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# Dhanashree Agro: transforming a "Farmer First" model

Srinivas Rao Pingali, Jyothi Rani Korem

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CASE | TEACHING NOTES

## Abstract

### Learning outcomes

The learning outcomes are as follows: to understand the management styles and motivations of SME founders; to understand how SMEs innovate with limited resources; to develop and evaluate technology and platform options to solve operational and business model issues; to build a transforming strategy by leveraging technology; and to understand the agricultural industry and its significance to emerging economies.

### Case overview/synopsis

The case is about a Small and Medium Enterprise in India that focussed on the agricultural sector. The company was owner operated and highly successful. As a result, the owner decided to maintain status quo till the COVID-19 crisis forced the company to relook at its strategy and innovate for the second time in its history.

### Complexity academic level

MBA.

### Supplementary materials

Teaching notes are available for educators only.

### Subject code

CSS 11: Strategy.

## Keywords

Innovation | Small businesses | Entrepreneurship | Digital marketing

## Acknowledgements

Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

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