

Laptop for my daughter!

Veppanatham is a small village located towards north east (direction) of Salem district. Rajendran resides with his wife and three children in the same village. Depends upon agriculture as the major sources of income for survival, was left nowhere after cruel drought and no income. The family was under financial calamity. With mounting debts for children education and subsistence Rajendran was discontented. His children were worried about their education and future. Rajendran's friend supported him to get a job in an electric and plumbing accessory shop. Accepting his fate, Rajendran worked hard for least income to support his family. As good fortune favoured; Rajendran became aware of a KB drip system through a Village Based Mechanic, a customer of the electric shop. Rajendran found the system quite interesting. IDE (I) staff, Senior Marketing Officer further approached Rajendran to explicate the business opportunity existing for a dealer in the region for KB products. Rajendran in a state of recession, was reluctant to proceed further but still thought that was a good opportunity for a low investment business. The IDE (India) staff with confidence in Rajendran encouraged him. So Mr. Rajendran, who was motivated, approached the bank for loan to invest in the business and he availed the same.



Finally, he became a KB dealer. Initially, he was not able to adapt to the technology, but later-on with his hard work and interest the sales volume increased gradually. He was the topmost dealer in Tamil Nadu for KB products in Salem district for 2010 by making USD 55, 555 (Rs.25, 00, 000) turnover. Now, the family has regular source of income and the children have nutritious food, with regular flow of money his wife was able to invest in new utensils and gold ornaments. With the profit he has brought a laptop for his daughter, she is third year undergraduate student in Agriculture College. His son has successfully entered final year engineering

course, which was a unimaginable before KB drip system entered the family. The happy dealer quotes *"KB drip is my daughter and I will ask my customer's to take a good care of her"* *he also quoted "A pension income will be generated to his family after four years"* along with his regular income when every farmer repurchases KB drip systems after their four years warranty period. Rajendran family is leading a contented life.

Name of the Dealer: Rajendran, Village: Veppanatham , District: Salem, State: Tamil Nadu