

**News Update Service**

Wednesday, July 2, 2008 : 1415 Hrs

[XML](#) [RSS Feeds](#)**Sections**

- [Top Stories](#)
- [National](#)
- [International](#)
- [Regional](#)
- [Business](#)
- [Sport](#)
- [Sci. & Tech.](#)
- [Entertainment](#)
- [Agri. & Commodities](#)

• [Index](#)• [Photo Gallery](#)**The Hindu  
Print Edition**

- [Front Page](#)
- [National](#)
- [Tamil Nadu](#)
- [Andhra Pradesh](#)
- [Karnataka](#)
- [Kerala](#)
- [Delhi](#)
- [Other States](#)
- [International](#)
- [Opinion](#)
- [Business](#)
- [Sport](#)
- [Miscellaneous](#)
- [Index](#)

- [Magazine](#)
- [Literary Review](#)
- [Metro Plus](#)
- [Business](#)
- [Education Plus](#)
- [Open Page](#)
- [Book Review](#)
- [SciTech](#)
- [NXg](#)
- [Entertainment](#)
- [Cinema Plus](#)
- [Young World](#)

- [Property Plus](#)
- [Quest](#)

**Business****IIM-A graduate sells vegetables chasing a dream**

Patna (PTI): Unlike of an IIM graduate for whom sky is the limit in corporate matters, Kaushalendra of Nalanda district with a management degree from IIM, Ahmedabad under his belt chose to sell vegetables on the streets of Patna and still dreamt to make it big.

How on earth can somebody make it big by selling vegetables?

Meet 27-year-old Kaushalendra, son of a college demonstrator in the nondescript block town of Ekangarsarai in Nalanda district, who says, "I have a dream to build Bihar into a vegetable hub of the country. I want vegetables grown in Bihar on dining tables everywhere -- from Srinagar to Salem, from Shillong to Surat."

Perhaps the most highly educated green grocer India has ever produced, he has founded a farmers' cooperative 'Samridhhi' which sells vegetables in ice-cooled pushcarts.

The private-public partnership venture, launched about a couple of months ago with assistance from the Agriculture Technology Management Agency (ATMA) with just one pushcart, has now placed an order for 50 more, thanks to a collateral-free loan of Rs 50 lakh from the Punjab National Bank.

Nearly 300 farmers have associated themselves with Samridhhi. ATMA, a government undertaking, is training these farmers in matters relating to high-yield seeds and crop protection.

"Our aim is to propagate organic farming and use our expertise in marketing to reach the markets not only in India but also abroad so that the farmers of Bihar fetch good return for their produce. In five years, we target to penetrate the vegetable markets in the US, Europe and Japan," Kaushalendra says.

The ice-cooled pushcart vegetables are a hit with customers in parts of southern Patna.

"The vegetables taste garden fresh, are priced reasonably and, to add to that, they are weighed accurately with electronic weighing machines... we are just delighted to have it at a time when we have to make do with shoestring budget thanks to record inflation," says Bharti, a housewife in Kankarbagh area.

Moreover, the pushcart vendor gives the buyers a cash-memo which no other vegetable seller does, as further authentication of the quality and quantity of the vegetables.

"I am not only selling vegetables, but also the name of the farmer and the village where it has been grown. The farmer should not remain an unsung hero any more," he says pointing at the tag on the vegetables which has the mention of the name of the farmer and his village.

AdChoices

**QuickBooks From Intuit**[quickbooks.in](#)

Intuit QuickBooks is now in India. A Must Software for SMEs. Try Free!

**TV, Journalism & Mass Comm**[www.masscome...](#)

Master Course From MassCoMedia. 2013 Admission Open. Register Now!

**Journalism Admission 2013**[www.amrita.edu/...](#)

Get a journalism degree from Amrita 100% Placement Assistance. Join Now

**LIC Life Insurance Plans**[LIC.TermInsuran...](#)

Invest Rs.543/Month & Get Rs. 1 Cr. Life Cover+Medical Benefit. Buy Now

"One day," he said with a twinkle in his eyes, "we will be able to build Bihar into a brand... the largest selling brand in horticulture."

---

[Business](#)

---



---

Sections: [Top Stories](#) | [National](#) | [International](#) | [Regional](#) | [Business](#) | [Sport](#) | [Sci. & Tech.](#) | [Entertainment](#) | [Agri. & Commodities](#) | [Index](#)

The Hindu Group: [Home](#) | [About Us](#) | [Copyright](#) | [Contacts](#) | [Subscription](#)

Group Sites: [The Hindu](#) | [Business Line](#) | [Business Line News Update](#) | [Sportstar](#) | [Frontline](#) | [Publications](#) | [eBooks](#) | [Images](#) | [Home](#)

Copyright © 2008, The Hindu. Reproduction or dissemination of the contents of this screen are expressly prohibited without the written consent of The Hindu

---