

agriTALK
April 2020



AGRI ENTREPRENEUR MEETINGS AHEAD OF RABI HARVEST IN KOTA, RAJASTHAN



AEs SPREADING AWARENESS ABOUT CORONA VIRUS



ONLINE TRADING BY FPOs ON AGRIBAZAAR



PARTNERSHIP BETWEEN AGRIBAZAAR AND BAYER



DIGITALISING THE AGRICULTURE SUPPLY CHAIN



PRODUCT UPDATES

AGRI ENTREPRENEUR (AE) MEETINGS AHEAD OF RABI HARVEST IN KOTA, RAJASTHAN

As part of the regular meetings with AEs, our teams met and reviewed their work in Kota region in the first week of March. The objective was to discuss about the key upcoming activities in Kota. One such major activity planned was starting three e-Mandis in and around Kota.

The aim is to provide farmers with access to markets and customers through our digital platform and help them sell their commodities at good prices during these challenging times.

As the wheat harvest is slightly delayed this year, we are expecting major activity at e-Mandis from the second week of April 2020. Our team is fully prepared to help farmers sell their commodities at best prices.

GLIMPSE OF MEETING WITH THE AEs AT DAHRA e-MANDI CENTRE



AEs Spreading Awareness About CORONA VIRUS

In this month, our AEs did another innovative activity. They called up farmers within their network and educated them about the major do's and don'ts to prevent spread of corona virus. Since there was not much economic activity in the month, AEs were paid to make these calls to the farmers. For each successful call, AEs were paid Rs 10. The data has been cross checked by AEMs to ensure that the calls were made, and proper information was given to farmers

Farmer Producer Organizations (FPOs)

Most of [agribazaar's](#) registered FPOs preferred taking a digital route for selling commodity in this month. Despite the current situation, [agribazaar](#) is helping them find the right buyers for their produce. Many corporates and traders have come forward to buy commodity directly from the FPOs. Our team is working with several FPOs for conducting these trades through the Negotiable Trade (NT) option available on the [agribazaar](#) app.

With additional registrations in the current month, cumulatively, we have registered 108 FPOs till date. These comprise around 1,41,000 farmers across various states.

Partnership Between agribazaar And Bayer

agribazaar has partnered with Bayer Crop Science to improve the livelihoods of smallholder farmers. When farmers get the right remunerative price for their produce, they are encouraged to adopt good agricultural practices and can afford modern agricultural technologies.

Bayer will provide crop advisory and knowledge, transfer of agri technologies, enabling smallholder farmers to achieve better crop yields and higher farm incomes more sustainably.

agribazaar will provide market linkages to small-holder farmers through its e-marketplace and help farmers get better prices for their produce.

Here is the link to the blog:

<https://blog.agribazaar.com/bayer-partners-with-agribazaar-to-provide-market-linkages-to-smallholder-farmers/>



Digitalising the Agriculture Supply Chain

Temasek mentioned agribazaar in a story on their website titled “Digitalising the Agriculture Supply Chain”. The story talks about:

- Emerging digital platforms are aggregating data from thousands of farms, providing farmers with data-driven insights and making unprecedented gains in productivity.
- Digital connectivity could also make supply chains more efficient in tackling the food wastage problem that costs the world US\$1 trillion every year.
- While global investment into agritech has grown significantly over the past five years, investment into Asia is lagging the West.

Here is the link to the story:

<https://www.temasek.com.sg/en/news-and-views/stories/future/feeding-the-next-billion/digitalising-the-agriculture-supply-chain>



Farmers in India going through agribazaar’s Agri-Entrepreneur Programme, which trains them on how to use the digital platform to market their harvests

Founded in 2017, agribazaar platform today facilitates the financing of around US\$15 million of crop sales every month for its 140,000 farmers. And with plans to bring 10 million more farmers onboard its platform within the next four years, the access to credit for smallholders in India looks set to increase.

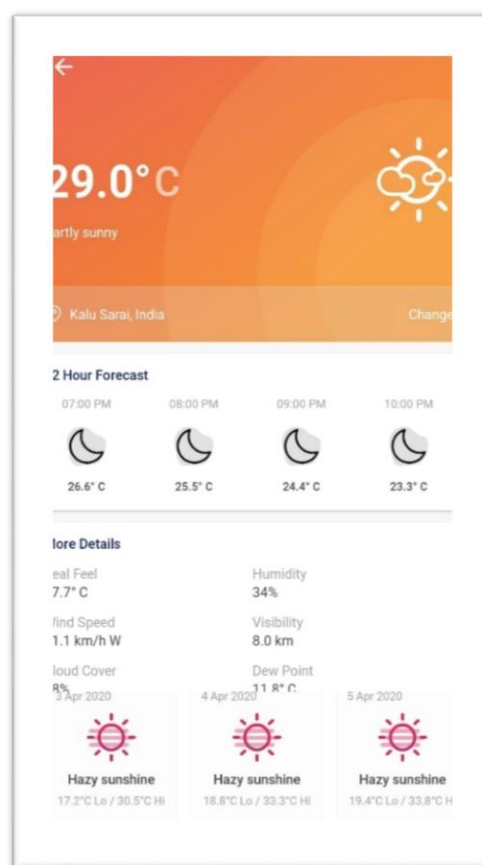
Product Updates

Weather updates

agribazaar now shows current weather and 12-hour forecast in the mobile apps. The feature provides temperature and weather condition details as per the location.

