

Samunnati empowers India's agricultural ecosystem with a people focus

- Boosted employee engagement and growth with learning and development initiatives.
- Deepened understanding of the business with potential candidates.
- Accelerated hiring over the years via proactive outreach and thoughtful value propositions to potential candidates.

Overview

Driven by a vision to promote self-sustenance across the agricultural ecosystem, Chennai-based Samunnati empowers smallholder farmers and agri-enterprises through its customised financial solutions. It provides market linkage, financial and advisory services for the agriculture sector.

Since its inception in 2014, Samunnati has reached out to over 800 farmer producer organisations (FPOs) and over 1,500 agricultural enterprises in 20 Indian states, uplifting the lives of four million farmers across 100 agricultural value chains, including Pilots. The firm's push for socioeconomic change continues as it embarks on a bold expansion strategy, growing its brand presence across the country.

LinkedIn Solutions in play

LinkedIn Jobs delivers the right person for an open role.

LinkedIn Recruiter uses data-driven analytics to pipeline and recruit talent using the world's largest talent pool.

LinkedIn Learning Solutions connect employees to relevant skills, building a culture of personalised and social learning.





The Challenge

As an agri-fintech start-up focused on creating social impact, Samunnati is constantly finding ways to help traditionally underserved smallholder farmers better access working capital and financial services. But operating across the agricultural ecosystem – providing financial, market linkage and advisory services – means it faces a challenge in recruiting for non-traditional job descriptions, often requiring hybrid skills with no industry parallels.

As Samunnati accelerates non-linear growth by creating linkages across its lending and trading verticals, expanding into new geographies, and enhancing productivity measures, it has to hire good talent that will grow with the company.

The Strategy

Over the last four years, despite its lean HR team, Samunnati closed roles of varying levels across the business process, technology, product, audit, and support functions. The team augmented its killer hiring instincts with Linkedln Recruiter to manage the hiring process, leveraging Linkedln's network effect to boost job views and talent branding. The statistics show for it: Inmail acceptance rate was 36 per cent, and it took a week on average for Samunnati to make a new hire, with 30 per cent closures done through Linkedln.

Leaders at Samunnati acknowledge the importance of continuous learning and employee growth, especially as the firm continues to expand. The Learning & Development team spins its magic with Linkedln Learning by supplementing instructor-led sessions with Linkedln modules; creating learning paths based on employees' development needs; and uploading custom content to cascade leadership communication and knowledge on company offerings. These efforts have boosted employee development and retention. For sales teams making their rounds in the field all day long, the bite-sized content, together with the relevant learning challenges and employee recognition initiatives, have been a winning formula. In early 2021, there were 67 per cent repeat learners clocking 1.5 monthly hours per user. Linkedln Talent Insights pegs Sammunati's attrition rate at a single digit.

"Samunnati is an organisation that serves a social purpose. LinkedIn Talent Solutions has helped us hire and develop talent that suit our vision in a seamless and effective way. As we continue to grow, building strength across the employee life-cycle will be key to sustaining our people success."



Poorna Pushkala Head of Human Resources, Samunnati