



## Case Study: The Journey of Anantha Natural Farmers Produce Company Limited (ANFPCL)

\*Dr. B. Chandhana, Dr. G. Sashikala, Dr. K. Sudharani, Dr. K. Madhavi, Dr. B.K. Kishore Reddy, Dr. G.T. Madhavi and Dr. S.N. Malleswari Sadhineni

Krishi Vigyan Kendra, Reddipalli, Ananthapuramu,

Acharya N.G. Ranga Agricultural University, Lam, Guntur, India

\*Corresponding Author's email: [bhumireddyachandana679@gmail.com](mailto:bhumireddyachandana679@gmail.com)

Sri. N. Parthasaradhi Nara from Uppanesinapalli village, Dharmavaram mandal of Sri Sathya Sai district is a shining example of how determination and innovation can transform farming into a sustainable enterprise. Armed with M.Sc. Computer Science, he built a successful career in the IT sector, worked for nearly 11 years. However, his deep connection with his village and family background in agriculture drew him back to farming. With a strong will to make a difference in rural livelihoods, he decided to transition from software to soil. In 2009, Parthasaradhi began experimenting with banana cultivation using tissue culture techniques given by KVK, Reddipalli. This modern scientific approach significantly improved productivity and by 2010 he witnessed a visible increase in yield. At the same time, he started using organic manures and focused on exploring marketing opportunities for crops like banana, papaya and sorghum. Although the initial phase presented hurdles such as fluctuating prices and inconsistent markets his resolve strengthened as he realized the potential of natural and sustainable farming.

The turning point came in 2013, when Parthasaradhi adopted natural farming practices inspired by ecological principles. He diversified his farm by cultivating banana, papaya, pulses, marigold and vegetables such as drumstick, tomato and ridge gourd through intercropping methods. This diversification not only protected soil fertility but also ensured multiple streams of income. Natural farming practices like mulching, cow-based formulations and mixed cropping helped him reduce dependency on chemical inputs. The good yields encouraged him to expand and think beyond individual farming. By 2015, Parthasaradhi made the bold decision to resign from his IT job and devote himself fully to agriculture. Recognizing that one farmer alone cannot create large-scale change, he began mobilizing neighbouring villages to adopt similar practices. His leadership skills and vision gave birth to a farmer collective that emphasized collaboration, knowledge-sharing and market access. In 2017, these efforts culminated in the registration of Anantha Natural Farmers Producer Company Limited (ANFPCL) with 300 members. The ANFPCL primarily focused on agriculture crops, horticultural crops, fruits and vegetables, aiming to improve both productivity and profitability for small and marginal farmers. The years that followed saw rapid growth.

By 2018 Anantha Naturals - Happy Farmer Healthy Consumer, had started building direct linkages with consumers in cities such as Ananthapuramu, Bengaluru, Hyderabad and Chennai. With the concept of "Farm to Consumer," they delivered fresh organic produce directly to urban households, bypassing middlemen. Farmers also participated in Rythu Bazars (farmer markets) and local fairs, ensuring better income and consumer trust. This model bridged the rural-urban divide bringing farmers and consumers closer together. In 2020, Anantha Naturals scaled its vision to include village-level enterprises. Facilities for

primary processing, grading and value addition were set up to strengthen the supply chain. Products such as Anantha Naturals became part of the brand identity. Farmer education programs were expanded and digitization initiatives were rolled out to connect farmers with markets more efficiently. The launch of Whatsapp Groups in 2018 across Bangalore Communities and an official website in 2024 and online platforms marked a significant milestone in taking the collective into the digital age. In 2026, Anantha Naturals Farmers Producer Company Limited (ANFPCL) has secured critical developmental assistance from the Small Industries Development Bank of India (SIDBI) to transform the agricultural economy of the Ananthapuramu and Sri Sathya Sai districts. This assistance is structured to empower the collective to move from basic farming to high-value industrial processing. Unlike a traditional high-interest loan, SIDBI has provided a ₹60 Lakh Returnable Grant under its Inclusive MSME Development Fund (IMDF). This is a "patient capital" model designed specifically for farmer-led organizations: Interest-Free Support: The core grant amount does not carry an interest rate, significantly reducing the financial burden on the farmers. Revenue-Linked Repayment: Repayment is uniquely structured as 5% of the annual revenue generated by the project. This ensures that the collective only pays back based on its actual business success. 3-Year Moratorium: ANFPCL is granted a three-year grace period before repayments begin, allowing the processing units to reach full operational capacity.

The organization soon grew into a sustainable rural enterprise model, addressing key areas such as fair pricing, branding, farmer education and access to technology. It expanded across multiple locations, impacting more than 5,000 farmers and mentoring 50 rural enterprises. Over 10,000 farmers benefited either directly or indirectly and 10000 consumers gained access to safe, chemical-free and nutritious food. Despite these achievements challenges persisted particularly in market stability, price realization and financial support. Issues like working capital shortages and infrastructure requirements (such as cold storage) demanded continuous attention. However, through government schemes, Department of Horticulture support and innovative financing platforms like NBFC, SIDBI loans, many of these challenges were systematically addressed. The outcomes of this journey are remarkable. Anantha Naturals has not only created livelihoods for farmers but also generated employment opportunities, with self-sustained units employing around 10 staff members and creating nearly 1,000 jobs through associated enterprises. Farmers who once struggled with unstable incomes now enjoy better prices and dignity in their work. Consumers, on the other hand were assured of organic and natural food products that enhance health and wellbeing. Today, Anantha Naturals stands as a model of farmer-led entrepreneurship, proving that when knowledge, community mobilization and sustainable practices come together, rural enterprises can thrive. It continues to inspire other regions by showcasing how farmers can become both producers and entrepreneurs, building resilient systems that benefit farmers, consumers and the environment alike.

