

# Profile of Dr. Mahender Kondapalkala

Dr. Mahender Kondapalkala is an idea-oriented Serial Entrepreneur, Marketing cum Brand Consultant and a Mentor for Growth with focus to work in the domains of Food & Agriculture, Renewable Energy, Waste Management & Water Management, Environment Sustainability (Soil, Water & Plantation Conservation), Education & Entrepreneurship Development.

In a career spanning over two decades, Mahender has had a trailblazing calling, Started working from 2000, beginning with a career in marketing, working with extremely large and small companies across a variety of industries, to all the way in media and entertainment industry, Mahender has picked up the nuances and the importance of each industry and sector.

In 2007, as an entrepreneur, he forayed into in-film advertising and movie promotions by floating a company, I BRAND MarkComm Ltd. ([www.ibrandindia.com](http://www.ibrandindia.com)) providing end-to-end entertainment marketing services for some of Telugu Film Industry's top-grossers.

Branding always fascinated him. Experience taught him that there is no magic narrative in the world of branding. It's a battle of ideas, and at the core it is a process of humanization. This prompted him to go solo, and founded a marketing and branding consulting firm.

Biz Brand Solutions ([www.bizbrandsolutions.com](http://www.bizbrandsolutions.com)) is a boutique-consulting firm based out of Hyderabad. He spent a good time working on Brand Strategies for some of the top national and local clients. During this time the buzzwords of brand identity, brand value, brand positioning thought leadership made the transition to academia. Thus, enrolled for a Ph.D. in Branding and Marketing Communications from Maharaj Vinayak Global University, Jaipur.

In 2014, the idea of environmental issues like reducing waste and carbon footprints were gaining currency, this triggered Mahender Kondapalkala working on business model by integrating issues like sustainability with grassroots participation.

It was more of creating 'green careers' focused on sustainability and environmental protection. This led to co-founding of RAYA Renewable Energy Solutions ([www.rayasolar.com](http://www.rayasolar.com)) where the core area of emphasis was Solar Energy, Solar Thermal Energy, Hybrid Energy, Biogas, and Solid Waste Management. He has good exposure in the Asia Pacific region and has made inroads into Africa markets as well.

In 2016, Mahender has founded Greenbliss Agro ([www.greenblissagro.com](http://www.greenblissagro.com)), a brand dedicated to Agri Business Consulting, Enabling Protected Cultivation and providing Integrated Value Chain for commercial agriculture – the vision of the company is to create a mini green revolution. This is an Incubation cum Acceleration Platform for Farmer Producer Organisations (FPOs) to help the progressive thinking farmers create sustainable farming business model that has positive environmental and socio-economical impact. Greenbliss Agro is a unit of Transforming Solutions Pvt. Ltd.

In a country where two-thirds of the population depends on agriculture for their livelihood, the importance of this sector cannot be overstated. Greenbliss Agro's mission is all about disruptive innovations like Smart Farm Machinery, Micro Irrigation, Precision Farming, Digital Platforms, Collaborating or Partnering with key Stakeholders to produce low cost high efficiency solutions in a sustainable way.

He's actively working on promoting the usage of biological inputs such as fertilizers, insecticides and fungicides for the development of natural farming to get Residue-free and Organic produce.

To enable commercial success for the farming community, he has initiated the brand "Greenbliss" and a Digital platform "Greenbliss Ag". By collaborating with the FPOs, Aligning the storage facilities, Market Linkages and a Price discovery platform for the Agri products. Collaborations and Strategic Alliances with Glocal Companies and Institutions are Mahender's core strengths. He is also empowering the Agricultural Graduates and Agricultural Engineering Graduates with his guest lectures and specially designed internship programs from last 5 years in collaboration with the universities across India. He is also a guest faculty (For Advertising & Brand Management) in ICAR NAARM (National Academy of Agricultural Research Management), Hyderabad, IVRI, Bareilly, UP, JNNKV, Jabalpur, EEI Hyderabad, IARI Pusa, Delhi.

**Currently mentoring around 100+ FPOs across 20 States in India and working on a mission to enable Transfarming amongst 1Mn+ farmers.**

In mid-2018, Mahender wanted to prove the theory that 'entrepreneurship' can be taught. Leadership, persistence, and innovation can be a part of curriculum. A unique program, combined with the curriculum in colleges where students regard business leaders and entrepreneurs as role models. And setting up a business, as a goal is within reach.

He has been a mentor for several Start-ups from Agritech, Food tech, Edu tech, Sustainability and Agri Business Management domains. Currently, he is a mentor in a-Idea (an Incubation cum Acceleration Centre run by ICAR NAARM). He's also Mentoring Start-ups that are incubated in T-Hub (run by Government of Telangana State).

The potential rewards are immense: stronger, more sustainable job and wealth creation; social justice and mobility; and more rounded young people, better prepared for the challenges of life.

