

# IIM graduate sells vegetables

**A**n IIM topper selling vegetables in Patna? Sounds incredible! But it's true.

Meet Kaushlendra Kumar, the brilliant lad from Bihar, who would have been raking in millions of rupee after topping from the prestigious IIM, Ahmedabad, in 2007. But, the young man was not swayed by the lure of lucre and instead opted for 'greener' pastures: selling vegetables.

Genuinely interested in bridging the divide between the city and the village, this 'humble farmer' decided to tread the path which Reliance Fresh had originally conceived: to provide city-dwellers with fresh vegetables and farmers their due remuneration.

"Every child has a dream. Someone wants to become an engineer or a doctor, while others want to join civil services. My aim was to work for the uplift of the farmer," unfolds Kaushlendra, who topped the management course in agri-business stream.



**The pushcart made of fibre is ice-cooled to keep vegetables fresh for five days.**

With the dream project up his sleeve, the first thing Kaushlendra did was to abstain from the placement meeting at IIM, Ahmedabad. "Eventually, I, along

with some of the IIM friends, developed a pushcart made of fibre with attached weighing machine. This pushcart is ice-cooled to keep vegetables fresh for

## IN THE GREEN ZONE



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**Kaushlendra Kumar**

up to five days," the IIM graduate told **Deccan Herald**. "The vendors, who invariably have to carry a heavy load on their head, will find this pushcart easy to move and spacious enough to carry up to 200 kg," said Kaushlendra who, incidentally, hails from Nalanda, the home town of Bihar Chief Minister Nitish Kumar.

"Initially, I got only one pushcart developed for trial to study the consumer behaviour. But the initial response was very encouraging. Now I have ordered for 50 more pushcarts.

The number will keep on swelling after my dream project reaches other parts of the country," said Kaushlendra, who wants to make

Bihar a leading vegetable hub. "All I want is to harness the untapped potential of the State. Therefore, I have tied up with 250 farmers of Patna and Nalanda.

The vegetables will be sold under the brand name 'Samridhii' under the aegis of my NGO, Kaushalya Foundation," he unveils his plan, assuring that the farmers too will get better returns on their investment.

"My organisation has tied up with the Agriculture Training and Management Agency (ATMA) to spread the message of creating awareness about the benefits of vegetable production," he winds up.

**ABHAY KUMAR IN PATNA**