



agriTALK

August 2020



FARMER ENGAGEMENT
PROGRAMS-EXTENDING CROP
ADVISORY SERVICE TO THE
FARMERS



DEMAND AGGREGATION & LAST
MILE DELIVERY OF AGRI INPUTS



AGRIBAZAAR & AEGF TEAMS
HELPING FARMERS SET UP
VERMICOMPOST PRODUCTION
FACILITY IN THEIR FIELD



ASSOCHAM WEBINAR- “ONE
NATION- ONE AGRICULTURE”



WEBINAR ON MARKET
OUTLOOK OF MUSTARD SEED



PRODUCT UPDATES



MEDIA COVERAGE

Farmers Engagement programs – extending crop advisory service to the farmers

Our farmer engagement partners - AEs & AEMs - reached out to farmer groups for extending the crop advisory services for the ongoing cropping season. Team conducted small group meetings with farmers, addressing their crop related issues and recommending them the right package of practices to be followed based on current crop growth stage. They intend to add value to the farmers by handholding them throughout the cropping season.



Demand aggregation on agribazaar app & last mile delivery of agri inputs

AEs (agri-entrepreneurs) have started placing farmers' input demand on **agribazaar** app. Demand aggregation has become far more convenient, remarkably improving the efficiency in entire business using digital mode. Now, they can comfortably raise online purchase order, track their order status, receive & manage the inventory, raise invoice to the customers, maintain customer ledger and do online transaction through their wallet



agribazaar & AEGF teams helping farmers set up vermicompost production facility

Farmer engagement team of AEs & AEMs, with guidance from AEGF, are helping farmers create composting facilities at their farms. This will help farmers utilize their cattle and farm waste and convert it into organic compost. The team is enabling technology transfer in their areas of operations



ASSOCHAM Webinar – “One Nation – One Agriculture” – 17th July, 2020

ASSOCHAM organized an interactive webinar on “One Nation - One Agriculture Market” Doubling the farmers’ income with a respected panel having **Sarat Mulukutla, CBO, agribazaar**. The session discussed the Government reforms in agri sector and how it helped in laying the foundation for ensuring golden harvests for Indian Farmers. The objective was to understand the government’s perspective on this and hear industry’s feedback on suggestive impact by the reforms.

Webinar on One Nation One Agriculture Market
- Doubling the Farmers Income
July 17, 2020; 3 PM onward

 Mr. Deepak Sood Secretary General ASSOCHAM	 Mr. P K Swain Joint Secretary Ministry of Agriculture and Farmers' Welfare, GoI	 Ms. Neelkamal Darbari* Managing Director SFAC	 Mr. G. Chandrasekhar Senior Editor and Policy Commentator	 Mr. Sagar Kaushik Global COO, UPL Ltd
 Mr. Rajvir Rathi Head - Agricultural Policy & Stakeholder Affairs, Bayer Crop Science	 Mr. Nitin Seth Vice Chairman GD Foods	 Mr. Sarat Mulukutla, Chief Business Officer, agribazaar	 Mr. Aileen Mukherjee EVP, NCDEX COO, NICR	 Mr. Shom Chatterjee Head Logistics JTC

Scan This QR Code to Register



Supporting Partner
 **NCDEX**
NCDEX Investor (Client) Protection Fund Trust

 **Mr. Deepankar Khare, +91 9868588110/8178717167**
Mr. Nitesh Sinha, nitesh.sinha@assocham.com

*Invited

Webinar on Market Outlook of Mustard Seed- 24th July,2020

agribazaar organized a webinar on July 24 to discuss the current and futuristic scope for mustard. The event was supported by The Solvent Extractions' Association of India (SEA) and brought expert views from industry leaders on the price and demand outlook for Mustard. According to the research, the crushing of mustard seed by oilseeds crushers in India rose by 6.7 percent to 8 lakh tonnes in May 2020 compared to 7.5 lakh tonnes during the same period last year. This shows that there is a strong demand for mustard seed and mustard oil in domestic markets. MSP for Rabi Marketing Season 2020-21 for mustard seed was ₹ 4,425 per quintal up by 5.36 percent compared to its previous year's price of ₹ 4,200 per quintal. The Union Cabinet hiked MSPs of Rabi crops for 2020-21 that resulted in a raise of MSP for mustard oil by ₹ 225.

