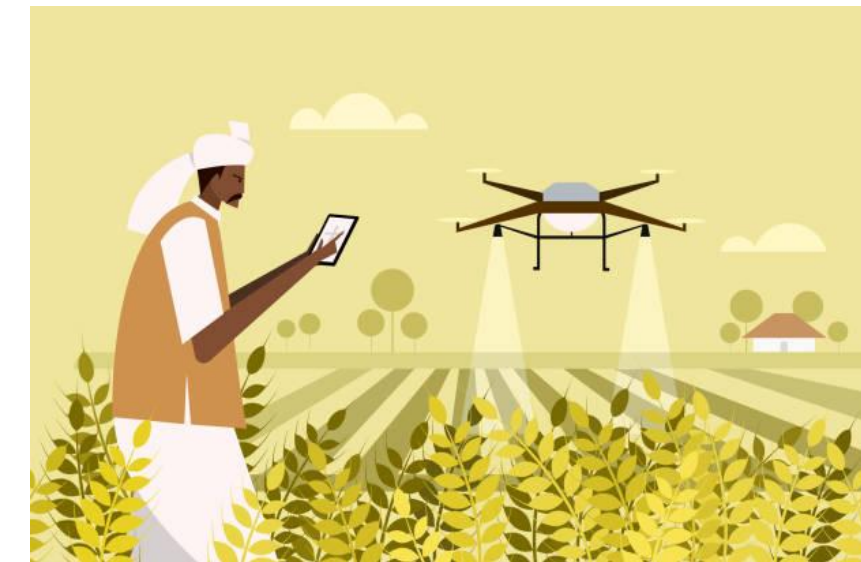
We seek to realise potential for harmonious growth and abundance in the farming community through sustainable and optimal practices in the agri value chain.

Our Mission



We endeavour to innovate sustainable input solutions for the agri value chain by achieving synergies of science and nature. We are committed to skilling enterprises and personnel in this space to develop efficacy and efficiency and leverage virtuous feedback cycles.

Our Group



We are leaders in developing affordable, safe, effective and environment-friendly solutions for farming. We provide training and consultancy services based on the latest knowledge combined with solutions based on biotechnology and cutting-edge research.

Trusted Hands: Meet Our Directors

Virendra Kumar Singh



Qualification: MSc. Ag.

Experience: 30+ years

Core competence: Sales and Marketing

Organisational experience:

- Beesafe Farming Pvt. Ltd.
- Camson Biotechnologies Ltd.
- International Panacea Ltd.
- Murukumbi Bio Agro Pvt. Ltd.
- Pure Seeds Genetics International

Dr. Gopi Krishna Pidatala



Qualification: M.Sc (Ag)., MBA (Strategy, Ops, HR), PGDSM, PGDCA, PG.Dip IR & PR, Ph.D

Experience: 30+ years

Core competence: Strategy & Operations, Supply Chain Management, Agri- Products & Services

Organisational experience:

- National Dairy Development Board
- Finolex Pipes Ltd.
- AP Netherlands Biotech Programme
- Vista Imaging and Speciality Diagnostics

Dr. Arun K Nair



Qualification: Ph. D

Experience: 30+ years

Core competence: Business Management, Marketing, Supply Chain, Digitisation, R&D and Crop Agronomy

Organisational experience:

- Nagarjuna Fertilizers and Chemicals Ltd.
- Nokia India
- Safal National Exchange
- Calypso Foods Pvt. Ltd.
- EID Parry Ltd.
- Rubber Research Institute of India

S V S Anjaneyulu



Qualification: B.Sc (Ag), MBA (IIMA), Six Sigma Green and Black Belt, Data Scientist (INSOFE)

