Aakruthi Agricultural Associates of India (AAI), a venture promoted in 2004, by a team of professionals has been working in the drought prone districts of Anantapur, Kurnool, Mehboobnagar and Chittoor since then. AAI is also the second venture to graduate from Agribusiness Incubator housed in ICRISAT, Hyderabad.

The four prime activities of AAI are to:

- Propagation, multiplication and channelling of improved varieties of seeds through an innovative model involving entrepreneurs from the communities. The entrepreneurs are selected, nurtured and associated with AAI through the flagship programme of AAI, viz., Seed Business Ventures (SBV).
- Offer for profit alternative to agricultural extension services through the Aakruthi Knowledge Centres (AKC) that are established and operated by the entrepreneurs.
- Enable farm level groups wishing to undertake contract farming operations in association with major agribusiness entities as a matchmaker and agent.
- Provide consultancy and technical support services on a project by project basis to international and national organizations.
Products

• Targeted crops – Groundnut, Chickpea, Pigeonpea and Paddy
• Target Area – AP (Rayalseema)
Incubation support from ABI-ICRISAT

Area of business: Commercial extension - agri-clinics, Seed Production

ABI support:

• Agri-consultancy
• Business consultancy, and escort services