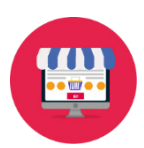
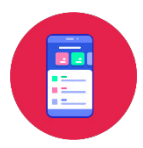




agriTALK  
July 2020



AGRI ENTREPRENEURS COMMENCED AGRI INPUT BUSINESS



AGRIBAZAAR LAUNCHES APP FOR AGRI ENTREPRENEURS



FARMER REGISTRATION AT AGRIBAZAAR



FIELD DEMONSTRATION AT THE FARMER'S FIELD



WEBINAR ON MARKETING PLATFORMS



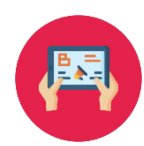
WEBINAR ON LANDMARK REFORMS IN INDIAN AGRICULTURE



WEBINAR ON POST COVID-19: AGRICULTURAL ELECTRONIC MARKETPLACE



PRODUCT UPDATES



MEDIA COVERAGE IN JUNE

# Agri Entrepreneurs commenced agri input business

With onset of the Kharif season, our farmer partners – agri entrepreneurs commenced the agri input sales through their respective outlets, ensuring availability of quality inputs at the right time, to farmers. AEs have come up with one-stop solution outlets for agri inputs along with the crop advisory services. They will work closely with select farmers for hand-holding them throughout their entire value chain from input to output.

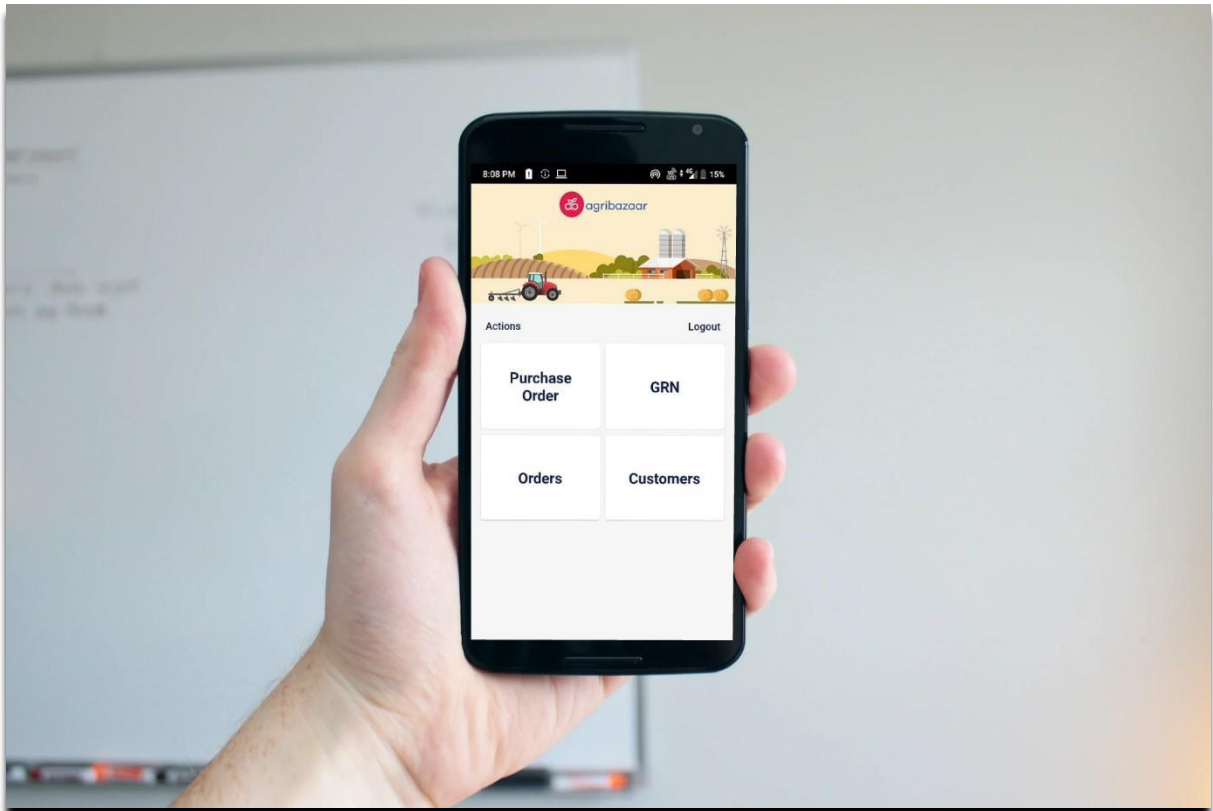


---

## agribazaar launches app for agri entrepreneurs

---

**agribazaar** has launched a dedicated mobile app for AEs to bring their entire business on digital mode. This dedicated agri-business enablement app will help AEs raise purchase orders, track their order status, manage inventory, raise invoice to the customers, maintain customer ledger and transact through the agriPay wallet





---

## Farmer Registration at agribazaar

---

Our Farmer Engagement programs has resulted in overwhelming response from the farmers in Alwar, Bharatpur & Kota districts. More and more farmers are coming to register themselves on the [agribazaar](#) platform. **Over 3,000 plus** farmers have registered themselves in the last month. The awareness campaign has got on the fast track, with farmers exploring the option of digital marketplace.



---

## Field Demonstration at the Farmers Field

---

Our farmer engagement team of AEs & AEMs, in partnership with AEGF, laid out crop demonstration on the farmer's field, demonstrating the superiority of good farm practices and judicious use of the inputs. They will be helping farmers create composting facilities at their farms.



---

## Webinar on Marketing Platforms - June 12, 2020

---

In a move to strengthen infrastructure in agriculture, the Indian Government allocated One lakh crore (USD 13 Billion) to create farm-gate infrastructure. Farm-gate infrastructure will cover cold-storages, dry warehouses, quality testing labs, collection and aggregation centres and weighbridges.