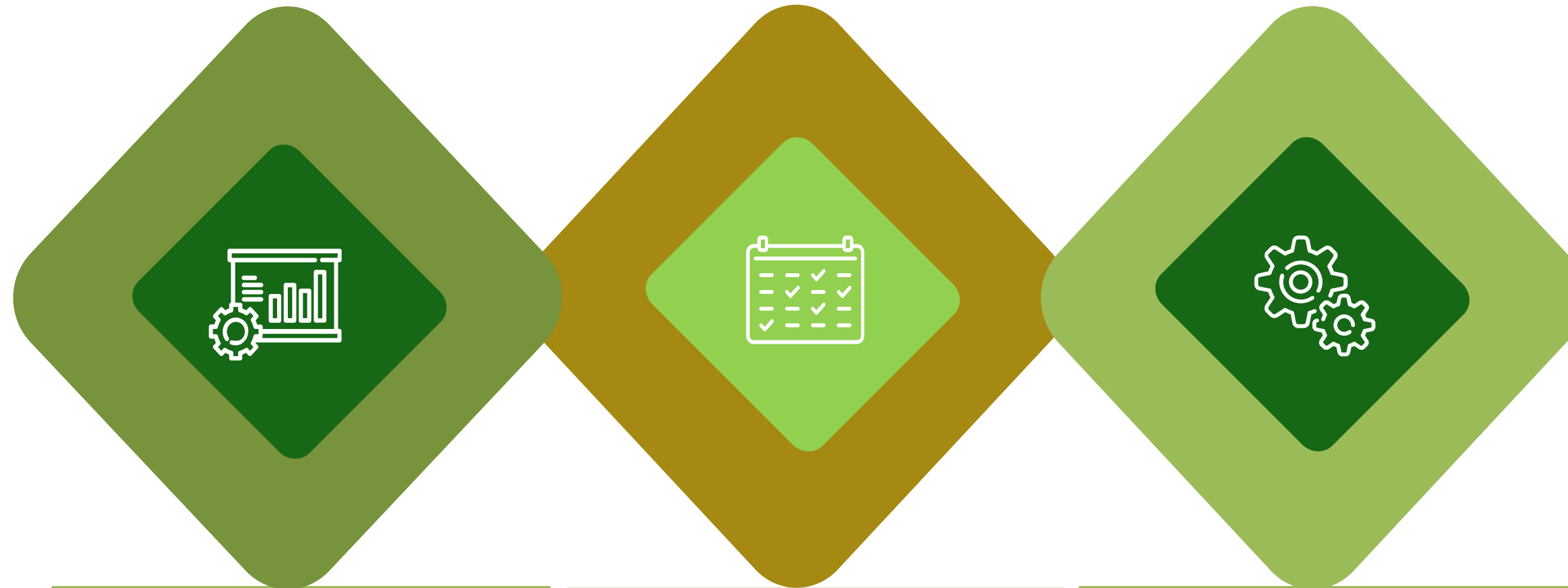
Experience: 20+ years

Core competence: Sales and Marketing, Data Science, Training, Consultation, Execution, Technology

Organisational experience:

- DuPont
- Bayer India Ltd.
- Coromandel International
- Bayer Crop Science Ltd.
- I2V Consulting Pvt. Ltd.

Our Solutions: What We Have To Offer



Agile training modules

We deliver customised crop agronomy and field extension learning modules based on requirements of crop quality and costs for conventional, residue free and organic agriculture.

Expert crop consultancy

We provide evidence-based advice on best practices for major crops of varying types and geographies to enable you to achieve the best yield with minimal efforts and hassles.

360 degree process consultancy

We provide consultancy on all aspects of the agri-value chain in an establishment and work hand-in-hand with your teams to achieve product quality, consistency and marketability.

Subject Matter Expertise

1. Soil management
2. Balanced crop nutrition
3. Management of crop pests
4. Building resilient farm systems
5. Precision farming tools and techniques

