

Purushotham Rudraraju

Purushotham is a graduate in Agricultural Sciences with MBA in Technology Management. He has a passion for agribusiness and a strong penchant for identifying newer opportunities in strengthening value chains.



Purushotham has a long standing career working on several Value Chains which includes Product Development to Capacity Building and setting up verifiable systems and processes for Organic Chain of Custody, GLOBALGAP, Aflatoxin and Residue free, Post-Harvest Management, IPM, Organic, and Fair-trade for a wide range of products for enabling compliance with global food safety and social standards and meeting the trade requirements of international markets which include Fruit and Vegetables, Purees(Mango, Guava, Papaya, Tomato, Custard Apple) Spices(Chillies, Turmeric, Pepper)Feeds(Soya Meal, CSM, Barley, Corn) Pulses(Red gram, Green, Black and Bengal Gram)Oilseeds(Groundnut and safflower) and Rice(Basmati and Non-Basmati) and value added products.

Purushotham served as Manager (Value Added Products) for ITC Limited–Agri Business Division and was instrumental in improving several value chains and is also an International Inspector auditing GLOBALGAP and Organic standards.

Purushotham is working as Manager-Agribusiness in The International Crop Research Institute for Semi-arid Tropics mentoring many Agripreneurs and building capacities of the farmers on best practices and improved technologies in agri and allied sectors.