The location can be changed as per client's convenience and showcase the 12-hour forecast.

It also gives more climatic details like real feel, humidity, wind speed etc. and there is Daily Forecast details for the next entire week.



Quality Assaying Through Labs

Farmers & Traders now have the option to get their stock tested in the best labs nearby. agribazaar can help to find the best laboratories in their specific location with the stock details and the tests required for the stock. Clients can make the Lab Test payment through our payment system, agriPay.

agribazaar

Home · New Commodity Testing

Get your stock tested

Give us the details of your stock & where you want to get it tested, and agribazaar will do the rest for you.

Stock Details Name, Quantity, Address	Let's start with your Stock Details Select one option Please Select Enter your Trade ID Enter WBSR No. Create your own stock Quantity (MT) Enter quantity in tone PIN code* Enter your PIN Code State This value will be based on your PIN Code Address* Enter the address where your commodity is stored	WBSR Number Select WBSR No. Custom Name* Enter product name Commodity Variety* Select the variety of your commodity City This value will be based on your PIN Code
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Connect With Us

DBS Bank as Payment Partner

agribazaar partnered with the DBS Bank, India (Development Bank of Singapore) as its payment partner. Each registered client now gets two agribazaar UANs (Unique Account Number), one each from DBS and IndusInd bank, and may use any UAN to transfer the money seamlessly.

The screenshot shows the 'Funds' page on the agribazaar app. At the top, there is a balance of ₹ 6,606.74. Below this, there is a section for 'Add Funds' with instructions to deposit funds via Net Banking (RTGS, NEFT, or IMPS). Two bank details are listed:

Bank Name	Account No.	IFSC Code	Payee Name
IndusInd Bank	ZAGBZR 0000 0005 1219	INDB 0000 018	STAR AGRIBAZAAR TECHNOLOGY LIMITED
DBS	9AGRO0 0000 0512 19	DBSO 0000 18	

Rating Mechanism

With 'rating' mechanism being an important aspect for any business, Buyers and Sellers can rate the counterparty based on different factors such as delivery, payment, quality and quantity. The Rating comes in place after match making of trade gets completed via auctions or negotiable trade and settlement begins, the user can rate and write a review about the delivery.

The screenshot shows a rating interface. At the top, it says "Seems Like things could've gone better" with a 3.9/5 star rating (4 full stars and 1 half star). Below this, it says "you've rated the seller 3.9/5". There is a feedback form with the question "Tell us how to make your experience better?" and the response "very good". A red "Submit" button is at the bottom.

Partner with Us – For Quality Testing Labs

agribazaar now offers laboratories to strategically collaborate in order to build the best crop quality testing solutions for the agricultural community.

Partner Center

Why Choose Us?

Partner With Us

agribazaar is a one-stop agritech platform incorporated to provide an entire agri ecosystem to the agri community. Join us in our mission & get better leads for your business with substantial profits. Receive your on-time payments online via **agriPay** - our payment solution.

How to Become Our Partner?

- ▶ Click on "register" below to log out of the current session.
- ▶ Enter a new mobile number to register. *
- ▶ Click on "Partner With Us".
- ▶ Select Assaying Services to continue.

Note:
* New mobile number for registration as an assayer should not be already linked with agribazaar.

Register

Partner With Us

Together, We Can Shape The Indian Agriculture

We offer you to join us and grow our business together by leading innovation and creating farmer-centric solutions.

Become A Partner

Why Choose Us?

How to Become Our Partner?

- ▶ Click on "Become A Partner" above to log out of the current session.
- ▶ Enter a new mobile number to register. *
- ▶ Click on "Partner With Us".
- ▶ Select Assaying Services to continue.

Call Us

Note: * New mobile number for registration as an assayer should not be already linked with agribazaar.

Service Offerings	Get to Know us	Quick Links
Home	About us	Market News
Setting	Our Team	Create Your Trade
Flowing	Join us	Blog
		Download App

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Multiple Bidding Through Wishlist Page

agribazaar gives 'Wishlist' feature to its users to save upcoming auctions for later. The users can explore the marketplace and select their preferred trades to add to the Wishlist. This page can then be used for multiple bidding through a single page.

