

KRISHI SAHAYAK

A Case on the application of a Last Mile Distribution Model to improve distribution and sales in poor performing districts.



PROBLEM STATEMENT

Background on the Organization

TEXMO is a leading **electric pump manufacturer** in India and has been selling a wide range of water pump models under the TARO brand, catering to both Agriculture and Domestic requirements of customers for over **60 years**.

TARO Pumps have a reputation of being **high quality** and **low maintenance**, with the company being the only pump manufacturer providing a **02 year warranty** on all models.



Borewell
Submersible Pumpset



Openwell
Submersible Monobloc



Single Phase Monobloc



Single Phase Vertical
Openwell Submersible

TEXMO INDUSTRIES

Since 1956

PROBLEM STATEMENT

Issues and Challenges



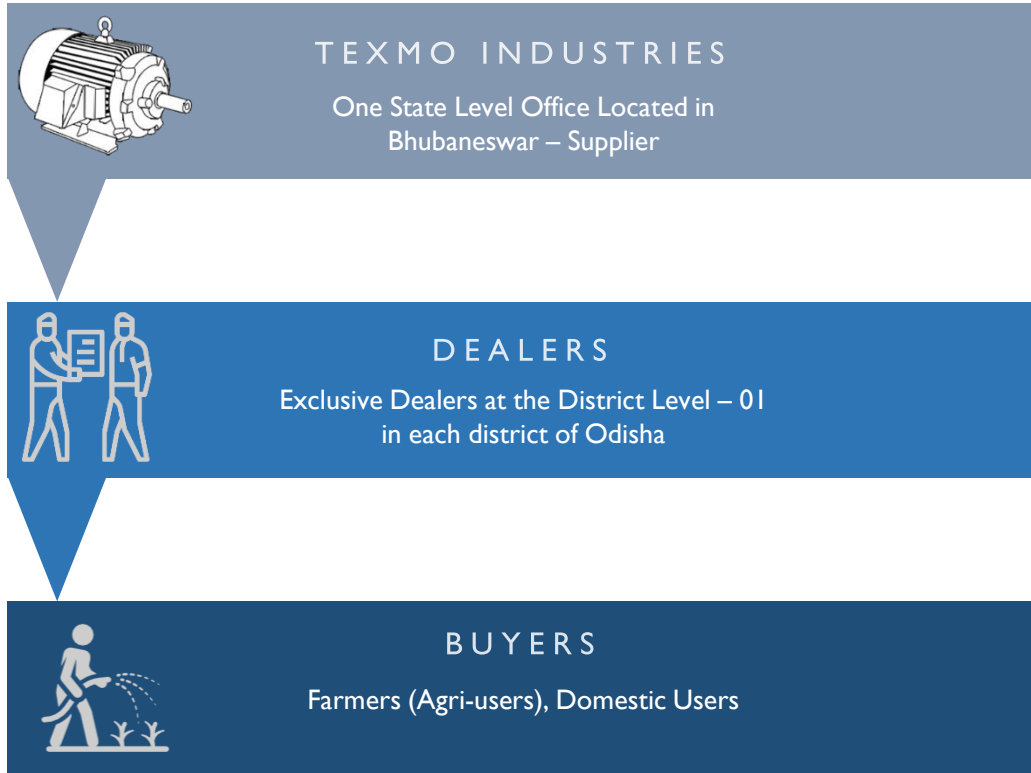
Despite the reputation, **TEXMO** was facing the following issues in Odisha:

- **Slow & restricted penetration** of TEXMO products
- **Low awareness** and **Low Demand**
- **Slow sales growth** through existing marketing channels
- **Low transparency and efforts** by existing dealers
- **Limited convergence** with Government schemes
- **No alternate channels** of distribution explored