Total production of oilseeds in 2019-20 has been estimated at 34.19 million tonnes which is higher by 2.67 million tonnes than the production of 31.52 million tonnes during 2018-19. Further, the production of oilseeds during 2019-20 is higher by 4.54 million tonnes than the average oilseeds production

agribazaar presents Mustard Webinar in Association with SEA of India

ONE DAY TO GO

LIVE WEBINAR

MARKET OUTLOOK OF MUSTARD SEED
EXPERT OPINIONS FROM INDUSTRY LEADERS

MEET THE SPEAKERS

 Mr. S K Singh Additional Managing Director NAFED	 Mr. Atul Chaturvedi President The Solvent Extractions' Association of India (SEA) & Director Adani Wilmar Ltd	 Mr. Sandeep Bajoria Chief Executive Officer Sunwin Group (Moderator) Past President of SEA and COOIT	
 Mr. Vijay Data Managing Director Vijay Solvex Ltd	 Mr. Sanjeev Asthana Chief Executive Officer Ruchi Soya Industries Ltd.	 Dr. B V Mehta Executive Director The Solvent Extractions' Association of India (SEA)	 Mr. Anil Kumar Chatar Managing Director Marudhar Trading Company

 **FRIDAY, JULY 24 2020**
 **5:30 PM TO 7:00 PM IST**

 **Visit the Link to Register**
<https://cutt.ly/agbzr-webnr>

Product Updates

Trade Floor

agribazaar has come up with a new feature called “Trade Floor”. The feature comes with different modes i.e. ‘Light & Dark’ mode. With this, you can now participate in multiple auctions simultaneously. You can place bids in more than one auction at the same time with just one click. Multiple auctions can be added in the ‘Wishlist’ as per your preference. Under ‘My bids’, you can see all your bids placed irrespective of the trades being wishlisted or not.

The screenshot shows the 'agribazaar - Nafed PSS Auctions' interface in 'Light' mode. At the top, there are filters for 'Select Commodities', 'Select Markets', 'Select Locations', and 'Select Status'. On the right, there are buttons for 'Wishlist +', 'My Bids +', and 'Submit All'. Below these, a table lists seven active auctions. Each row includes a 'SELL TYPE' icon, a 'PSS' number, the auction name, location, and details like 'Min/Max Lot Size', 'EMD Period', and 'Remaining Qty'. To the right of each row, there are input fields for 'Qty in MT' and 'Bid in ₹/QTY', along with a 'Place Bid' button. The table also shows 'Round 1' status and 'Ends In 20m 26s' for each auction.

SELL TYPE	PSS	Auction Name	Location	Min/Max Lot Size	EMD Period	Remaining Qty	Round 1	Ends In
Maize - K18, 600 MT	PSS-12079	NAFED MUMBAI	CWC, ST, Maharashtra	1 MT 1 MT	---	600 MT	Round 1	Ends In 20m 26s
Maize - K18, 80 MT	PSS-12080	NAFED MUMBAI	CWC, ST, Maharashtra	1 MT 1 MT	---	80 MT	Round 1	Ends In 20m 26s
Maize - K18, 199 MT	PSS-12081	NAFED MUMBAI	Delhi, Tamil Nadu	1 MT 1 MT	---	199 MT	Round 1	Ends In 20m 26s
Wheat - K18, 245 MT	PSS-12082	RAJAT AND COMPANY	Chandigarh	1 MT 1 MT	---	245 MT	Round 1	Ends In 20m 26s
Maize - K18, 166 MT	PSS-12083	NAFED MUMBAI	CWC, ST, Andaman And Nicobar	1 MT 1 MT	---	166 MT	Round 1	Ends In 20m 26s
Wheat - K18, 200 MT	PSS-12084	RAJAT AND COMPANY	CWC, ST, Tamil Nadu	1 MT 1 MT	---	200 MT	Round 1	Ends In 20m 26s
Maize - K18, 80 MT	PSS-12085	NAFED MUMBAI	CWC, ST, Chandigarh	1 MT 1 MT	---	80 MT	Round 1	Ends In 20m 26s


The screenshot shows the 'agribazaar - Nafed PSS Auctions' interface in 'Dark' mode. The layout is identical to the Light mode screenshot, but with a dark background. The filters and buttons at the top are the same. The table lists eight active auctions. The 'Wishlist' button is now highlighted in red. The 'Place Bid' buttons are also highlighted in red. The table shows 'Round 1' status and 'Ends In 20m 4s' for each auction.