The screenshot shows the 'Wishlisted Items' page on the Agribazaar website. The page header includes the Agribazaar logo, navigation links for Marketplace, Agri Insights, Contact Us, and phone number +91 9090207777. The main content area is titled 'Wishlisted Items' and indicates '3 Records Found'. Below the title, there is a sub-header 'View all your wishlisted and ongoing auctions over here.' The page lists three items:

- Barley- 200 MT**: SELL TYPE YS-6055 AGRIBAZAAR. Min Lot Size: 1 MT, Inc Lot Size: 1 MT, EMD Paid: --. Bidding status: Winning: --, My Price: --, My Qty: --. Status: Round 1 Live Ends In 1h 25m. A yellow banner states: 'You are not eligible to participate in this auction, please refer to our customer support for further queries.'
- Maize- 4 MT**: SELL TYPE FSMP-5962 FARMER ENGLISH SELL. Min Lot Size: --, Inc Lot Size: --, EMD Paid: --. Bidding status: Winning: --, My Price: --. Status: Upcoming Starts In 2020/04/2. A yellow banner states: 'You are not eligible to participate in this auction, please refer to our customer support for further queries.'
- Maize- 1 MT**: SELL TYPE FSMP-5682 FARMER ENGLISH SELL. Min Lot Size: --, Inc Lot Size: --, EMD Paid: --. Bidding status: Winning: --, My Price: --. Status: Upcoming Starts In 2020/03/9. A yellow banner states: 'You are not eligible to participate in this auction, please refer to our customer support for further queries.'

A 'Connect With Us' button is visible at the bottom right of the list.

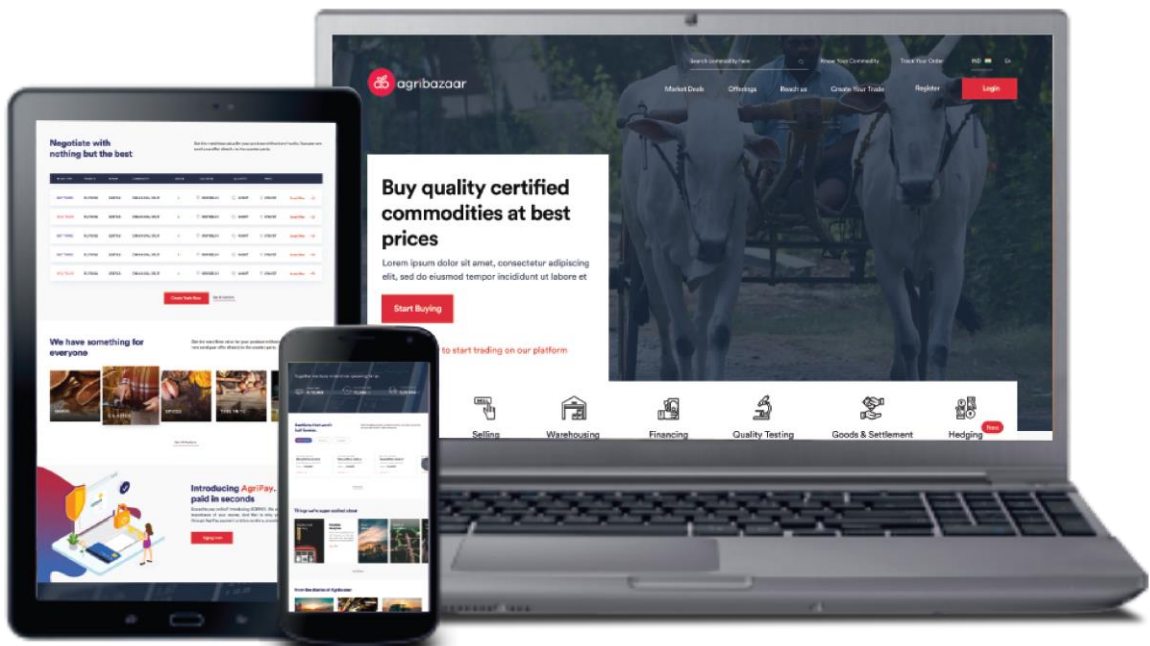
The screenshot shows the 'Newly added Trades in Bazaar' page on the Agribazaar website. The page header is identical to the previous screenshot. The main content area is titled 'Newly added Trades in Bazaar' and includes a link 'View Completed Auctions ->'. On the left, there is a 'Filter Auctions (7 Results)' sidebar with two sections:

- Select Commodity**: chana dal (2), maize (2), barley (1), moong dal (1), urad (1).
- Select Market**: Nafed (4), Farmer English Sell (2), Agribazaar (1).

The main content area displays three trade listings:

- Maize 1 MT**: SELL TYPE FSMP-5682 Farmer English Sell. Upcoming Starts In 2020/03/9. Highest Bid: --. Status: SAVED.
- Maize 4 MT**: SELL TYPE FSMP-5962 Farmer English Sell. Upcoming Starts In 2020/04/2. Highest Bid: --. Status: SAVE TO WISHLIST.
- Barley 200 MT**: SELL TYPE YS-6055 Agribazaar. Round 1 Live Ends In 1h 25m. Highest Bid: --. Status: SAVE TO WISHLIST.

A 'Connect With Us' button is visible at the bottom right of the list.



DOWNLOAD APP



**TO KNOW MORE CALL ON,
Customer Care: 90903 97777**



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