**agribazaar** arranged a Webinar on “**Marketing Platforms**” on June 12, 2020 to interact with various experts and executives in the Indian agritech sector. The webinar started with opening remarks from Mr Sanjay Agarwal, Secretary, Ministry of Agriculture, who explained The Farmers’ Produce Trade and Commerce Ordinance, 2020, promulgated on June 5. This was followed by a presentation by Mr Vivek Agarwal, Joint Secretary (IT), Ministry of Agriculture. Thereafter the Managing Director, SFAC, Ms Neelkamal Darbari spoke about the impact of the Ordinance on the agri markets and eNAM.

There were presentations from **agribazaar**, NeML, Market Yard and Udaan thereafter, which talked about their businesses and their opinion on how the ordinance would impact agri marketing, followed by a Q & A session.

Some issues that were discussed in the webinar:

Does this ordinance need to be adopted by each state government for its provisions to be applicable in each state?

Does eNAM plan to encompass open market sales by FCI or similar body?

When can we tentatively expect the farmer databases to be made available for the private sector players?

Can a state declare a geographical area an APMC market?

WEBINAR ON

**Role of  
Electronic Marketing Platforms**

post

 **THE FARMERS' PRODUCE TRADE AND  
COMMERCE  
(PROMOTION AND FACILITATION)  
ORDINANCE, 2020**

Date and time: June 12, 2020, 4.30 pm

Organized by:  
Government of India  
Ministry of Agriculture & Farmers' Welfare  
Department of Agriculture, Cooperation &  
Farmers' Welfare

The poster features a honeycomb background with several hexagonal images: a network of nodes, stacks of grain, a farmer in a field, a person using a smartphone, a person in a field, and a field of crops.



# Webinar on Landmark Reforms in Indian Agriculture - June 25, 2020

**agribazaar** hosted a webinar on June 25 to discuss the impact of the ordinances promulgated by the Indian government on the 5th of June 2020. In the lead-up to this event, 9,543 people from more than 50 countries registered for the webinar. It received valuable support from government officials and the private sector. **Sarat Mulukutla**, CBO at **agribazaar**, introduced the panellists and provided an overview of the themes of the webinar. The event, moderated by Akhilesh Tilotia of Axis Bank, was commended for its smooth flow, equitable time distribution between all participants, a live Q & A session, and an interactive panel. **Amit Mundawala**, MD of **agribazaar**, wrapped up the discussion and proposed the vote of thanks.

The panel comprised senior government officials, investors, developmental agencies, agri industrialists and a banker. The reforms undertaken by the Government were outlined and explained by the four Secretaries to the Government of India. These reforms have been variously called the "watershed moment", "1991 moment", and the "unshackling" of Indian agriculture, especially since they converted the Covid-19 crisis into a massive opportunity.

The banner features the following content:

- Top Left:** Government of India logo and text: "कृषि, सहकारिता एवं किसान कल्याण विभाग DEPARTMENT OF AGRICULTURE, COOPERATION & FARMERS WELFARE".
- Top Right:** **agribazaar** logo.
- Center:** "LANDMARK REFORMS IN INDIAN AGRICULTURE" and "Investment Opportunities Arising in Agri-Enterprises".
- Below Center:** "LIVE WEBINAR" with a calendar icon, "June 25th, 2020" with a clock icon, and "7:00PM - 8:30PM IST".
- Left Column of Speakers:**
  - Mr. Sanjay Agarwal**, Secretary (Agriculture), Govt of India
  - Dr. Rajeev Ranjan**, Secretary (Fisheries), Govt of India
  - Mr. Atul Chaturvedi**, Secretary (Animal Husbandry), Govt of India
  - Ms. Pushpa Subrahmanyam**, Secretary (Food Processing Industries), Govt of India
- Right Column of Speakers:**
  - Mr. Anuj Maheshwari**, Managing Director, Agri business, Temasek International
  - Mr. Srinu Nagarajan**, Managing Director and Head of Asia, CDC
  - Mr. S. Sivakumar**, Group Head - Agri & IT Businesses, ITC
  - Mr. Balram Yadav**, Managing Director, Godrej Agrovet
  - Mr. Akhilesh Tilotia**, Head, Strategy and New Initiatives, Axis Bank (Moderator)
- Bottom Row:** Logos for TEMASEK, Godrej agrovet, CDC Investment works, ITC, and AXIS BANK.

# Webinar on Post COVID-19: Agricultural Electronic Marketplace - June 27, 2020

agribazaar was assisted by Ray Consulting for a webinar series on **Agri Vision-Hear from the Leaders** on June 27, 2020. The session involved discussions around how digital wallets can be made accessible to users / customers / participants, how easy and convenient the transaction is on our platform, and how all the trades are reconciled on our digital marketplace.

The interactive and informative meeting also explained how we facilitate the settlement of the transactions taking place through **agriPay**-our payment system, and how we manage to improve our efficiency and accuracy with low error rate.

**RAY Consulting**  
Presents  
**Agri Vision**  
**Hear from the Leaders**

**Post Covid 19**  
**Agricultural Electronic Marketplace**

- Digital wallet, accessible to all registered customers / participants
- Convenient and easy transition platform
- Reconciliation of trades
- Facilitates settlement of transactions
- Low error rate

**RAY TALKS**  
Webinar Series

**Speakers**

**Amith Agarwal**  
Co-Founder & CEO  
Agribazaar

**Amit Mundawala**  
Co-Founder & Managing Director  
Agribazaar

**Saturday - 27th June, 2020**  
**Time: 4 pm to 5 pm**

Register FREE:  
<https://bit.ly/RAYtalksagelec>

Hosted by:  
**RAY Consulting**  
[www.rayconsulting.in](http://www.rayconsulting.in)

+91 7893977182 | [anita.agarwal@rayconsulting.in](mailto:anita.agarwal@rayconsulting.in)

