



agriTALK

April 2021



FICCI National
Summit - 22nd & 23rd
March



41st Rabi seminar on
Oilseeds by COOIT -
20th & 21st March



Media release

FICCI National Summit – 22nd & 23rd March

The second edition of FICCI National Summit on “Sustainable Water Use & Management in Agriculture” was organised on 22nd and 23rd March 2021. The summit brought together diverse views of subject matter experts on strategies to improve water use efficiency in agriculture. Mr. Amith Agarwal, CEO, **agribazaar**, was one of the panellists to share his thoughts.

SESSION: 1
Current and Future Water Demand: Challenges and Opportunities for Sustainable Water Management in Agriculture
March 23, 2021 | 11:20- 12:35 PM

Session Moderator

 Mr. Hemendra Mathur Chairman FICCI Task Force on Agri Start Ups & Venture Partner, Brajar Innovation Fund	 Mr. Arindom Datta Executive Director Aja Sustainable Business Development Rato India Securities Pvt. Ltd.	 Mr. Prabhat Chaturvedi CEO Netafim Agricultural Financing Agency	
 Mr. Amith Agarwal Co-Founder & Director Star Agri Warehousing & Collateral Management Ltd. and Founder Agribazaar	 Mr. Rohit Dhandia Associate Vice President Capital Markets & Strategic Initiatives Samunnati	 Dr. Sangita Ladha Business Director Rivula Irrigation India Pvt. Ltd.	 Mr. Girish Kanole Consultant Manna Irrigation Pvt. Ltd.

FICCI
NATIONAL SUMMIT ON Sustainable **WATER USE & MANAGEMENT IN AGRICULTURE**
Investing in Future...
2nd Edition, Virtual Conference
22 – 23 March 2021
Knowledge Partner
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For registration, please contact | Ms. Priya Singh | Email: agriculture@ficci.com | Mobile: 91-9717038603

41st Rabi seminar on Oilseeds by COOIT – 20th & 21st March

agribazaar wins the Best Digital Agri Marketplace Award for the trade of mustard at the 41st Rabi Seminar on oilseeds organized by COOIT on 20th & 21st March. **agribazaar** was the diamond sponsor for the annual event. The COOIT, established in 1958, is a national apex body that represents the interests of the entire vegetable and oil sector. The seminar was organized to deliberate on oilseed crop production prospects, demand and supply situation, price outlook, foreign trade, Government policies, measures for adequate and equitable supply of edible oils to meet the nutritional requirement at affordable prices.



41st Rabi Seminar on Oilseeds organized by COOIT

Team agribazaar wins the **Best Digital Agri Marketplace Award** for the sale of mustard in India.



NAFED MD, Mr. Sanjeev Kumar Chadha & AMD, Mr. Sunil Kumar Singh visited us at the kiosk.

Media Release



Link to complete article: <https://krishijagran.com/industry-news/four-agri-tech-startups-that-empowering-indian-farmers-in-their-job-role/>

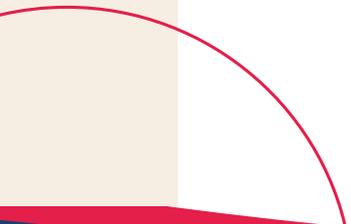
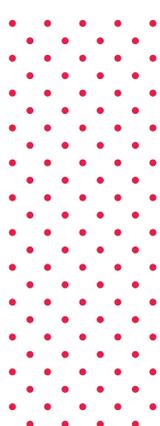
Agriculture industry has always been a backbone of the country. Though India is making rapid progress in other sectors as well, agriculture remains on the top. Recently the bills have been passed by Rajya Sabha where it is asked to end the monopoly of the Agriculture Produce Marketing Committee (APMC) Mandis. We have witnessed that the majority of the farmers community is against the complete removal of the middlemen system. AS per them, farmers are not equipped to deal with corporates. Keeping in mind the importance of agriculture and the ones producing it, there are various start-ups that are trying to change the landscape of agriculture by using technologies for business models. The technologies not only help to create viable



business but also helps to improve farmer's income. The companies try to help the farmers by providing the best value for their produce. Also, the companies help farmers by assessing the quality of the yield and also in the grading procedures through FPOs.