He has the practical exposure of implementing effective Brand Strategies including the creation of brand identity, enhancement of brand value along side of Integrated Marketing Communications, thought leadership and witnessed the changing landscape of branding and marketing over a period of two decades.

Mahender believes that the future of economy can be transformed through Entrepreneurship and giving back to the community should be adapted as a way of life. It's not a task to do, it is his second nature. His vision is to impact one million people by 2022 including the students by empowering them to enrich their lives and touch the milestone of a billion lives by 2030.

He's been associated with the Team of a Start-up Company "Ilonnati Innovations Pvt. Ltd." from last 7 years to develop the low cost self powered Smart Water Meter "SiWAM" which can fetch the real time data using Low Power WAN technology. As the Chief Growth Officer (CGO), Dr. Mahender Kondapalkala is working on Go-To Market, Business & Brand Strategies and Collaborations & Strategic Alliances along side the Marketing of this solution worldwide.

**Activities & Achievements So Far:**

**1. As a part of Indo-Israel Delegation:**

**Today farmers has to benefit from the new technologies. To this effect he was a part of Indo-Israel, brining all stakeholders and impart education and transfer of knowledge – because it is time of technological boom where the dialogue was on digital agriculture.**

## **2. Business Development role in Middle East Markets:**

As part of marketing assignments, he has travelled extensively in Emirates and worked on major joint agreements with Tourism ministries and environment ministries of Middle East. Has had meaningful association with DEWA (Dubai Electricity and Water Authority). Have travelled extensively in UAE – Dubai, Abu Dhabi, Al Ain, Sharjah, and Ras Al Kaima

## **3. As the enabler of Integrated Agricultural Solutions:**

Gujrat, Rajasthan, Madhya Pradesh, and Telangana, in India, are where the integrated agricultural solutions had taken roots. Also, working on projects to be executed in Andhra Pradesh, Karnataka, and Tamilnadu.

The technology of net house farming have been implemented in The Gambia of West Africa, Nepal and lately his company has signed a 5-year contract with the Government of Iran for establishing Center of Excellence in Nethouse farming across the country.

### **Few of his achievements in Leadership & Major Projects:**

- \* Launched “Solar Cold Storage” solution in Andhra Pradesh and Telangana (Managing Branding, Business Development & Marketing aspects)
- \* Co-developed low cost ripening chamber in association with the Telangana State Horticulture University
- \* Conceptualized & executed the South India’s first of its kind, “Bio Gas based Energy generation plant from the vegetable waste” in Model Rythu Bazar at Siddipet, Telangana”
- \* Managed the launch (Strategy, Branding & Marketing) of a Seed brand “UniVeg” by Ganga Kaveri Seeds
- \* Provided Branding solutions for the formation of FPOs in Andhra Pradesh state
- \* Consultant for “UPL” to penetrate their Biological products in South India
- \* Working on Water and Soil Health Management to provide the Sustainable Solutions for Environment and Agriculture domain

### **Major Rewards & Recognitions:**

- \* Recognized with “Hyderabad Green Future Leadership Award 2017” as part of “Devang Mehta National Education Awards 2017”
- \* Received an Award in 2018 “50 Most Impactful Green Leaders (A Global Listing)” by World CSR Day Foundation
- \* Received an Award “Telangana Green Future Leadership Award 201 by World CSR Day Foundation for the Waste Management Solutions deployed in Telangana State

On the personal front Mahender has served as **Director - Service projects in Rotary Club and currently, he is the President for Rotary Club of Cyberabad in Rotary District 3150**. His focused areas are, Education, Health, Empowering the Women, Livelihood Platforms creation, Water, Hygiene & Sanitation, village adoption for holistic development, rural development, empowering people and enriching lives.

Dr. Mahender Kondapalkala is fascinated by the writings of Mr. Voltaire – The French Historian, Philosopher & Writer:

**“Almost nothing great has ever been done in the world except by the genius and firmness of a single man combating the prejudices of the multitude.”**

**He is the Chairman for Agriculture and Allied Sectors development committee in Telangana State as part of ASSOCHAM during 2021-22.**

**He is the Mentor (for Business Growth Strategies to Agri Start-ups) in PUSA Krishi Incubation, IARI, Delhi.**

**He is the Mentor (for Business Growth Strategies to Agri Start-ups) in a-Idea by ICAR NAARM, Hyderabad.**

**He is the Mentor (for Marketing Communications and Brand Management) in T-Hub, Hyderabad-Telangana State.**

**Training Resource for FPOs in NIRDPR (National Institute of Rural Development) and ICAR NAARM.**

**Member of RIC, RKVY-RAFTAAR Program in IVRI, Bareilly.**

**Training resource in EEI (Extension Education Institution) and MANAGE, Hyderabad.**

**Training resource in ICAR – NRC Meat, Hyderabad.**

**Training resource in JNKKV, R-ABI, Jabalpur, Madhya Pradesh.**