SEEDWORKS | Great Place To Work Certified | Bio-Aesthetics | Whizants.com

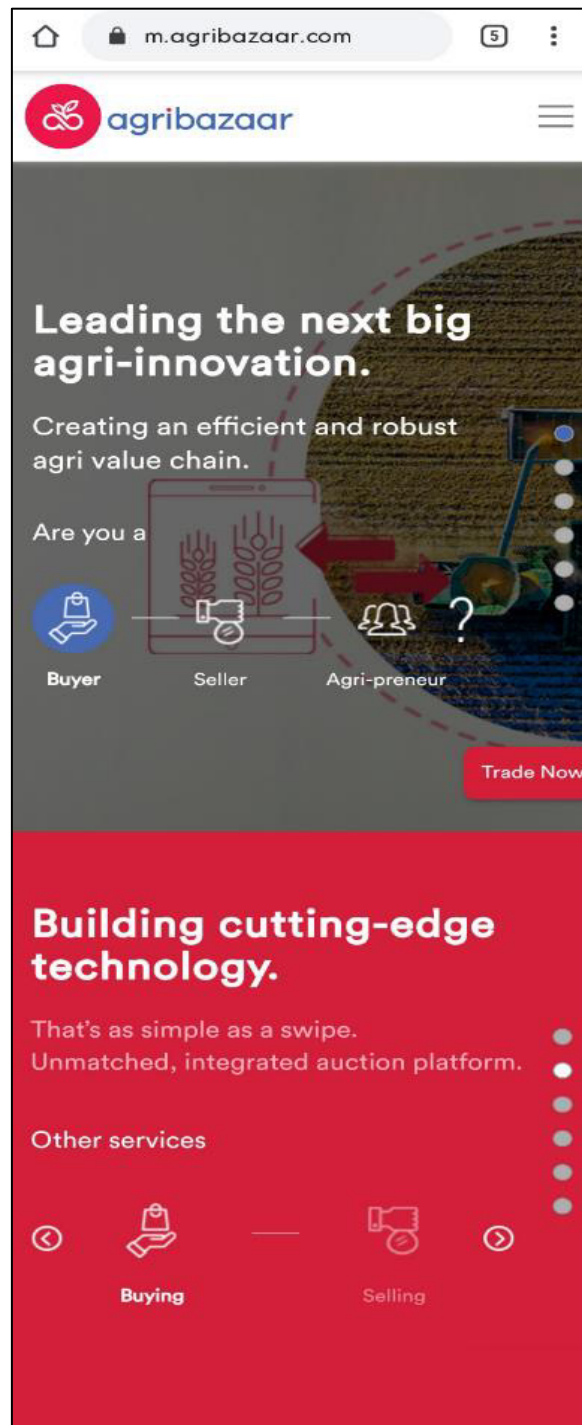


---

# Product Updates

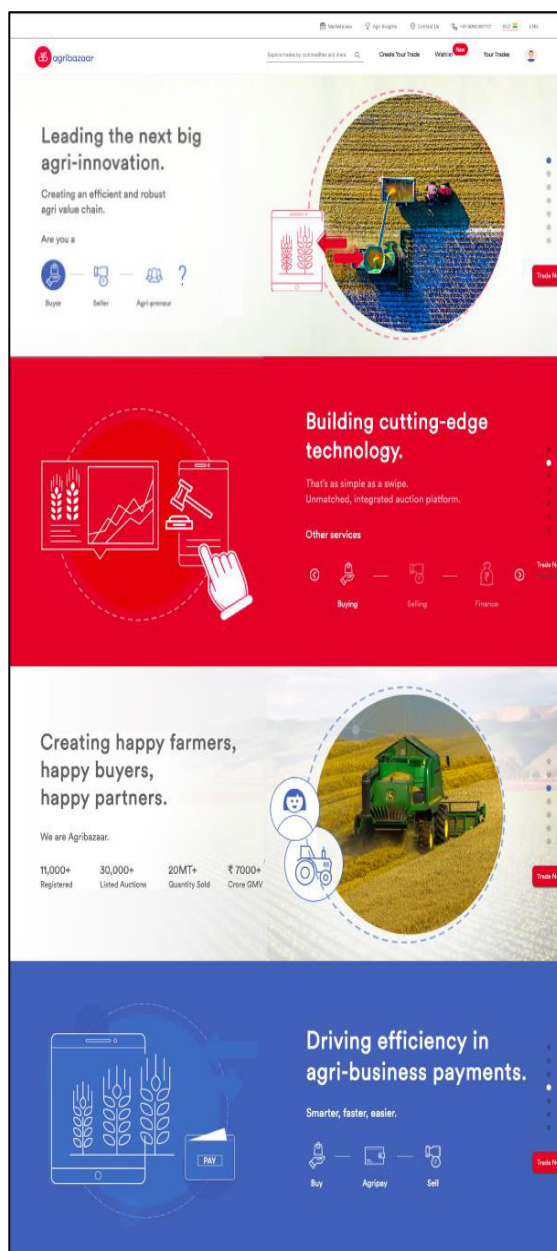
---

New Mobile Site Launched: [agribazaar](https://m.agribazaar.com) has launched its new mobile site - [m.agribazaar.com](https://m.agribazaar.com)—with better and optimized experience. The new application interface now includes all our services, words from our founders, and an all new set of pages across our application



# Product Updates

**Redesigned website:** [agribazaar](#) has redesigned their website for a better user experience. The rendition has now got more pages including whitepapers. The website now extends its services to the pre-harvest phase of farming as well.



# Media Coverage in June

**agribazaar** was covered by various national and regional publications, Where Mr. Amith Agarwal, co-founder and CEO, **agribazaar**, discussed about the impact of agri reforms on agriculture, and how agritech start-ups are helping farmers.

