



*IIMC CASE RESEARCH CENTRE (IIMCCRC)*

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## CRIYAGEN: GROWTH CHALLENGES OF A SOCIAL ENTREPRENEUR

Dr. Basavaraj Girenavar (BG) the Chairman and Managing Director of Criyagen Agri & Biotech Pvt. Ltd. was discussing with his team of Agri Entrepreneurs about the adoption status of the Agri app by farmers. Agri Entrepreneurs were the rural youth who played an active role in agricultural development. The Agri app was an android application developed by Criyagen in 2016 for farmers. It helped in addressing the farmer's crop related problems through expert inputs from the company. It also had a virtual distribution network to sell agricultural inputs to farmers directly through an online platform.

Criyagen was a life sciences company with focus on manufacturing organic fertilizers an incredible aspect of organic farming. Organic farming constituted usage of bio fertilizers, crop rotation, green leaf manures, vermi compost etc. The company was facing a major challenge of convincing the farming community to use bio fertilizers and micronutrients for their crops, and thereby promote sustainable agriculture. The company was trying out various strategies to reach out to farmers to improve the use of bio-fertilizers. BG was not happy with the usage of the app, which stood at 1.5%. According to BG, India's agriculture yields were low not because improved practices did not exist, but because many farmers were unaware of them, or did not have easy access to such knowledge.

Though the usage of the Agri app was not the direct concern for BG, it was the usage of the organic fertilizers by the farmers through the app, which, he was worried about. Agri app wanted to bridge the gap between farmers, technology, and better agro-practices, by providing farmers direct access to the latest scientific information and tools that could help them improve their agricultural produce. BG not only wanted to achieve his vision of

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creating an organic and sustainable ecosystem in agriculture but also was contemplating the category of attributes required to measure the Social Return on Investment (SROI) and Triple Bottom Line (TBL) for a “For Profit Social Enterprise”.