



agriTALK

May 2021



Client
testimonial



Farmer
empowerment



Webinar by Focus
agritech -10th April 2021



Media release

Client testimonial

agribazaar's e-Mandi platform has helped farmers across the country in getting their crops listed and sold at better prices. Watch as farmers from Alanpur, Rajasthan explain how **agribazaar** has improved their trading experience and provided better value for their stock.



Link to complete video: https://www.linkedin.com/posts/agribazaar-com_agribazaar-farmers-emandi-activity-6789767042766532608-uo_X

Farmer empowerment

agribazaar is making it easy for farmers to test the quality of commodities. The price they earn is highly dependent on the oil and moisture content in the mustard seed. Most farmers don't have access to such technology due to various challenges. We are proud that with our help, farmers can now check the oil, moisture, and protein content for their produce in a few minutes.



Link to complete video: https://www.linkedin.com/posts/agribazaar-com_agribazaar-mustardseed-technology-activity-6790491829583384576-GzGX

Webinar by Focus agritech –10th April 2021

Focus Agritech organised a webinar on 10th April on “Can Information Technology Platforms transform agriculture and farmer’s income?”. Amith Agarwal, CEO, **agribazaar**, was one of the panellists to present insights on **agribazaar** to a wide audience.

Focus Agritech
In collaboration with

AGRICULTURE TODAY GROUP **LMA** **Ministry of FOOD & AGRIBUSINESS**

Presents Webinar On

“Can Information Technology Platforms transform agriculture and farmer’s income?”

Saturday, 10th April 2021, 10:30 – 11:30 AM

 <p>Moderator Mr. Vijay Sardana Techno Legal Expert Advocate, Delhi High Court IIM A Alumnus</p>	 <p>Panelist 1 Mr. Amith Agarwal CEO, agribazaar</p>	 <p>Panelist 2 Mr. V R Rajesh Government & Enterprise Head, Cropln</p>	 <p>Panelist 3 Dr. Sat Kumar Tomer Co Founder, Satyukt Analytics</p>	 <p>Facilitator Deepti Srivastava Director, MindFount Infotech</p>
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Media release



The screenshot shows a news article on ThePrint website. The title is "Armed with AI & drones, online mandis shake up farming, aim to cut waste to boost farm income". The sub-headline reads: "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." The byline is "SHUBHANGI MISRA and SAMYAK PANDEY 7 April, 2021 2:09 pm IST". Below the text are social media sharing icons for Facebook, Twitter, LinkedIn, Email, and WhatsApp, along with a "Like 521" button. The "ThePrint" logo is prominently displayed in red. To the right, a "Most Popular" section lists three other articles: "Big boost for military as Modi govt gives officers powers of additional & joint secretaries" by Sneesh Alex Philip (6 May, 2021), "Indians scramble for help but Modi's ministers busy thanking his 'leadership' for O2 ration" by Aneesha Bedi (5 May, 2021), and "PM Modi, Amit Shah's airtime declines with the worsening pandemic" by Shailaja Bajpai (6 May, 2021). Below this is an advertisement for "AMOCO Membrane Biogas Holder" featuring a large white dome-shaped structure. The main image of the article shows a farmer working in a field of tall green crops under a cloudy sky. A caption at the bottom of the image reads: "A farmer working in a field | Representational image | Dhiraj Singh | Bloomberg".

Link to complete video: : <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 of the leading firms in the agriculture e-commerce sector include **agribazaar**. **agribazaar** is a trading marketplace “transforming the agri value chain through technology”. At the crux of their operations is an attempt to end the thousands of crores worth of post-harvest losses farmers suffer every year, to ensure better prices for farmers, and lower costs for buyers. 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.

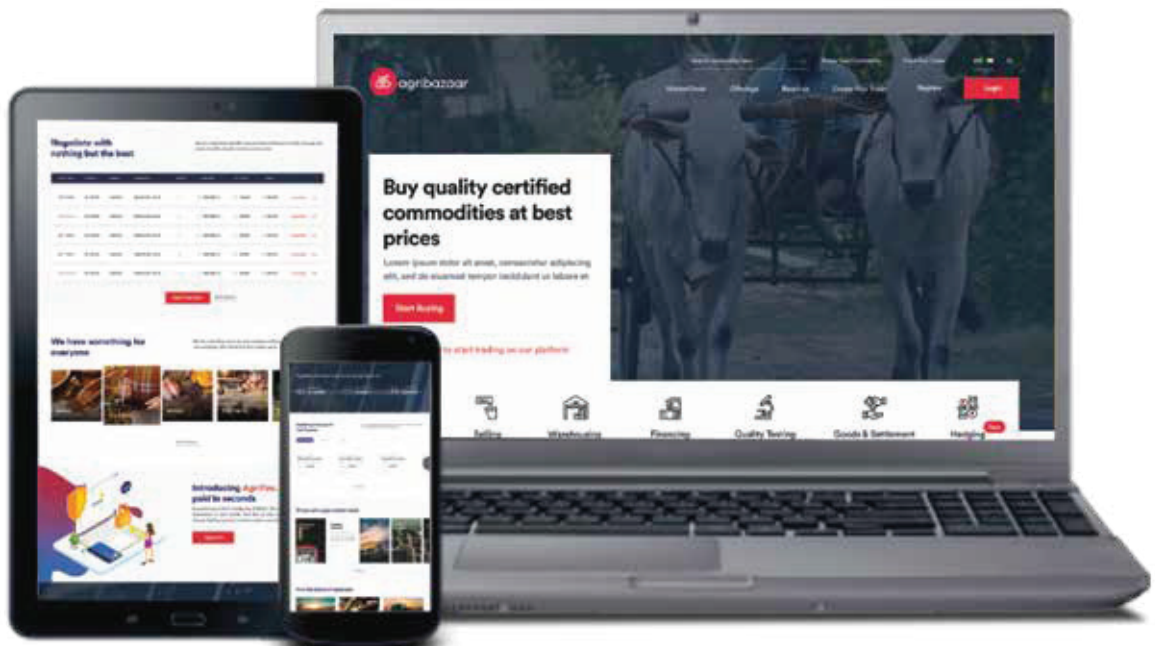
“It helps farmers minimise crop wastage due to natural factors such as heavy rainfall, drought, etc. Moreover, with such technological assistance, farmers can have a better idea of when to plant and harvest a particular crop for the highest-quality yield.”

Aggarwal of **agribazaar** said the “farmers receive payments in their bank accounts upon the delivery of goods through our award-winning platform, Agripay”. “The platform offers end-to-end secure transactions for both buyers and sellers,” he added. “The payment terms are agreed upon during the transaction between both the parties and is time-bound, taking care of the farmers interest,” he said.

Among other things, **agribazaar** helps farmers procure loans from a wide range of banks and NBFCs.

The company said they have succeeded in drastically reducing post-harvest losses to as low as 1-5 per cent, from 30-40 per cent, depending upon the perishability of the crop.

It has helped make farming more profitable, they added, and eliminate the middlemen depriving farmers of their due returns.



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