## Moment in the sun: Agritech startups are helping farmers thrive during Covid-19 lockdown

Agritech is considered as one of the panaceas of India's agriculture woes. For startups in the space, the Covid-19 pandemic is the perfect test case of their efficacy.

By Garima Bora, ET Online | Last Updated: May 28, 2020, 11:48 AM IST



The nationwide lockdown due to coronavirus has resulted in acres of farmers' produce left to rot or sold at dirt cheap prices- Rs 3 per kg for onions in Maharashtra's Lasalgaon mandi. Transport constraints, labour shortage and limited market access, with almost no buyers, is deeply hurting the farmers in India. Even though the government has lifted certain restrictions in order to ease the operations in the agriculture industry, the farming community is still striving to cover the losses.

With digitization acting as a saviour for many small and big businesses around the world during the pandemic, the farming industry cannot be left behind. Carrying the same objective, agritech startups in India are leveraging their flagship services now more than ever to uplift the crumbling farming community amidst the pandemic.

### Taking mandis to the web

Removing supply chain woes and streamlining the process, e-mandis have been created by startups like **AgriBazaar** where farmers are able to sell their produce.

"As a full-stack agritech player, we have replicated the physical mandi to an (electronic) e-mandi aggregator model. In our platform, once a farmer registers and uploads his produce. Buyers like merchants, traders and corporates can give orders for purchase," Amith Agarwal, co-founder and CEO, **AgriBazaar** told ET Digital.

After a trader orders his requirement and pays the sum, **AgriBazaar's** on-ground team follows a contactless pick up process. The team goes to the farmer's field or backyard to pick up the required produce maintaining a six-foot distance from the farmer, who later gets his sum through an online payment.

Link: <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/moment-in-the-sun-agritech-startups-are-helping-farmers-thrive-during-covid-19-lockdown/articleshow/76060264.cms>

## Agritech Startups Are Solving The Biggest Crisis For India's Farmers

Shanthi S  
Inc42 Staff  
18 May'20 • 10 min read



- Agritech startups are gearing up to resolve the issue at multiple levels from supply chain to financing
- The Covid-19 pandemic has derailed harvest preparation due to lack of agricultural labour and disruption in the transportation of produce
- Maharashtra is among the worst-hit, where the grape harvest and supply chain has completely broken down

India has around 130 Mn farmers with 195 m hectares of land under cultivation. Agriculture is the primary source of livelihood for about 58% of the population. The gross value added by agriculture, forestry and fishing is estimated at INR 18.55 lakh Cr (US\$ 265.51 billion) in FY19.

ADVERTISEMENT



**AgriBazaar**, an integrated agri-marketplace founded in 2016, is also working closely with farmers, state governments and procurement agencies to allow farmers to download its app and trade on it from the safety of their homes. The platform has more than 1,13K farmers on its platform.

“Crop care startups are talking to procurement companies to help farmers sell produce and logistic and market-linkage startups are helping them in doing that. We are working with farmers across Maharashtra and Karnataka and enabling them to sell their harvested produce directly to our partner procurement companies,” Ananda Verma, cofounder, **Fasal** told us.

In the current situation, an aggregator model meets the COVID-19 safety procedures as it ensures no crowding in physical mandis and maintaining social distancing norms. For instance, **AgriBazaar** allows farmers to register and list the produce for sale, while buyers like merchants, traders and corporates give orders for purchase. Once the deal is complete, the startup ensures the logistics of picking up the grain from the farmer's doorstep and delivering it to the buyers' godown or warehouse.

Link: <https://inc42.com/features/agritechstartupsare-solving-the-biggest-crisis-for-indias-farmers/>



# Media Coverage in June



## Will the gov't's agri reforms seed change for farmers?

The reforms aim to open up a nationwide market for farmers. But that's a far way off without supporting infrastructure and storage facilities



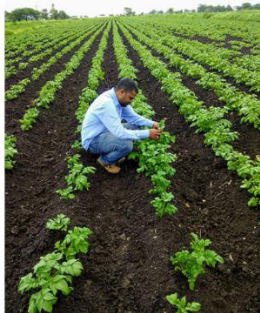
BY NAINI THAKER, Forbes India staff

9 min read

PUBLISHED: Jun 16, 2020 12:18:03 PM IST

UPDATED: Jun 16, 2020 12:26:51 PM IST

FOLLOW ON: [Twitter](#) [Facebook](#) [LinkedIn](#) [Full Bio](#)



With a push from the government for e-trade of agriculture produce, Mumbai-based startup AgriBazaar too sees a lot of potential for growth. The startup has replicated the physical mandi to an e-mandi aggregator model, where once a farmer registers and uploads his produce, buyers can place orders for purchase.

"Why does a farmer go to an AFMC mandi? To sell his produce, get a fair price via auctions, and logistical support," says Amit Agarwal, CEO and co-founder, AgriBazaar. "Through our platform, we are enabling each of these functions. Right from an option between negotiable trade and fixed auction to transferring funds via our digital wallets and facilitating logistics." Currently, the startup is working with over 2 lakh farmers in 21 states. However, as with Farpal, AgriBazaar's licences limit it to trading in individual states.

AgriBazaar is like a private counterpart to the pan-India electronic National Agriculture Market or eNAM platform, except that eNAM does not help facilitate logistics. Now, with these reforms in place, Agarwal says eNAM might be open to tie-ups with private players like AgriBazaar.

### The Mandi Conundrum

APMC is a marketing board established by each state government, under which as per earlier rules farmers had to make the first sale of their produce at APMC's market yards or mandis. The objective was to ensure farmers get fair prices and are safeguarded from exploitation by large retailers. "There are inspectors in the yards to ensure traders do not cheat our farmers," says PS Gajera, secretary of the APMC in Junagadh, Gujarat. He agrees that the reforms are likely to benefit farmers, but "even with the market open, I feel farmers will benefit the most if they come to the market yard," he adds.