SELL TYPE	PSS	Auction Name	Location	Min/Max Lot Size	EMD Period	Remaining Qty	Round 1	Ends In
Maize - K18, 600 MT	PSS-12079	NAFED MUMBAI	CWC, ST, Maharashtra	1 MT 1 MT	---	600 MT	Round 1	Ends In 20m 4s
Maize - K18, 80 MT	PSS-12080	NAFED MUMBAI	CWC, ST, Maharashtra	1 MT 1 MT	---	80 MT	Round 1	Ends In 20m 4s
Maize - K18, 199 MT	PSS-12081	NAFED MUMBAI	Delhi, Tamil Nadu	1 MT 1 MT	---	199 MT	Round 1	Ends In 20m 4s
Maize - K18, 166 MT	PSS-12083	NAFED MUMBAI	CWC, ST, Andaman And Nicobar	1 MT 1 MT	---	166 MT	Round 1	Ends In 20m 4s
Maize - K18, 80 MT	PSS-12085	NAFED MUMBAI	CWC, ST, Chandigarh	1 MT 1 MT	---	80 MT	Round 1	Ends In 20m 4s
Mustard oilseed - K18, 199 MT	PSS-12086	NAFED AHMEDABAD	CWC, ST, Andaman And Nicobar	1 MT 1 MT	---	199 MT	Round 1	Ends In 20m 4s
Maize - K18, 245 MT	PSS-12087	NAFED MUMBAI	CWC, ST, Himachal Pradesh	1 MT 1 MT	---	---	Round 1	Ends In 20m 4s

Product Updates

Counteroffer in e-mandi

We now have counteroffer feature in our e-mandi trades. The farmer, instead of rejecting the highest price in an auction, can suggest a price that he may be willing to accept, to the H1 bidder. If the farmer and H1 bidder agree on a price then the transaction proceeds to settlement, else is cancelled.

Explore trades by commodities and more.

Nafed PSS Auctions **New** Create Your Trade Wishlist Your Trades 

Home > Agribazaar English > FSMP-9110

FSMP-9110 Terms & Conditions


Maize-Popcorn, 199^{MT}

Mandi: Kota Mandi

Season: Rabi-2019 Variety and Grade: Popcorn, Grade-A

Auction & Other Details

PARAMETERS	VALUE
Auction Date	14 Jul 2020
Auction Type	Sell
Reserve Price	--
Total Quantity	199MT




Counter Offer

Bidder(s)	1
Highest Bid	₹ 444/QTL
Paid EMD	₹ 7,392.6
Your Bid	₹ 444/QTL

Counter Offer: ₹ 445/QTL
Do you want to match counter offer.

Match Offer Reject Offer

 Connect With Us

Media Coverage

FINANCIAL EXPRESS

AgriBazaar: Witnessing 400% jump in registrations, turnovers in 3 months

RAJESH RAVI
Kochi, July 23

AgriBazaar, the digital marketplace or e-mandi, said that it is witnessing 400% month-on-month jump in registrations and turnovers in the last three months with most of the country under some sort of lockdown.

Amendment to the Essential Commodities Act has also made the marketplace for the farmers bigger and helped in better price discovery, Amit Agarwal, Co-founder & CEO AgriBazaar said.

"AgriBazaar is India's first and pioneering digital e-mandi. Today it is the only player that is present in both pre and post-harvest sales on its online platform. It wants every Indian small farmer to go trade in its e-mandi to get better price, information and advisory," Agarwal said.

Founded in 2016, the bootstrapped startup has connected around 10,000 traders and processors, over 100 Farmer Producer Organizations (FPO) with its network of over 200,000 farmers across 36 states. The app has done Rs 14,000 crores (US\$ 1.87 billion approx.) of GMV since its inception. As a full-stack agritech player, the company has replicated the physical mandi to an (electronic) e-mandi aggregator model through which once a farmer registers and uploads his produce, buyers can give orders for the purchase. And, once the deal is complete, AgriBazaar facilitates the logistics of picking up the grain from the farmer's doorstep and delivering it to the buyers' warehouse. It charges a transaction fee from buyers, while farmers can sell their produce at no additional cost.

Startup India

Ploughing for scale amid Covid: How agritech startups are fighting pandemic to retain farmer connect

By Siddhant Saxi | Published: July 2, 2020 6:47 PM

The contactless purchase has been part of the new normal in the agri-tech ecosystem. The pandemic has created greater urgency for small farm owners to shift to digital trading not just for better deals but overall safety and health.



The government had announced a Rs 1.23 lakh crore package in May for the agriculture sector to recover post COVID-19.

