



CASE STUDY

Partnership Drives Farm Productivity

Agriculture R&D includes farmers and businesses



Rameshbhai Ranipa, owner of a Mahindra and Mahindra tractor dealership in Jamnagar, India, one of the first dealerships to establish a Samridhi Center for providing services to farmers.

“I have a good feeling when I see that farmers are improving productivity and prosperity, it deepens our relationship. Now when I invite one farmer to a workshop twenty join him. That’s a twenty fold increase in quality leads for my business.”

--Rameshbhai Ranipa,
Mahindra Samridhi Center
and Tractor Dealership
Owner

Photo: Suzanne Ross USA D/India

Rameshbhai Ranipa was skeptical about changing how he did business: after all, he is the owner of a successful Mahindra and Mahindra tractor dealership and is a top sales performer in India. The Mahindra Farm Equipment Division, however, found that tractor sales had saturated the market and there were few opportunities for growth. Dealership owners faced two options: either innovate or stagnate.

The agriculture sector in India is at a crossroads. India has a rapidly growing population, but limited arable land constrains agricultural growth. To meet future market demand, farms in India need to develop more efficient and more productive approaches to providing affordable food.

The Partnerships for Innovation and Knowledge in Agriculture, is an USAID initiative that brings together businesses, universities, scientists, agriculture specialists, and farmers to develop and deploy new agricultural methods and technologies that improve farm productivity and income. The project aims to help India meet its food needs through improved production, markets, and distribution systems, but also spur economic growth in agriculture industries across the region.

USAID, Mahindra, and Mahindra dealership owners, including Ramesh, are now investing in Samridhi (which means prosperity in Hindi) Centers. These centers provide new services to meet farmer’s needs, as well as conduct research and development to expand business. USAID provides agricultural expertise to help farmers, dealerships, and universities generate ideas that solve challenges.

So far, laboratories in each of the 66 Mahindra dealerships provide soil and water testing, as well as on-farm consultations and innovative farm practices workshops. Ramesh said, “The change in the farmers is the most remarkable change I’ve ever seen.” Today, innovations developed at Samridhi Centers are shared across the country as the knowledge partnership drives future product innovation and farm productivity.