Apart from fair prices, farmers get insights from traders about what sells better in the market. According to Gajera, auctions in the real world are best taken place in the yard. Though eNAM is in place, he says, "For farmers to use the platform, specific details about the produce need to be mentioned, otherwise a trader will be unsure of what he is buying. Once this is done, online auctions will pick up."

Link - <https://www.forbesindia.com/article/restarting-india/will-the-govts-agri-reforms-seed-change-for-farmers/60121/1>

FINANCIAL EXPRESS  
READY TO LEAD

15:00 (IST)  
04 JUN 2020



## Govt approves big agricultural reforms that'll help farmers trade freely

The amendment to the Essential Commodities Act marks the beginning of a new chapter in India's agriculture history. The removal of inter-state agri-trade barriers will help farmers, especially, small farm owners and FPN's to sell their produce at an all India level with a better and transparent price discovery mechanism. The measure will improve the ease of doing business for the agri-sector and foster greater transparency, efficiency and trust across the value chain. Additionally, this will serve our goals of doubling farmers' income by 2022 as well as the Atmanirbhar Bharat Abhiyaan: **Amith Agarwal, Co-Founder & CEO, AgriBazaar**

Link - <https://www.financialexpress.com/market/share-market-today-live-updates-sensex-nifty-rupee-vs-dollar-sgx-nifty-ril-rights-issue-hdfc-life-moodys-asia-pacific-firms-covid-19-railway-freight-earnings-psbs-june-4-thursday/1980674/lite/>

BusinessLine

## Reforms, a push for corporate takeover of agriculture: AIKS

Farm policy experts say the Ordinance promoting contract farming will fit farmers rather than empowering them

OUR BUREAU  
New Delhi, June 4

Farmers' organisations have described the agri reforms announced by the government on Wednesday as an attempt to facilitate corporate takeover of Indian agriculture and said the measures will no way solve real problems of farmers in the country.

"Allowing traders and big buyers to buy produce outside the notified mandis directly from farmers would mean that the produce would be purchased without auctions and through bilateral negotiations between large traders and poor peasants. Such a system would be inherently biased against the interests of farmers," All India Kisan Sabha (AIKS), the

largest farmer organisation in the country, said in a statement. AIKS reminded the government that the APMC Acts were introduced in the 1960s and '70s to check monopoly powers of big traders and buyers who historically used their might to buy grain from poor farmers at low prices. "Although not always implemented effectively, the APMC Acts introduced a system of auctions which was designed to bring more competition in purchase of agricultural produce," the Left-backed farmer organisation said.

Farm policy expert Kavita Kuruganthi, on the other hand, said these measures, portrayed as 'great silver bullets' are no solutions to "the real problems

of farmers." "There is no evidence to show that deregulation of markets has actually ensured remunerative prices for farmers," she argued.

AIKS also argued that these Ordinances—"Farming Produce Trade and Commerce (Promotion and Facilitation) Ordinance, 2020" and "The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance, 2020"—are against the federal principles and violate the rights of the State governments.

"States to lose control" If worried that State governments would not have any control over farming in future, despite agriculture being a State subject and called upon them to take a position against the Centre's move, it threatened to burn copies of the Ordinances across the country on June 10.

Moreover, with these measures, price support will no longer be available and will expose farmers to the volatile world market prices. "It is not the restrictions in marketing that is causing distress to farmers, but the absence of remunerative prices," the farmer's body argued.

"Aiding traders, not farmers" The Ordinance promoting contract farming will eliminate farmers rather than empowering them and aid big landlords and agribusinesses to profit at farmers' expense.

Kuruganthi said it would be delusional to think that contract farming did not progress in India because of the lack of a legal framework. "Corporations who want least transactional costs shy away from dealing with small and marginal farmers. To think that they would do so now with

governmental oversight, is naive," she argued.

She also wondered how farmers would benefit from the amendment to Essential Commodities Act, which was always about consumers, and it is "laughable" to say farmers would benefit from this. The changes will benefit only traders, neither farmers nor consumers, Kuruganthi added. Meanwhile, Amith Agarwal, co-founder and CEO of agritech marketplace AgriBazaar, said the removal of inter-State agri-trade barriers will help farmers, especially small farm owners and farmer producer networks, to sell their produce at an all-India level with better and transparent price discovery mechanism. The measure will improve the ease of doing business for the agri sector and foster greater transparency, efficiency and trust across the value chain, he added.

Link - <https://www.thehindubusinessline.com/economy/agri-business/reforms-a-push-for-corporate-takeover-of-agriculture-aiks/article31750569.ece/amp/>

# Media Coverage in June

## WEBINARS

BusinessLine

### 'Extraordinary circumstances' of ECA not applicable to processors, other value chain players: Agri Secretary

OUR BUREAU

New Delhi, June 26

Processors of agricultural produce and value chain providers are kept out of the purview of the stockholding limit when the 'extraordinary circumstances' condition in the amended Essential Commodities Act is invoked due to price hike, Agriculture Secretary Sanjay Agarwal has said.

The Agriculture Secretary, who addressed a webinar organised by agtech startup Agribazaar on Thursday evening, was responding to questions raised by participants.

"These extraordinary circumstances are not applicable to processors or value chain providers of any produce, whatever be the circumstances, for their annual capacity and even to the export commitments," Agarwal said.

#### Stock limit and regulation

Under the amended EC Act, agricultural produce can only be regulated under extraordinary circumstances such as war, famine, extraordinary price rise, and natural calamities. In the case of price hike, the trigger for invoking the stock limit for perishable commodities is 100 per cent increase in retail price of the commodity over the immediately preceding 12 months or the aver-



Sanjay Agarwal, Agriculture Secretary

#### Finance Commission

Meanwhile, the 15th Finance Commission headed by Chairman NK Singh on Friday held a meeting with the Agriculture Minister Narendra Singh Tomar and senior officials in the Ministry.