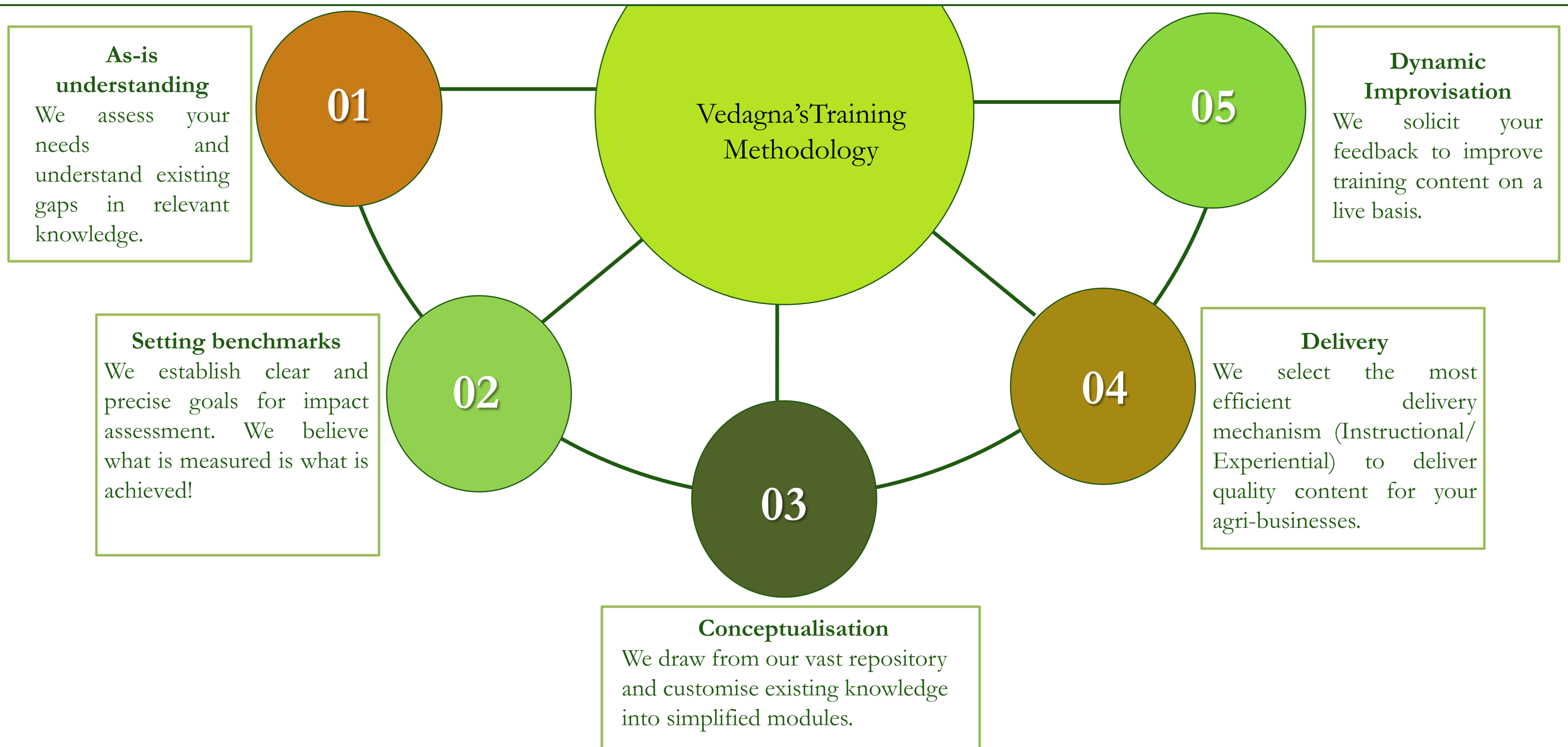
Crop Expertise

Tomato	Rice
Cucumber	Wheat
Potato	Maize
Cabbage	Cotton
Cauliflower	Mango
Chilli & Capsicum	Oranges