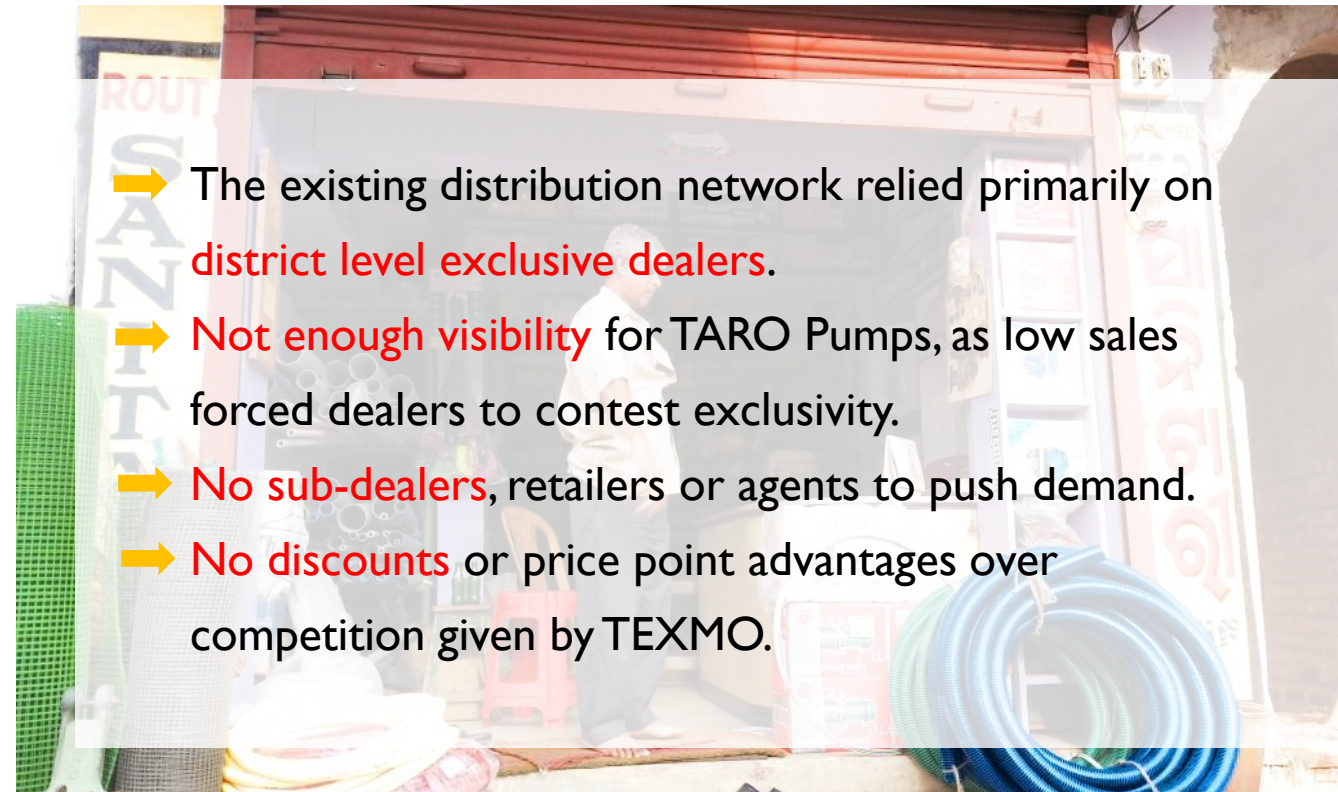


DISTRIBUTION NETWORK

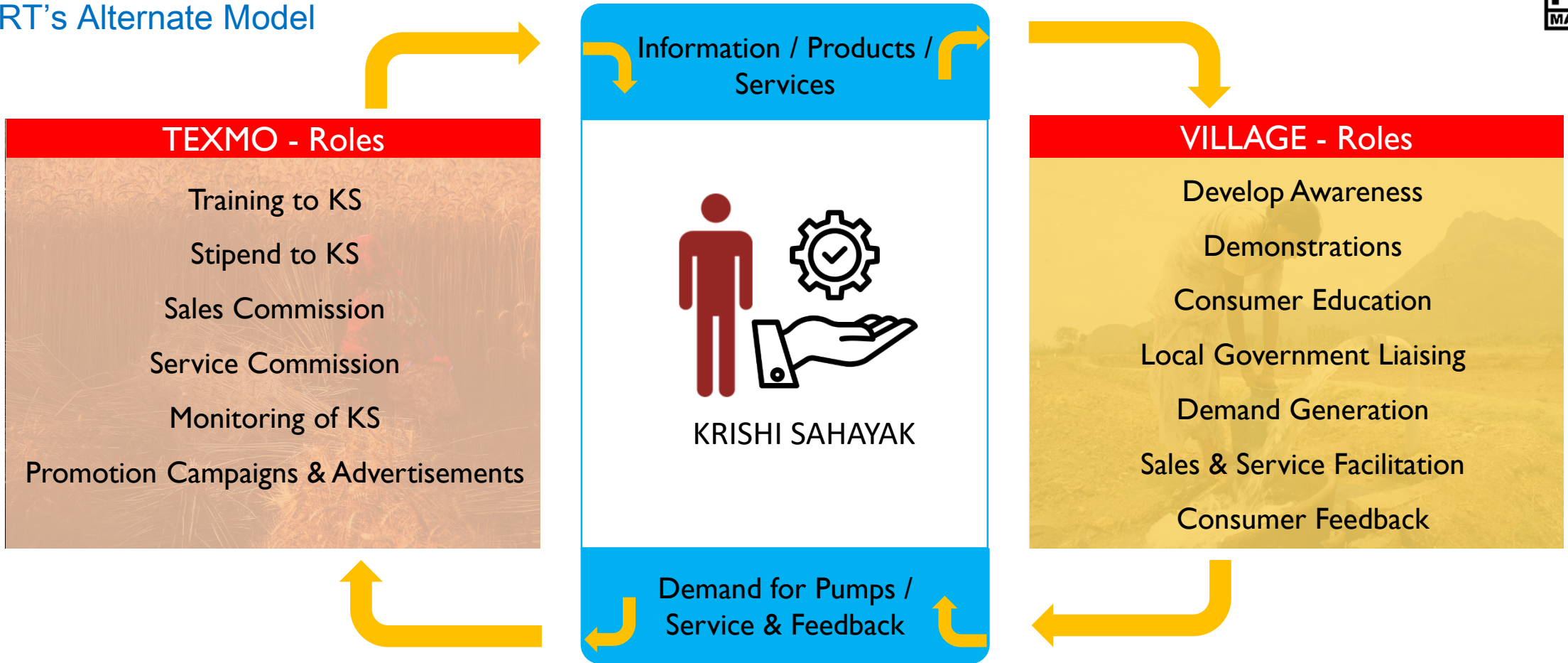
Existing Model



Observed Issues with this Model



CONCEPT SUGGESTED MART's Alternate Model



MART implemented the above **Krishi Sahayak model**, wherein a Krishi Sahayak is the **ground level connection between TEXMO industries and the customer**. The idea was to establish village level cadre of pump mechanics that the potential customers can trust, someone who will not only **provide information**, along with **household delivery and installation** of pumps, but **also address service concerns** in the post sales period.

HOW IT WORKS

The Process



The Process followed by MART comprised of **4 broad steps**.



THE STUDY

MART carried out a Rapid Market Assessment to identify demand for pumps, the competition, and the factors affecting consumer purchase decision. The study also provided a base for identifying potential Krishi Sahayaks.



HOW IT WORKS

The Process



The Process followed by MART comprised of **4 broad steps**.



APPOINTMENT & TRAINING OF KRISHI SAHAYAKS

MART in association with TEXMO Industries conducted Training Workshops on all aspects of TARO pumps for the identified and appointed Krishi Sahayaks. MART also trained the Krishi Sahayaks on Marketing and Sales.



HOW IT WORKS

The Process



The Process followed by MART comprised of **4 broad steps**.



THE PROMOTION CAMPAIGN

Promotion Channels included – Word-of-mouth, Demonstration Pieces at Local Level, Auto-rickshaw Stickers, Posters, Banners, Flute Boards, Van Promotion, Radio Jingles / Audio Advertisements.



HOW IT WORKS

The Process



The Process followed by MART comprised of **4 broad steps**.



THE IMPLEMENTATION

The trained Krishi Sahayaks engaged in Awareness and Demand Generation, Sales Promotion, Installation and Service.



WHAT WE LEARNT

In conclusion



Last Mile Distribution model is based on the concept of bringing the product to the customer, instead of having the customer seek out the product. In case of products like electric water pumps, potential customers rely on recommendations from individuals they know to have some expertise in the particular product they are interested in. Involving some of such ‘experts’, which in this case were popular local mechanics, to work as Krishi Sahayaks was key to the success of this model.