Here is a snippet of how **agribazaar** is empowering Indian farmers in their job role:

“Founded by Amith Agarwal, and has replicated the physical mandi (marketplace) to an e-mandi aggregator model, through which once a farmer registers and uploads his produce; buyers can place orders for the purchase. Once the deal is complete, **agribazaar** facilitates the logistics of picking up the produce from the farmer's doorsteps and delivering it to the buyers' warehouse. **agribazaar** also helps buyers from MNCs to small-scale industries with better price discovery and sellers with more targeted marketing of their produce. It charges a transaction fee from buyers, while farmers can sell their produce at no additional cost.”



Armed with AI & drones, online mandis shake up farming, aim to cut waste to boost farm income

E-mandis deploy tech such as AI and drones to inject efficiency all along the supply chain. Indian players in the field include INI Farms, Agribazaar, Monks Bouffe, and Crofarm.

SHUBHANGI MISRA and SAMYAK PANDEY 7 April, 2021 2:09 pm IST



ThePrint



A farmer working in a field | Representational image | Dhruv Singh | Bloomberg

Link: <https://theprint.in/india/armed-with-ai-drones-online-mandis-shake-up-farming-aim-to-cut-waste-to-boost-farm-income/634472/>

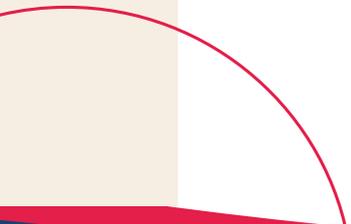
With promises of minimal farm wastage, better income for farmers, and ensuring nutritious fruits and vegetables on your plate, an entire ecosystem of agriculture e-commerce portals is beginning to take shape in India. These new companies deploy technology such as artificial intelligence (AI) and drones to inject efficiency and expertise all along the supply chain. It starts with providing farmers with important inputs to help bolster the quality of produce and ends with bringing them to the consumer as quickly as possible.

Some online mandis seek to offer a platform to connect buyers and sellers and organise auctions for sales, while others market fruits, vegetables, and other farm products under their own brand.

agribazaar is a trading marketplace “transforming the agri value chain through technology”. Providing technical know-how is also part of what **agribazaar** does. “**agribazaar** has crop advisory teams that provide in-depth insights on soil health based on past analysis.



These experts are adept at predicting weather conditions using tech such as artificial intelligence (AI) and drones,” said co-founder Amith Aggarwal. “It helps farmers minimise crop wastage due to natural factors such as heavy rainfall, drought, etc. Moreover, with such technological assistance, farmers can have a better idea of when to plant and harvest a particular crop for the highest-quality yield.”



Farm to market: How Agri-startups are working to empower small and medium farmers in India

As per a report in Inc42, the Indian Agritech market is expected to touch \$24.1 Billion by 2025. India's Agritech startups clocked just \$204 Mn in 2020 which shows this segment is largely untapped.

25 March, 2021

Akshita Bhaduria



KJ KRISHI JAGRAN

Link to complete article: <https://krishijagran.com/industry-news/four-agri-tech-startups-that-empowering-indian-farmers-in-their-job-role/>

the Indian Agriculture sector is now witnessing an increased interest from the startups who are working on multiple fronts to enhance the sector. From developing the farm to fork model, to offering advanced logistics to consulting the farmers on various fronts, Indian agri-startups are sensing a boom in the industry.

As per a report in Inc42, the Indian Agritech market is expected to touch \$24.1 Billion by 2025. India's Agritech startups clocked just \$204 Mn in 2020 which shows this segment is largely untapped and with the right push it has the potential to grow manifold.

Mumbai-based company **agribazaar**, started in 2016, is an online platform that helps farmers connect with traders, banks, enterprises, and governments. The company offers a digital platform for small farmers and merchants to directly sell and buy farm produce without the involvement of middlemen. The farmers receive payment directly in their bank accounts via **agribazaar's** e-wallet, AgriPay. The startup also provides last-mile logistical support to the farmers to boost their sales along with services such as crop advisory, warehousing, and quality testing.

Mantras from 5 CEOs on how to build your business in the post Covid era

The Covid-19 pandemic shook up the business world. 5 CEOs shared with us their mantras to help their business survive in the post-Covid019 world.

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The Covid-19 pandemic shook up the business world. 5 CEOs shared with us their mantras to help their business survive in the post-Covid019 world.