Functional Expertise

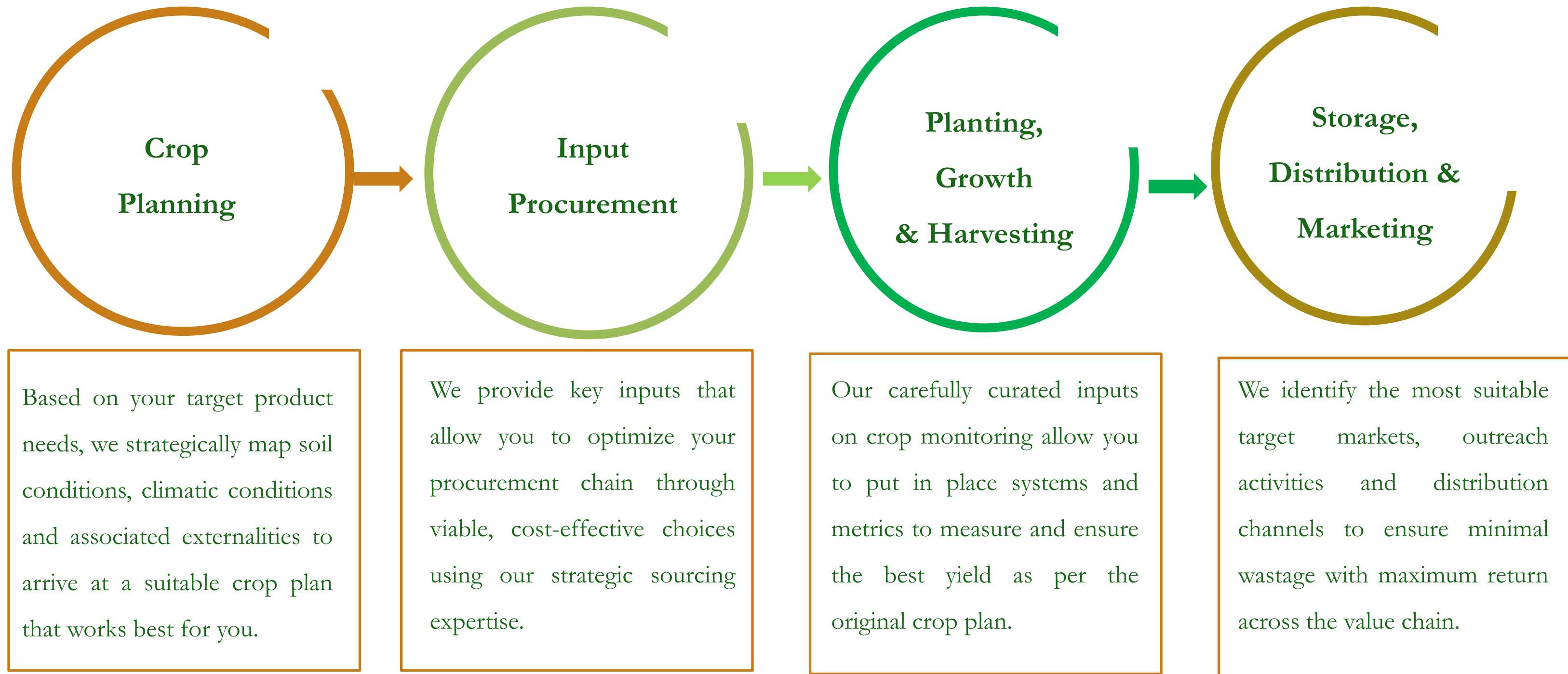
1. Commodity procurement
2. Contract farming
3. Sales & product promotion
4. Legal and statutory processes
5. Digitisation in agri business
6. Agri organisational strategy and leadership

Designed for Impact: Our Training Methodology



A Lending Hand: Consulting Along the Agricultural Cycle

We at Vedagna offer support at every step of the agricultural cycle. A snapshot of our strategic interventions at different stages of the cycle is provided below:



Making Business Future-proof: Our Consultancy Services

Mentoring and leadership

Our leadership has frontline experience of several decades in incubating and steering organisations into success. We work with your business leaders to develop a complete organisation approach to secure growth, profitability and goodwill.