The discussions focused mainly on various measures announced by the government recently to boost agriculture such as packages for strengthening infrastructure logistics and capacity building for agriculture, fisheries and food processing

sectors as part of the stimulus package.

The Commission wanted to explore whether it should re-orient its formulation on agriculture reforms and incentives for exports by including these new measures.

It may be recalled that the Finance Commission had decided to include the implementation of agri reforms as one of the parameters for gauging the performance of the States for giving additional performance-linked grants.

Agri Business

### Extraordinary circumstances of ECA not applicable to processors, other value chain players: Agri Secretary

Our Bureau | New Delhi | Updated on June 26, 2020 | Published on June 26, 2020



Agriculture Secretary Sanjay Agarwal - THE HINDU

Processors of agricultural produce and value chain providers are kept out of the purview of stock holding limit when extraordinary circumstances condition in the amended Essential Commodities Act is invoked due to price hike,

Agriculture Secretary Sanjay Agarwal has said.

The Agriculture Secretary, who addressed a webinar organised by ag-tech start-up Agribazaar on Thursday evening, was responding to questions raised by other participants.

On June 5, the government amended the Essential Commodities Act (ECA) of 1955 to keep major agricultural commodities such as cereals, pulses and oilseeds out of its purview and also brought in two ordinances that would allow trade in agricultural produce outside the conventional agricultural marketplace and offer fair price and protection to farmers who engage in contract farming with processors and other buyers of agricultural commodities.

Link - <https://www.thehindubusinessline.com/economy/agri-business/extraordinary-circumstances-of-eca-act-not-applicable-to-processors-other-value-chain-players-agri-secretary/article31923882.ece>

Millennium Mams'  
**CHANGING INDIA STORY**  
DIGITISATION IN AGRICULTURE

**AMITH AGARWAL**  
Co-Founder & CEO,  
Agribazaar

**SIMONE STREY**  
Co-Founder & CEO,  
Plantix

Monday, 8th June 2020  
3.30 pm

LIVE WEBINAR

---

## Media Coverage in June

---

### INTERVIEW PUBLICATION- INDO ASIAN COMMODITIES



#### Interview – India's Agribazaar looks to expand quickly as government eases trading norms for farmers

Posted on June 15, 2020 by Ritwik Sinha in Agriculture, Featured, Food, Policy with 1 Comment



IAC photograph by Parivartan Sharma



Agribazaar, India's leading marketplace for agri-commodities trading, is expecting its gross trading value (GTV) to double this year following big-ticket reforms announced by the government recently giving farmers the option to sell to multiple buyers and not just in designated *mandis*.

Link - <https://www.indoasiancommodities.com/2020/06/15/interview-indias-agribazaar-looks-to-expand-quickly-as-government-eases-trading-norms-for-farmers>



# Media Coverage in June

## CAPTURING REGIONAL MARKET- **agribazaar** APP RELEASE

दैनिक भास्कर

### किसानों के लिए मोबाइल एप

नई दिल्ली | निजी क्षेत्र की इलेक्ट्रॉनिक कृषि मंडी एग्रीबाजार ऐप से किसान घर बैठे फसल का सौदा कर सकते हैं। इस प्लेटफॉर्म पर क्रेता-विक्रेता को बातचीत की सुविधा मिलेगी। इससे छोटे किसान अपनी फसल को उचित मूल्य पर बेच सकेंगे। इस एप से लगभग 10,000 व्यापारी और 2 लाख से अधिक किसान जुड़ चुके हैं। एग्रीबाजार के सीईओ अमित अग्रवाल का कहना है कि ई-मंडी एप को अच्छी प्रतिक्रिया मिली है। एग्रीबाजार उपज लेने और खरीदार तक पहुंचाने का इंतजाम भी करती है।

राजस्थान पत्रिका

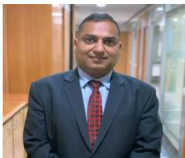
### बैठे अपनी फसल का सौदा करें

नई दिल्ली. इलेक्ट्रॉनिक कृषि मंडी एग्रीबाजार ऐप को पूरे भारत में छोटे किसानों से जबरदस्त प्रतिक्रिया मिली है। इस ऐप को डाउनलोड करके, किसान अपनी उपज का विवरण अपलोड करने में मदद करते हैं और फोन बटन के टैप से खरीदारों को सीधे ढूंढते हैं। यह प्लेटफॉर्म पारदर्शिता और प्रत्यक्ष क्रेता-विक्रेता बातचीत की सुविधा देता है। शुरुआत से ही, एग्रीबाजार ऐप प्लेटफॉर्म में लगभग 10,000 व्यापारी और प्रोसेसर 36 राज्यों और केंद्रशासित प्रदेशों के 100 किसान उत्पादक संगठनों (एफपीओ) के 2 लाख से अधिक किसानों के नेटवर्क से जुड़ चुके हैं। यह जानकारी सीईओ अमित अग्रवाल ने दी।

