

Alluri Ajay Varma

9494013906 | alluriajay7@gmail.com

Address: Near Bandimahankalamma temple, Palavalasa, Gurla, Vizianagaram,
Andhra Pradesh (AP) - 535220

LinkedIn: [linkedin.com/in/ajay-varma-alluri-425255125](https://www.linkedin.com/in/ajay-varma-alluri-425255125)

Work Experience	
Consultancy	Aug'23 - present
<ul style="list-style-type: none">Worked as a Director (Promoter) for Telugunadu Farmer Producer Company, GajapathinagaramDeveloped business model to create 13 Lakhs business annually for the FPC leading to adding 160 shareholders`Worked as Private Consultant for S4S Technologies (P) Ltd., for the Supply Chain Management and operations in APSupported and supplied raw commodities for drying for 146 Women Entrepreneurs.Worked with Excel Industries Limited as Distributor for promotion of the Specialty products in AP.Created market worth INR 8 Lakhs for the Specialty products (Decomposers, Water Conditioners, Micro Nutrients)	
Impagro Farming Solutions (P) Ltd., Franchise Development and Sustainability Manager July'22 - July '23	
<ul style="list-style-type: none">Trained 1000+ conventional farmers for adoption on Regenerative Agriculture.Lead the team of 8 regional team members to digitize activities of 2600+ for traceability and technical advisory across 8 districts of Gujarat and RajasthanCreated 14 Franchises for sale of Bio-inputs in the states of Rajasthan, Gujarat and Madhya Pradesh.Sourced Fruits and Vegetables for 12 Super Stores of Big Basket Blink it, Reliance smart in Ahmedabad City for regular supply to customers.Connected 4 Exporters to create International Market for Indian Spices (Cumin, Coriander, Fennel and Fenugreek)Liaising and managing relations with the 16 Company's partners that include bio-input companies, progressive farmers, NGOs, FPOs, equipment suppliers, soil testing companies, IT partner and credit provider.	
Wolkus Technology Solutions PVT Ltd. (FASAL) Management Trainee	Apr'21 - Jun'22
<ul style="list-style-type: none">Initiated the Business of Fasal devices in Andhra Pradesh worth revenue of INR 65 LakhsConstituted a team of 6 Market Development Officers in state of Andhra Pradesh for Sales of Precision farming devicesSpearheaded and lead arrangements of 40+ farmer meetings and 2 National Exhibition EventsDemonstrated working of the device to State Governor of Andhra Pradesh and at Ag'Tech 21 event in GunturIdentified and Managed the 3000+ leads through "<i>Lead squared</i>" marketing digital platformSupported and managed Media coverage of the devices demonstrated and knowledge disseminationCollaborated with 13 District JDAs, Dept. of Agriculture and RSKs for sales and promotions	
Yanmar Coromandel Agrisolutions PVT Ltd., Sales Coordinator	May'17 - Feb'19
<ul style="list-style-type: none">Created Revenue of INR 2.1Cr+ by sales of Transplanters and harvesters and Post sale services.Initiated working with officials. Agriculture and line Department. to enabling subsidies to FarmersOrganized exhibition at State and National level for display of agri machines, National Agritech display, "CODISSIA", Coimbatore, Tamil Nadu, 2017	

Training and Internships	
Techno Serve India PVT. Ltd. Summer Internship	2020
<ul style="list-style-type: none"> • <i>Walmart Project – Baseline cum Annual Assessment Study. Sustainable Livelihoods & Market Access Program</i> • Conducted telephonic surveys with Board of Directors of 12 FPCs and 850 farmers 	
IFFCO Kisan Sanchar Limited Winter Internship	2020
<ul style="list-style-type: none"> • <i>Creating Value chain for Wheat and Soya beans in India and Value Chain and Market Analysis for Pomegranate</i> • Analyzed the International export market potential of Pomegranate in partnership with IFFCO. • Conducted Telephonic enquiries with FPO and FPC's boards dealing with Maize and Soya beans for supply to Operational areas 	
NIPHM, Hyderabad College Internship	2016
<ul style="list-style-type: none"> • Designed “Manually operated disc type bund former” and “ Chilli and Tomato Transplanter” • Training on Plant Protection Implements and Integrated Pest Management 	
Educational Background	
<u>PGC (Business Analytics and Applications)</u> IIM – Tiruchurupalli, Tamil Nadu	2023 - 2024
<u>PGDM (Agri-business Management)</u> National Institute of Agricultural Extension Management (MANAGE), Hyderabad,	2019 -2021
<u>B.Tech (Agricultural Engineering)</u> College of Agricultural Engineering, Acharya N.G Ranga Agricultural University, A.P	2013-2017
Other Achievements	
<ul style="list-style-type: none"> • Proficient in Python, R Studio, SPSS, Tableau, Power BI, Microsoft Office. • Awarded as the “<i>Young Progressive Farmer</i>” by District Agricultural Officer, Depart of Agriculture, Vizianagaram in 2018 • Founded “<i>MANSAR</i>”, an initiative of Social Responsibility Representation with 50 members at MANAGE, Hyderabad in 2020 • Lead and operationalized “<i>Vizianagaram Rythu Mitra Group</i>”, Ekalavya Foundation for establishing agri commodity outlet in Vizianagaram city, Vizianagaram for 18 months • Skilled in Supply Chain management of Agri-commodities through “<i>Industry Readiness Program</i>” from Agribusiness Academy, London, UK in February 2018 	