Creating an innovation-centric culture

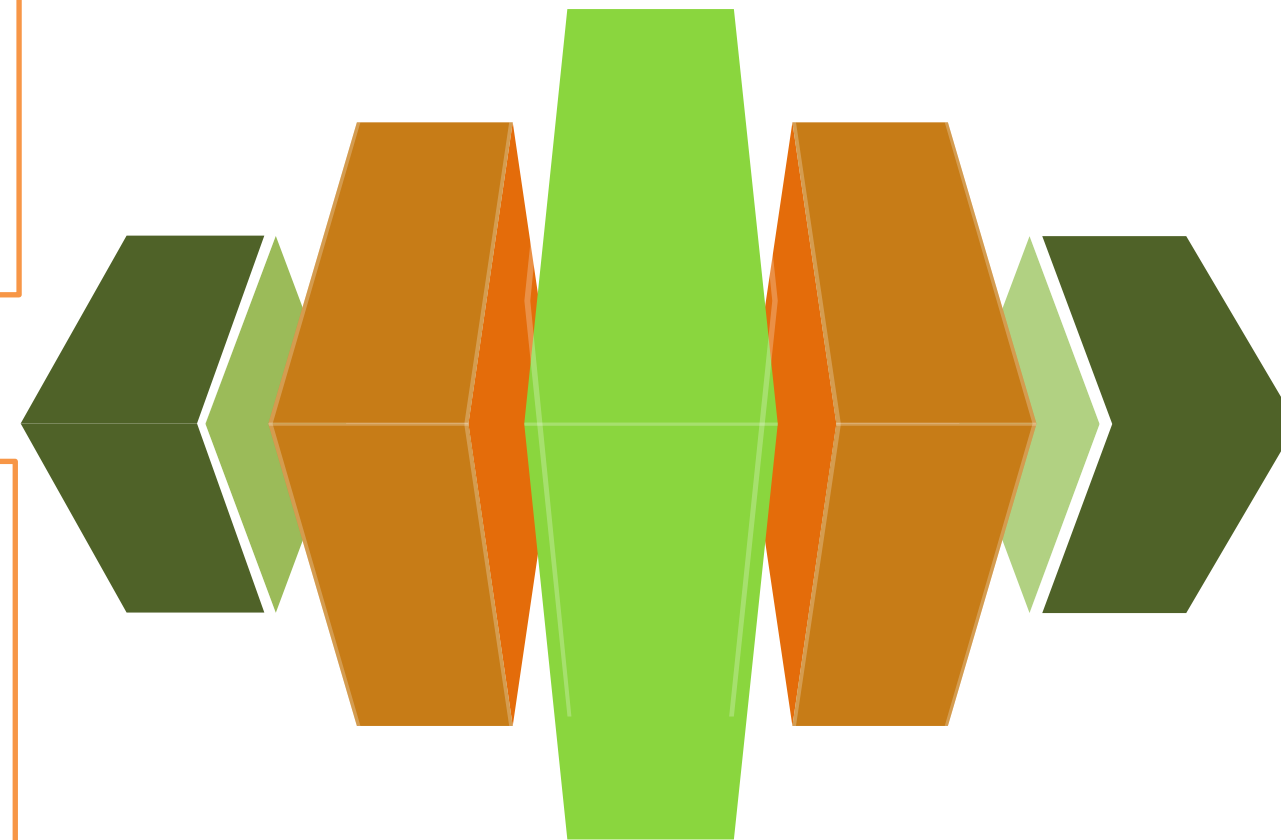
The demands of producers and service providers in the modern agronomy are multi-fold. To keep up with this, we believe solutions come from those who are closest to the consumer and cultivate a product ideation mindset in organisations.

Reimagining Processes

The traditional agronomy is getting fast disrupted with the entrance of technology and digitisation. We work with traditional business processes and reimagine this in light of the rapid technological changes. We skill business teams to dynamic and adaptive.

Long term focus

We believe in creating institutions that stand the test of time. Our consulting takes into account the entire value chain and helps your team realise the vision statement of your organisation, step-by-step, bit-by-bit.



Why Choose Vedagna: Our Value Proposition

Time tested expert recommendations

We bring forth relevant knowledge and financially viable solutions that help farmers and extension personnel unravel opportunities at every stage of the crop production process. Our solutions are rooted in sustainability and time tested best practices.

Precise, technology-driven approach

We look at agronomy through a digital and tech prism. We leverage the latest advancements to create process and product efficiencies in the traditional agronomy.