Dainik Navjyatan

### अब घर बैठे अपनी फसल का सौदा करें एग्रीबाजार मोबाइल ऐप के जरिए

फरीदाबाद. कोविड-19 प्रकोप के दौरान, भारत के पहले निजी क्षेत्र के इलेक्ट्रॉनिक कृषि मंडी एग्रीबाजार ऐप को पूरे भारत में छोटे किसानों से जबरदस्त प्रतिक्रिया (400% की वृद्धि) मिली है। इस ऐप को डाउनलोड करके, किसान अपनी उपज का विवरण अपलोड करने में मदद करते हैं और फोन बटन के टैप से खरीदारों को सीधे ढूंढते हैं। यह प्लेटफॉर्म पारदर्शिता और प्रत्यक्ष क्रेता-विक्रेता बातचीत की सुविधा देता है। और यह सुनिश्चित किया जाता है कि छोटे किसानों को उनकी फसल का उचित मूल्य मिल सके। शुरुआत से ही, एग्रीबाजार ऐप प्लेटफॉर्म में लगभग 10,000 व्यापारी और प्रोसेसर 36 राज्यों और केंद्रशासित प्रदेशों के 100 किसान उत्पादक संगठनों (एफपीओ) के 2 लाख से अधिक किसानों के नेटवर्क से जुड़ चुके हैं। उदाहरण के लिए, ऐप के जरिये अनाजमंडी बन करवाण अनाज क्षेत्र के लाल रंग भाग में 8 मिलियन मीट्रिक टन धान खरीदी और बेची गई है। इसी तरह, अनेक मध्य प्रदेश राज्य में, ऐप से सरसलापुरक 40,000 मीट्रिक टन अनाज की नीलामी कर गई है, जिससे किसानों के बीच अपनी उपज बेचने के तरीके में तेजी से बदलाव आया है। 2016 में अपनी स्थापना के बाद से, ऐप ने 14,000 करोड़ जीएसटी का व्यापार किया है।



एग्रीबाजार के सह-संस्थापक और सीईओ अमित अग्रवाल ने कहा, "कोविड-19 भारतीय कृषि क्षेत्र के लिए एक खतरनाक परीक्षा और हलकेत का आईना रहा है। हमने यथिष्ट कर दिया है कि कैसे डिजिटल और एग्री-टेक प्लेटफॉर्म के जरिये छोटे किसान सैलान डिस्ट्रीब्यूटर्स के माध्यम से बेचा सकते हैं। हमने अपनी उपज उचित दर पर और अधिक तैयारी से बेच सकते हैं। हमारे ई-मंडी ऐप को जबरदस्त प्रतिक्रिया मिली है, और भारतीय किसानों ने बढ़ती तेजी से इसे अपनाकर हमें भी हैरान कर दिया है। मैं इस ट्रेड को भविष्य में अगे बढ़ते हुए देखता हूँ, जहाँ सभी किसान तकनीक को इस्तेमाल

करके एग्री-बैच्यू बेच में अगे बढ़ेंगे। इसी तरह, राजस्थान में, हमारे कार्यक्रम को बहुत अच्छी प्रतिक्रिया मिली है, जहाँ किसान एग्रीबाजार मोबाइल ऐप से अपनी उपज सीधे किसानों को बेच सकते हैं। इस कार्यक्रम को जल्द ही अन्य राज्यों में भी शुरू किया जाएगा। आज किसान अपनी उपज बिना किसी मंडी में जाएं बेच सकते हैं, जिससे कोविड-19 के दौरान उनकी सुरक्षा और व्यवसाय को भी मदद मिली है। एक बार सौदा पूरा हो जाने के बाद, पूरा मालवा (एएएचए) की सुरक्षा और एएसओपी के दिशानिर्देशों के अनुसार, एग्रीबाजार को ऑन बाउंड सेवार्स किसान से उपज लेने और इसे खरीदार के गंतव्य तक पहुंचाने का इंतजाम करती है। एग्रीबाजार ऐप अब ऑनलाइन और एप स्टोर दोनों से डाउनलोड किया जा सकता है और इसे स्मार्ट और फोनर फोन दोनों में चलाना जा सकता है। किसान टेल-सुपी ऑफिशियल नंबर - 91 9090397777 पर कॉल कर सकते हैं और एक कंपनी एग्जीक्यूटिव प्लेटफॉर्म पर पंजीकरण करने और ट्रेडिंग शुरू करने के लिए जानकारी अपलोड करके पर उनका मार्गदर्शन कर सकते हैं।

दैनिक ताज भासती

### अब घर बैठे अपनी फसल का सौदा करें एग्रीबाजार मोबाइल ऐप के जरिए

नई दिल्ली. कोविड-19 प्रकोप के दौरान, भारत के पहले निजी क्षेत्र के इलेक्ट्रॉनिक कृषि मंडी एग्रीबाजार ऐप को पूरे भारत में छोटे किसानों से जबरदस्त प्रतिक्रिया (400% की वृद्धि) मिली है। इस ऐप को डाउनलोड करके, किसान अपनी उपज का विवरण अपलोड करने में मदद करते हैं और फोन बटन के टैप से खरीदारों को सीधे ढूंढते हैं। यह प्लेटफॉर्म पारदर्शिता और प्रत्यक्ष क्रेता-विक्रेता बातचीत की सुविधा देता है। शुरुआत से ही, एग्रीबाजार ऐप प्लेटफॉर्म में लगभग 10,000 व्यापारी और प्रोसेसर 36 राज्यों और केंद्रशासित प्रदेशों के 100 किसान उत्पादक संगठनों (एफपीओ) के 2 लाख से अधिक किसानों के नेटवर्क से जुड़ चुके हैं। उदाहरण के लिए, ऐप के जरिये अनाजमंडी बन करवाण अनाज क्षेत्र के लाल रंग भाग में 8 मिलियन मीट्रिक टन धान खरीदी और बेची गई है। इसी तरह, अनेक मध्य प्रदेश राज्य में, ऐप से सरसलापुरक 40,000 मीट्रिक टन अनाज की नीलामी कर गई है, जिससे किसानों के बीच अपनी उपज बेचने के तरीके में तेजी से बदलाव आया है। 2016 में अपनी स्थापना के बाद से, ऐप ने 14,000 करोड़ जीएसटी का व्यापार किया है।

