

Rahul Tidake

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PROFESSIONAL EXPERIENCE

International Finance Corporation (World Bank Group) (September'24-Present)

Lead Asia-Global AE Academy

Integral part of the Global AE Academy initiative jointly established by IFC, Corteva and SAFIA (Sustainable Agriculture Foundation's International Association).

- Established a stronger roadmap of creation of 0.5 Mn Agri-Entrepreneurs across Asia and Africa through Global AE Academy
- Instrumental in mobilizing \$1.5 Mn funding from Corteva as core business partner
- Within launch of 3 months of Global AE Academy cracked the partnership with ADIC, Cambodia and Ministry of Rural Development, Cambodia to create 200 Agri Entrepreneurs and Royal Government of Bhutan to create 150 Agri Entrepreneurs over a period of 3 years, mobilizing the investment of USD 200,000
- Instrumental in co-creating a strongest and long term road map of 1 Mn Agri-Entrepreneurs in Africa continent
- Received a global recognition for the program in Srilanka through Dilmah Tea

Syngenta Foundation India (March'17-September'24)

Head-Strategy & New Initiatives (June'22-present)

Integral member of the Country Leadership Team, collaborating closely with the Executive Director, Chief Operating Officer, and various functional heads to drive organizational success and strategic initiatives.

- Spearheaded the development of a sustainable business model, fortifying a network of over 18,000+ Agri Entrepreneurs nationwide connected to 1.4 mn farmers. Services encompassed Agri Input, Agri Output, Nursery, and related portfolios.
- Pioneered innovative concepts such as Drone Spraying, Carbon Credit, Climate Smart Agriculture, and Regenerative Agriculture within the Agri Entrepreneurship model in India
- Effectively led interventions resulting in a total transaction value of INR 660 Cr in FY 2022-23, showcasing effective leadership and strategic acumen
- Initiated and implemented two sustainable business models with a projected revenue potential of INR 200 Cr by 2030, demonstrating foresight and long-term planning.
- Instrumental in foreseeing of Climate Change on Agriculture and designed an organisation strategy moving towards Climate Smart Resilient Agriculture (CSRA) which is implemented across 14 countries associated with Syngenta Foundation India
- Designed and implemented a hybrid business model for foundation taking it towards a self-sustainable organisation and lesser dependant on grants or foreign fundings
- Managing direct projects with IDH, Marico, Unilever & IFDC, ASC, CINI by Tata Trusts
- Successfully raised funds and started projects with IDH, Unilever, Marico, EDF(strategic partnership), ASC, CINI by Tata Trusts, Syngenta
- Managing a team of:
 - Technology & inclusion
 - Communication & Social Media management
 - Business Incubation and program delivery
 - New business verticals
 - Assam, Telangana & Tamil Nadu project operations

Head Operations- South and West India (April'21-June'22)

Address: Rahul Tidake, B34, Twin Palm Society, Thergaon, Pune, Maharashtra

Language proficiency: English, Hindi & Marathi

Overseeing operations in South and West India for the Syngenta Foundation, dedicated to creating innovative business models for the 'market inclusion and technology inclusion' of small and marginal farmers.

Operations Management

- Transformed the processes to human led to tech led by developing end to end tech solution right from project management, training management system, Agri Entrepreneur mobile application and transaction management, Monitoring, Reporting & Verification tool
- Started first of its kind open learning youtube channel for farmers called Krishi Abhyaas
- Designed and implemented business models focused on the 'market inclusion and technology inclusion' of small and marginal farmers for the Syngenta Foundation.
- Spearheaded the entire operations of the Agri Entrepreneur model across India, overseeing activities from archetype selection to on-ground incubation.
- Managed the market access portfolio for various topographical crops, ensuring strategic alignment with organizational goals.
- Led a dynamic team of over 90+ members across multiple states, including Maharashtra, Rajasthan, Andhra Pradesh, Karnataka, and Tamil Nadu.
- Successfully created and incubated over 5,000+ Agri Entrepreneurs within the designated portfolio, contributing to the Foundation's mission.

Learning Edge Leadership

- Took charge of a new-age digital learning platform named Learning Edge, aimed at enhancing the skillset of the foundation's global team.
- Developed and implemented strategies to leverage Learning Edge for continuous learning and skill development, fostering a culture of innovation and growth within the organization.

Manager-Operations & Market Access (March '17 - April '21)

Strategic manager overseeing operations and market access, dedicated to executing micro-level business models for Fruits, Vegetables, and Grains.

