



# agriTALK

October 2021



Agreement with  
FIFA / NAFED



Agribazaar signed a  
MOU with  
agricultural ministry



Farmer meeting at  
Naigaon, Maharashtra



Product updates



Media coverage

## Agreement with FIFA / NAFED

**agribazaar** has signed an Agreement with FIFA / NAFED for the prestigious project of creating 1,000 NAFED rural marts, involving FPOs across 15 states. **agribazaar** will be providing a digital ecosystem for online aggregation of the demand of agri-inputs from farmers, FPOs and societies, ensuring entire transactions happen through digital mediums.



# Agribazaar signed a MOU with agricultural ministry

Team **agribazaar** is proud to be a part of the initial cohort of businesses partnering with the government by signing preliminary agreements to share farm statistics that are being gathered since 2014. We will use our world-class technology to develop and implement a digital agriculture platform with solutions in:

- crop identification & estimation using remote sensing technology
- advisory services to farmers, post-harvest intelligence for farmers
- connecting farmers to the market and providing them financial access

The entire team at **agribazaar** is very excited about the prospects of the partnership with the Government of India. We are confident of optimizing our tech expertise in supporting the Government of India's mission of doubling farmers' income.





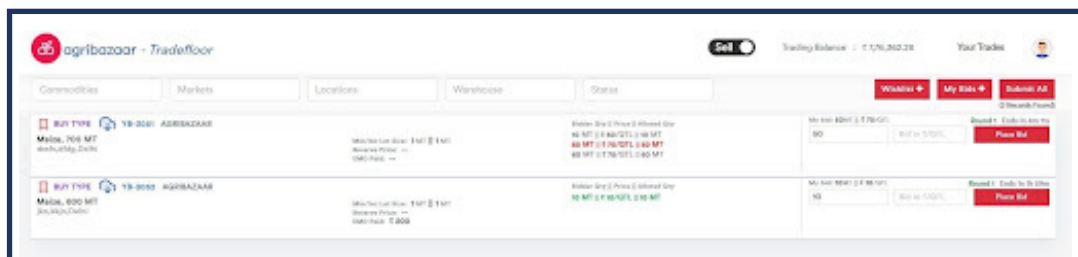
# Farmer meeting at Naigaon, Maharashtra

**agribazaar** organised a meeting at Naigaon, Maharashtra to make local farmers aware of agribazaar's services and the upcoming procurement center in the vicinity. Farmers' doubts were cleared about how **agribazaar** can be a partner in all their agricultural needs.



# Product updates

**Buy Auctions on Trade Floor-** Bidders can now participate in multiple buy auctions from a single screen, i.e., Trade floor. Click on the toggle button at the top to switch in between Buy & Sell trades on Trade floor.



# Media Release

**Agribazaar expects trade volume to rise at 2.5 mn tonne this kharif season**

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Currently, Agribazaar has around seven lakh farmers and 35,000 traders/processors registered on its platform/ Representational image | Photo credit: PTI

**Link to complete article:** <https://www.freepressjournal.in/business/agribazaar-expects-trade-volume-to-rise-at-25-mn-tonne-this-kharif-season>

Agritech player **agribazaar** on Monday said it expects an increase in traded commodity volume to 2.5 million tonnes on favourable prospects of kharif (summer) crops this season. In the last kharif season of 2020-21 crop year (July-June), the company handled 1.5 million tonnes of commodities, with a gross merchandise value of about Rs 9,000 crore, it said in a statement.

**agribazaar** Co-founder and CEO Amith Agarwal said: "**agribazaar** is investing in strengthening its trading platform and is also in the process of building a proof of concept for the Agriculture Ministry's digital platform." The solutions in the digital agri platform are for crop identification and estimation. For this, the company is leveraging remote sensing technology and providing advisory services to farmers, post-harvest intelligence and market linkages, he said.



# APN NEWS

Monday, September, 2021 | Today's Market | Current Time: 09:21:41

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ENVIRONMENT : AGRICULTURE

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e-Vartan E-Commerce Conclave Concluded Successfully on  
25th September 2021

## Agri-tech platforms that are helping farmers achieve the digital agriculture dream

Published on September 27, 2021

**Link to complete article:** <https://www.apnnews.com/agritech-platforms-that-are-helping-farmers-achieve-the-digital-agriculture-dream/>

**agribazaar**, India's premier one-stop agritech platform recently signed a Memorandum of Understanding (MOU) with the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Union Ministry of Agriculture to promote digital agriculture in rural India with a scientific approach. The Digital Agricultural Platform (DAP) will enable and empower the Indian farmer to approach farming in an integrated manner, with a single source enabling agri-tech platform. The project will entail the development and implementation of a digital agriculture platform with solutions in crop identification & estimation using remote sensing technology, advisory services to farmers, post-harvest intelligence for farmers & market connect and providing financial access to the farmers. **agribazaar** is enabling and empowering farmers with better, speedier & transparent information, crop advisory and price realization. This project will extend **agribazaar** efforts to ensure that the Indian farming community uses technology to deliver crops with higher and predictable quality, traceability, and consistency.





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