Agri-tech startups in India have been making multiple changes to their processes to side over the Covid impact. The startups, which have been working on helping farmers improve productivity, get access to new markets, farming equipment and streamlining supply chain for better demand and prices, have been reorienting operations to not just help farmers recover from the pandemic impact but also sustain the business. For instance, online agri trading marketplace AgriBazaar waived off registration charges for farmers on its platform during the Covid-19 lockdown period. Small farm owners, who were unable to sell their produce due to lockdown restrictions, nearby mandi closures and logistics challenges, were able to benefit from this move. "Our app has got 400 per cent more registrations both through downloads and tele-registrations," its co-founder and CEO Amit Agarwal told Financial Express Online. Beyond helping the farmers, this limited period offer also ensured that no farmer is left out.



Stock Market



More Read

ITR Filing: People with high salary, equity, MF investments may face compatibility issues

Business Standard – Impact of Covid – 19 on Indian Food Supply Chain – 2nd July, 2020

Jay SPEAKS

Impact of COVID-19 on Indian Food Supply Chain

Business Standard SMART BUSINESS
In association with
IMC
Chamber of Commerce and Industry

SPEAKERS

Mr. Raju Banerjee
Chairman
Mahyco Pvt Ltd

Dr. Venkateshram Shrinivasan
Ex-Head - Research and
Index Administration at Multi
Commodity Exchange of India Ltd

Mr. Anish Agrawal
CEO & Co-founder
AgriBazaar

Mr. G. Chandrasekhar
Economic Advisor
IMC and Director
IMC ERTI

Mr. Atul Chaturvedi
Executive Chairman Of
Punjab Sugars Ltd

Thursday, 2 July 2020, 4.00 pm to 5.30 pm
Registration is Mandatory | Online Platform
To register visit us at <https://www.imcnet.org/events-709>

Media Coverage



AGRICULTURE ETPrime

Agribazaar to Crofarm, agri-tech startups fix what ail farmers – despotic middlemen, rotting grains



Wheat Mandi in Madhya Pradesh

How the e-mandis work



Source: ET Prime research

ETPrime



Home remedies for Covid fire up spice market Last 100 days Saw Pepper, Ginger, Turmeric Prices Rise By 10%-20%

Rajesh C & Mamtha A | 17/06

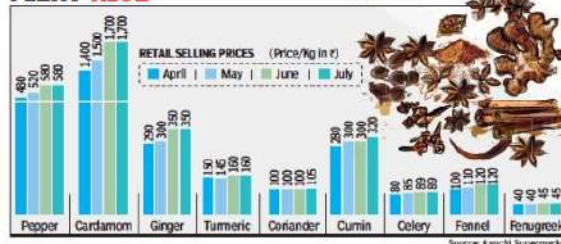
Chennai: In their quest to find immunity boosters against Covid, more Indians are gulping concoction of spices firing up the prices of turmeric, pepper and ginger, which has seen an increase of 10%-20% over the past 100 days.

Increasing health consciousness makes many search for natural remedies which are readily available and assumed safe for use. Pepper is retailing at ₹600 a kg, up 17% since April. Cardamom prices are up 17% too at ₹1,700. It is still way lower than last year's producer prices of ₹2,500. Amit Agrawal, CEO and co-founder, Agribazaar, said that retail demand for spices has increased by 20%-25%.

Demand for spices like Cumin, Coriander, Turmeric and Pepper are most sought after spices. However, demand at the wholesale market has slowed down due to closed down of restaurants and cancellation of weddings. "We have recorded the highest volume of export of turmeric to Bangladesh this year, from the Khammam district in Telangana," Agrawal said.

While retail demand is pushing up prices, the benefits of

FIERY RISE



these are not going to the grower. Sample pepper: the current prices are ₹150 a kg for the grower in the Nilgiris while it retails at ₹600 in Chennai. "The demand is quite strong, but the planter does not get all the benefits of this demand. Besides, the fear of imports from Sri Lanka is keeping prices subdued at the producing mark," a senior official at planters body—UPASI said.

Exports too appear strong for these spices. Not just domestic sales, even exports of some of these are showing a smart increase. "As per initial estimates, ex-

port of turmeric finger increased 41% and turmeric powder 19% in volume during April-May 2020 compared to that of the previous year," said D Sathyan, secretary, Spices Board. The demand for ginger, black pepper is also increasing, he said.

The export of Indian spices is on an increasing trend and crossed the milestone of \$3 billion during 2019-20. The major markets for our spices are USA, China, EU, Middle East, Southeast Asian countries. Exports from India went up by 23% to \$359 million in June, from \$292

million in June last year.