- Core Responsibility: Execution of Micro-Level Business Models
- Designed and executed micro-level business models specifically for the Fruits and Vegetables (F&V) category, achieving fair market prices, hassle-free payments, and promoting fair-trading practices for farmers.
- Collection Center Model (CCM)
- Established corporate tie-ups with recognized brands like Mother Dairy, ADM, NeML, Agri Bazaar, Kamatan, and Go4Fresh.
- Formulated a contract farming model with Go4Fresh to cater to specific commodities in Maharashtra.
- Successfully scaled a pilot of Maize trading, achieving 14X growth within a year.
- Introduced a disruptive change in Jackfruit marketing for Jharkhand farmers, replacing count-based marketing with a measurement-based trading practice.

Agri-Entrepreneur (A.E) Model

- Designed and implemented the Agri-Entrepreneur model, catering to underdeveloped agricultural markets by providing an end-to-end one-stop solution, inclusive of credit, inputs, and market linkages.
- Created a framework for exponential scale-up with the underlying principle of 'Fail faster, Emerge stronger.'
- Achieved exponential growth in the market linkage platform from 8.7 Cr to 22 Cr in a year through the Agri-Entrepreneur model.

Launching Indigenous Food Product: Proryza

- Introduced a packaged rice variety named Proryza in February 2019 in Mumbai and Pune, aimed at revitalizing tribal cultivation and countering the substitution of indigenous products by less healthy yet well-marketed alternatives.

Establishment of New Company: AEGF (Agri Entrepreneur Growth Foundation)

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Played an instrumental role in establishing a joint venture between Syngenta Foundation India and Tata Trust, named Agri Entrepreneur Growth Foundation, with the goal of developing 100,000 Agri Entrepreneurs in 10 years.

- Collaborated closely with the company CEO to set up the organization, including recruiting and onboarding teams across various verticals.
- Executed a major partnership with 1500 and 1000 Agri Entrepreneurs incubation in the first phase, in association with senior management and global consultants.
- Led the operations of the company establishment, overseeing finance, HR, communication, partnerships, and coordination with major stakeholders for a limited period.

Mahindra Innovative Technologies & Research for Agriculture (Jan'14-May'15)

Territory Manager, Marketing (Jan'14-May'15)

Proactive Territory Manager driving marketing initiatives for MITRA Agro Equipment's, focusing on strategic product launches and comprehensive marketing campaigns.

- Part of the new age startup joined as first founding team of 15 members.
- Successfully launched the first premium tractor-operated sprayer manufactured in India, contributing to the company's product portfolio and market presence.
- Conducted ATL & BTL marketing activities, optimizing outreach and engagement with target audiences.
- Designed and implemented marketing strategies for the entire Maharashtra region, ensuring effective brand positioning and market penetration.
- Played a pivotal role in appointing the first dealer and influencer for MITRA, establishing key partnerships crucial for business growth.
- Effectively scaled the product portfolio from 1 to 4 within a year, demonstrating adaptability and responsiveness to market demands.

INTERNSHIP

Management Intern - Syngenta Foundation India (April-May '16)

- Dynamic Management Intern contributing to Syngenta Foundation India's strategic initiatives, focusing on the placement of Wada Kolam Rice in the market.
- Conducted a successful baseline survey of the Wada Kolam Rice (WKR) grown area, providing valuable insights for strategic planning.
- Studied the existing supply chain and designed a farmer-oriented, robust supply chain tailored to effectively market WKR.
- Formulated a comprehensive procurement, sales, and distribution strategy for WKR at Syngenta Foundation India, ensuring alignment with organizational goals.
- Developed three alternative action plans for the project execution, all of which were successfully implemented by the company, showcasing adaptability and strategic thinking.
- Recognized for outstanding contributions with a Pre-placement Offer (P.P.O) from the company, acknowledging the impactful work on the Wada Kolam Rice project

ARTICLES AND PUBLICATIONS

Forbes: [In India, Millets Have Become 'Quiet Revolutionaries'](#)

Forbes: [The Power of Biofortification: India's Agri Entrepreneurs](#)

Climate Asap: [Developing a digital platform for smallholder farmers in Madhya Pradesh, India to improve crop monitoring, program metrics, and climate risk assessment](#)

Agtuall: [Climate Risk](#)

AE Model as a Global Case Study: [Case Study: Nurturing Agri-Entrepreneurs: Syngenta Foundation India's Vehicle for Sustainable Livelihood \(English version\) | Ivey Publishing](#)

CERTIFICATIONS AND AWARDS

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- Val-You Diamond Award by Syngenta Foundation India (Topmost recognition)
- LEAP-Change by Design Thinking (2023)
- Project Management Essentials (PM2) (2021)
- Presentation Designing (2020)
- LEAD (Learn Explore Apply Develop) (2019)

EDUCATIONAL QUALIFICATIONS

Educational Qualification	Institute/University/Board	Year of passing
PGDM-Agri Business Management	MANAGE, Hyderabad	2017
B. Tech. Agriculture Engineering	MPKV Rahuri University, Maharashtra	2013