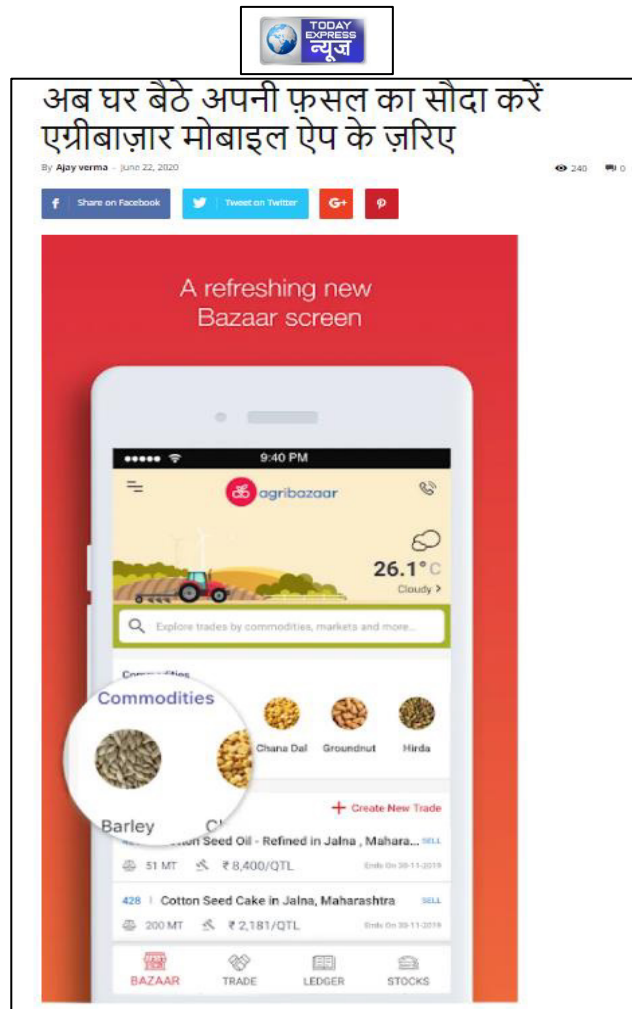


एग्रीबाजार के सह-संस्थापक और सीईओ अमित अग्रवाल ने कहा, "कोविड-19 भारतीय कृषि क्षेत्र के लिए एक खतरनाक परीक्षा और हलकेत का आईना रहा है। हमने यथिष्ट कर दिया है कि कैसे डिजिटल और एग्री-टेक प्लेटफॉर्म के जरिये छोटे किसान सैलान डिस्ट्रीब्यूटर्स के माध्यम से बेचा सकते हैं। हमने अपनी उपज उचित दर पर और अधिक तैयारी से बेच सकते हैं। हमारे ई-मंडी ऐप को जबरदस्त प्रतिक्रिया मिली है, और भारतीय किसानों ने बढ़ती तेजी से इसे अपनाकर हमें भी हैरान कर दिया है। मैं इस ट्रेड को भविष्य में अगे बढ़ते हुए देखता हूँ, जहाँ सभी किसान तकनीक को इस्तेमाल करके एग्री-बैच्यू बेच में अगे बढ़ेंगे। इसी तरह, राजस्थान में, हमारे कार्यक्रम को बहुत अच्छी प्रतिक्रिया मिली है, जहाँ किसान एग्रीबाजार मोबाइल ऐप से अपनी

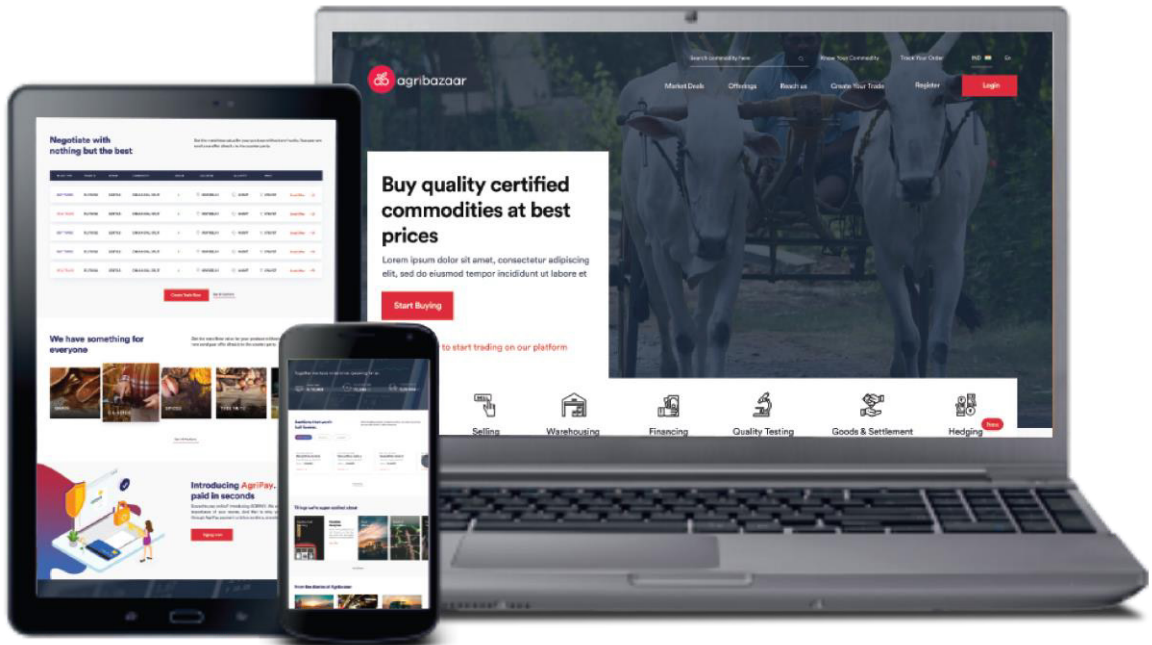


# Media Coverage in June

## CAPTURING REGIONAL MARKET- **agribazaar** APP RELEASE







## DOWNLOAD APP



TO KNOW MORE CALL ON,  
Customer Care: 90903 97777

 [www.agribazaar.com](http://www.agribazaar.com)

 [info@agribazaar.com](mailto:info@agribazaar.com)