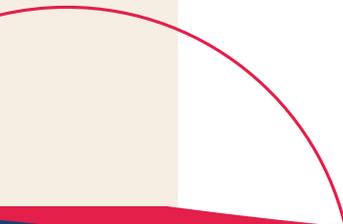
Link: <https://www.indiatoday.in/education-today/jobs-and-careers/story/mantras-from-5-ceos-on-how-to-build-your-business-in-the-post-covid-era-1783594-2021-03-25>

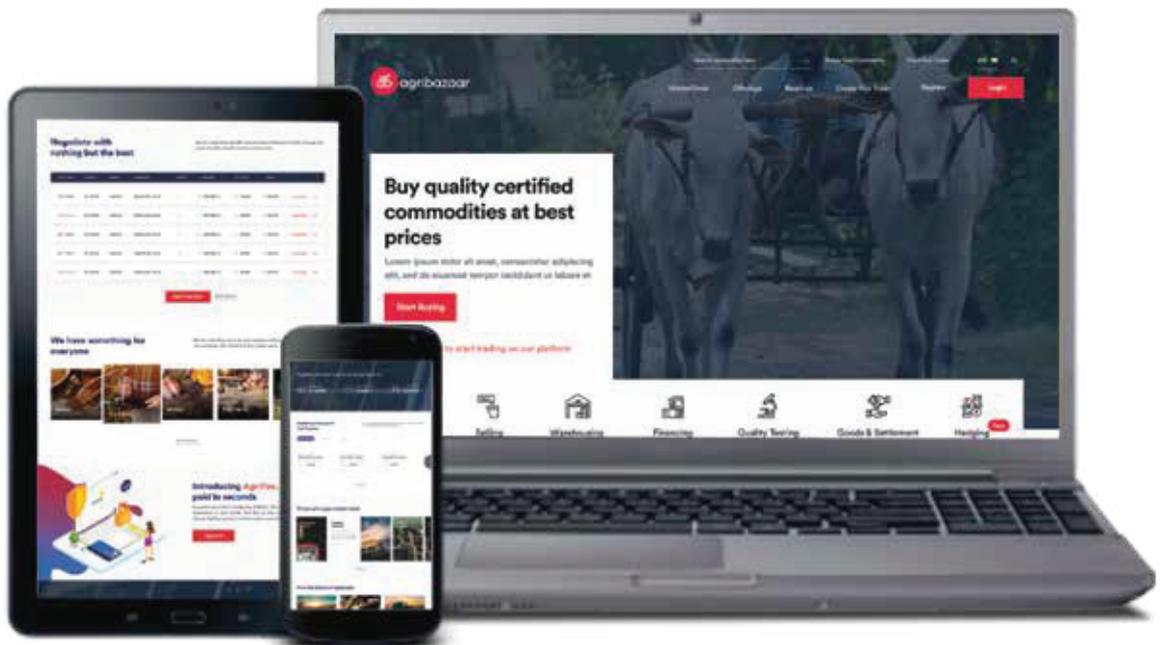
In a span of a couple of months, Covid-19 drastically changed the way we lived our lives. In the lock down due to the pandemic, schools, colleges, offices everything had to operate from home. After almost a year, with people getting vaccinated, things are opening to a normal pace. Businesses are also getting back to normal functioning. We have few tips from CEOs around getting back to business and how to build your business in the post-Covid era.

agribazaar

Founded in 2016, the idea behind **agribazaar** is to deliver tech-enabled future-ready solutions to the farming community and revolutionize the way post-harvest management services are processed across the country. Amith Agarwal, Co-founder and CEO of **agribazaar** shared the following mantras:

- **Ability to handle ambiguity:** Post Covid-19, organizations will have to build the capacity to handle ambiguity. A new crisis or global scare may hit you tomorrow, but we have to face, navigate and overcome it.
- **Lean and Capex efficient business model:** Every business must behave in a frugal manner and build a cash conservation mindset. Unnecessary expenses, huge Capex plans, and unplanned spending are unwelcome.
- **Employee health and safety a priority:** Businesses can slow down and can be built later. However, what can't be replaced is human life. Organizations should give utmost importance to ensuring the health and safety of its employees', including their families.
- **Solving a real and genuine problem digitally:** The pandemic has demonstrated that businesses solving real problems of customers through a digital business model continued or picked up quickly. Genuine, scalable start-ups with internet and digital interventions and practical revenue models will attract growth capital.

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- **4Cs - Collaboration, Compassion, Courage and Commitment:** The post-Covid-19 world will have the 4C's of building a business. An ecosystem of collaboration and trust needs to be built. Profits alone cannot define success. Compassion and doing the right thing will be critical for businesses to succeed. Courage and commitment to stay on course even during the worst times would be vital for teams.
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