In Rupee terms spices exporters raked in even better realisations which rose (up 34%) to ₹2,721 crore in June, 2020, from ₹2,030 crore last June, as per the government data. UPASI officials and planners in Cumbum region in Tamil Nadu said that the lockdown since end March has severely hampered movement. "There are restrictions on movement of people and spices. Prices at retail may be increasing, but at the keto markets in Cumbum, it is still half of last year's price," a planter said.

Media Coverage

YOURSTORY

HELPSK FOR CORONAVIRUS

These 5 platforms are becoming 'aatmanirbhar' with their 'vocal for local' initiatives

The 'Vocal for Local' initiative will help promote local businesses, especially the MSMEs that have faced the severe burnt of the lockdown in the past two months.

By Trisha Medhi

0:00 / 4:42

In a bid to revive the staggering economy due to the coronavirus-led lockdown, on May 12, 2020, Prime Minister Narendra Modi announced the war cry of 'Vocal for Local,' and pitched for 'Made in India' products. He further said, "India needs to be *atmanirbhar* (self-reliant) to fight the COVID-19 crisis."

The PM also announced a package of Rs 2 trillion to tackle the financial setbacks faced by the business ecosystem of the country, and urged the nation to use the current crisis to make India self-reliant.

The 'Vocal for Local' initiative will help promote local businesses, especially the micro, small and medium enterprises (MSMEs) that have faced the severe burnt of the lockdown in the past two months.

FOOD AND AGRICULTURE

AgriBazaar, Crofarm, Unnati – these agritech startups are empowering Indian farmers in times of coronavirus

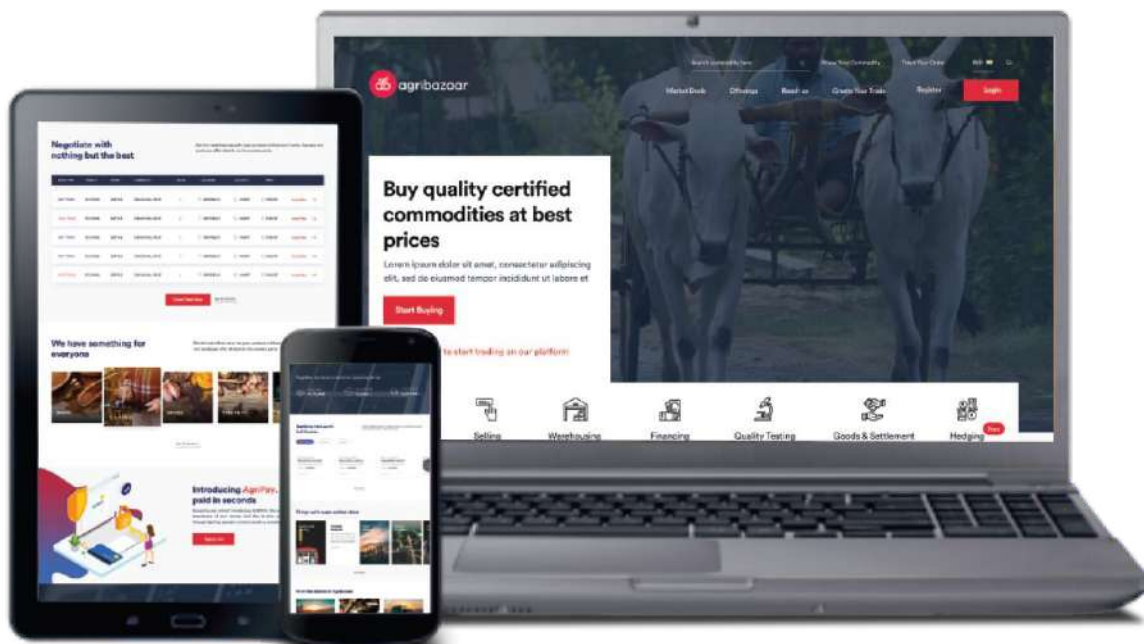
To keep the supply chains functional, India's agritech startups are lending a helping hand to the farming community through artificial intelligence, remote sensing, data analytics, and various Internet of Thing (IoT) devices.

By Trisha Medhi

0:00 / 7:40

India, with 118.7 million farmers, which accounts for more than half of its population, depends on agriculture as its primary source of income. With the unprecedented coronavirus-led lockdown, many farmers were left with no option but to sell their produce at dirt cheap prices.

Undoubtedly, the farming community is one of the worst hit during the lockdown, with issues like severe disruptions in the supply chain of farm produce and closing down of the local mandis, markets, and transport facilities.



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