01

02

Vedagna's
Value
Addition

04

03

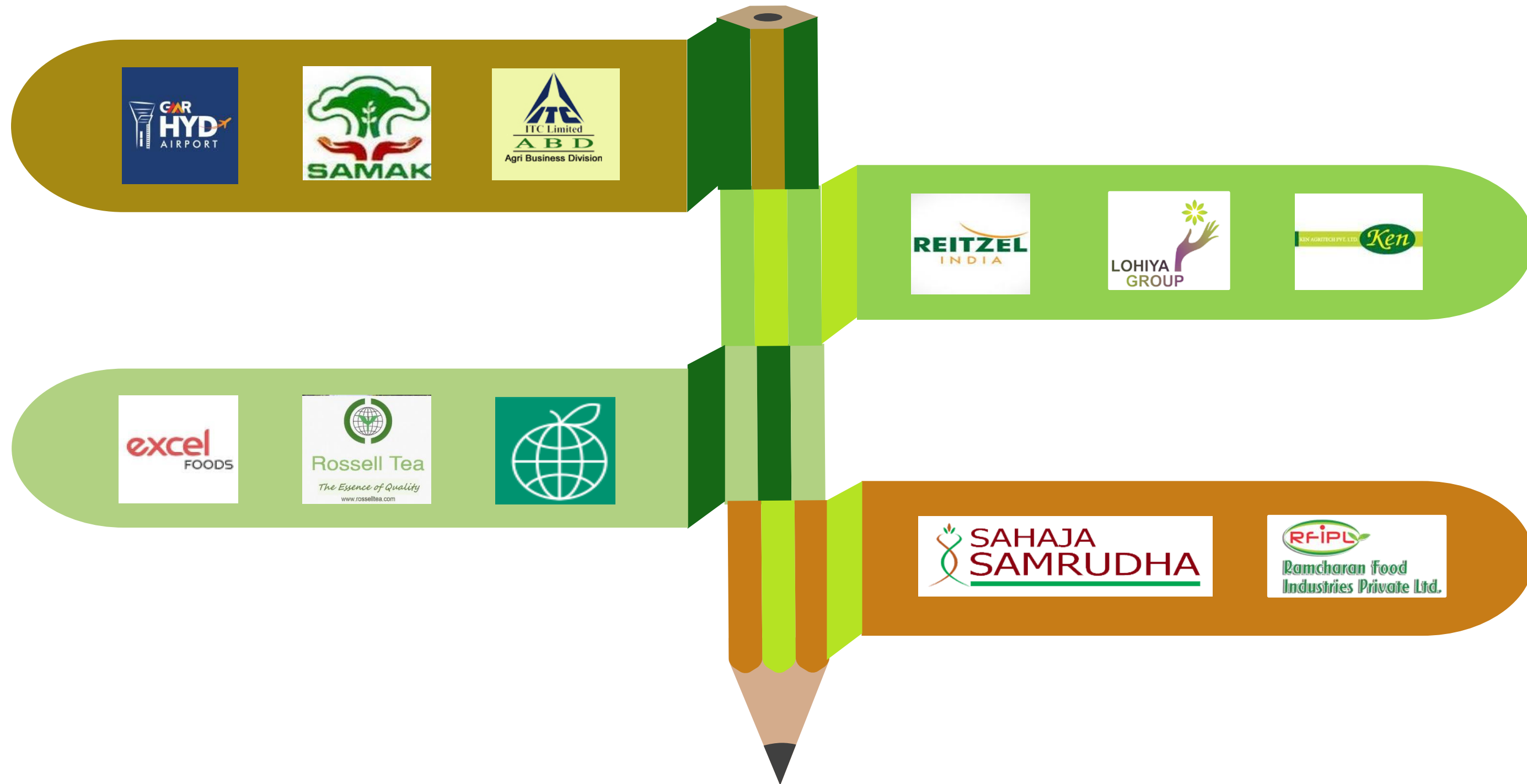
Flexible, customer-centric approach

Our benchmark of success is you! We go the extra mile by tailoring our services / content and delivery will be a combination of classroom and field training, at your chosen venue.

Holistic, evidence - based training and consultancy

Our learning and consultancy is driven by deep, sustained engagement of our leadership over several decades in the agri-sector. We seek to create next generation leaders in the agronomy of the future.

Partners In Our Journey



Touching New Lives: Our Reach



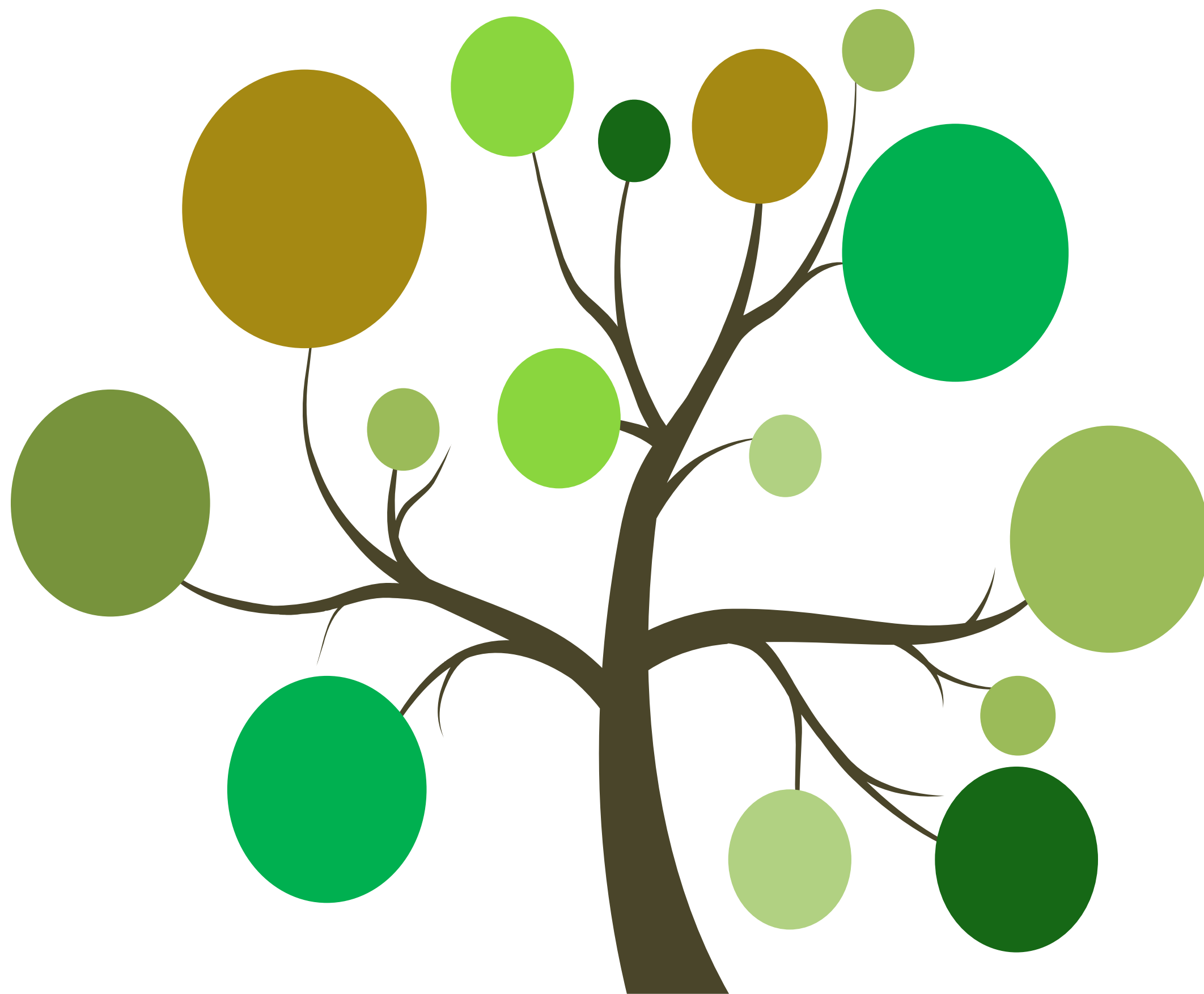
Everyday at Vedagna, we aspire to make a difference and transform Indian agriculture into the new age.

We hope we can partner with you to achieve our business and development goals and herald joy and prosperity to cultivators across India.

Our group's product line is the obvious choice for Indian farmers in their struggles against ecological stresses and vagaries of nature.

We understand what it takes to develop the right solutions and can find you the solution that you need!





Thank You!

You may contact us at:



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