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# agriTALK

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June 2020



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AGRI ENTREPRENEURS-CREATING AWARENESS OF COVID-19 AMONGST FARMERS



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E-MANDI OPERATIONS IN ALWAR, RAJASTHAN FOR MUSTARD



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E-MANDI OPERATIONS IN KOTA AND BUNDI



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PRODUCT UPDATES



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AGRIBAZAAR-INCREASED MEDIA PRESENCE



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YOURSTORY MEDIA-EMPOWERING OFFLINE BUSINESSES

# AGRI ENTREPRENEURS - CREATING AWARENESS OF COVID-19 AMONGST FARMERS:

Our Farmer Engagement Team i.e. AEs & AEMs have gone a step ahead in giving back to the communities they are working with. With the rise of Covid-19 pandemic, they assessed the need of creating awareness amongst farmers and their families, residing in the villages, that still were not well informed about the seriousness of this pandemic and the measures to prevent its spread in their respective villages.

Each team member took target to reach out to the farmers over tele-connect to make them aware about the threat, and precautionary measures they should adopt to save themselves and their families from the effect of this virus.

AEs undertook a mask distribution campaign amongst farmers, even including their own family members in the pursuit.

## GLIMPSE OF MASK DISTRIBUTION CAMPAIGN AMONGST FARMERS



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## **e-Mandi Operations in Alwar, Rajasthan For Mustard**

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We have been working quite innovatively to support farmers sell their produce online. We have done tie ups with large processors/ millers of Alwar and farmers are asked to send their commodity directly to them.

Farmers are registered on the platform and asked to bid for the trades placed by the millers. Our teams help farmers to place their bids and confirm them at suitable prices. They are also helping them arrange transportation, especially by bulking the demand from various farmers and then supplying to the factory.

Feedback from the farmers has been positive and they have been satisfied with the rates offered so far. They themselves negotiated on the base prices and been able to get higher price for their produce. Farmers have experienced the features of negotiation available on our platform and appreciated it. On the contrary, in traditional Mandis, farmers do not have an option to negotiate on the prices once offered in the open auction. But now, they have the option to sell their produce at their desired price.

Our AEMs and AEs have worked closely with the farmers to get these trades done. We have seen good traction from farmers from different tehsils of Alwar & Bharatpur districts (farmers brought their produce from distances as far as 65 Kms from Alwar). Despite being far away from the Alwar factories, farmers of this location have been keen to supply their produce to Alwar due to better prices. Overall, they were able to get Rs 50 to Rs 100 per quintal more than what was being offered in their nearby mandis.

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## e-Mandi Operations in Kota and Bundi

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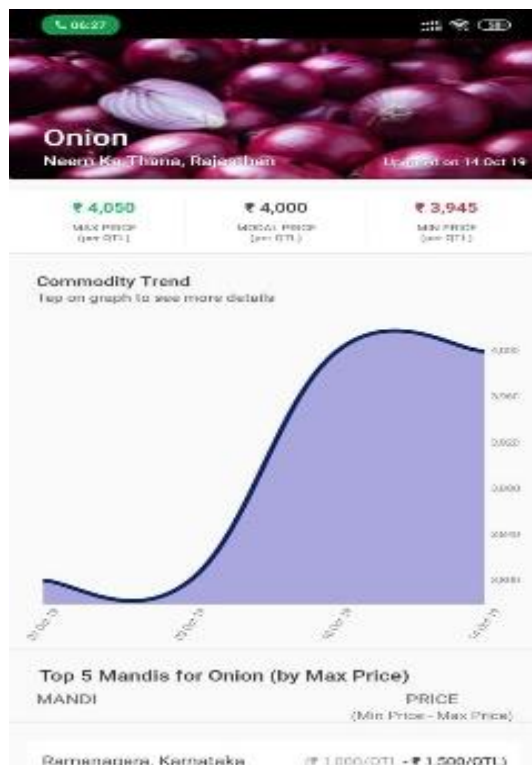
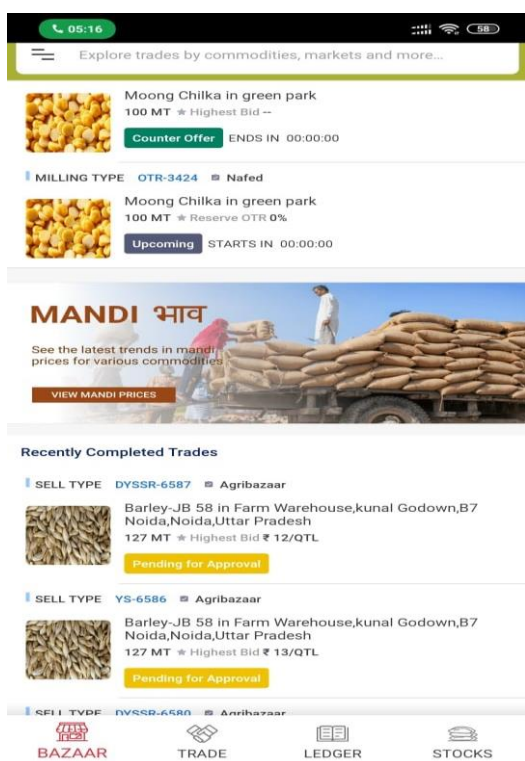
In Kota district, our e Mandis are operational in Dahra and Bundi region. We are sending daily SMS to farmers about the prevailing rates etc. Based on the information, farmers contact our centre coordinators and confirm their timing with us. Farmers are clearly advised to follow the social distancing norms while visiting the centre. Our daily volumes of trade for wheat and mustard have been quite good. Farmers are very happy to sell their commodity at our mandi. It offers them:

- Quick turnaround time,
- Better price,
- Transparency in overall process, and
- Payment guarantee

Overall, we have been able to transact more than **1,100 MT** of Wheat and Mustard through our e-Mandi portal, in the last two months.

# Product Updates

**Mandi prices launch:** [agribazaar](#) has launched its 'Mandi prices' feature where users can check and compare the prices at various mandis



This feature also allows the user to see the latest trends in mandi prices for multiple commodities. The user also gets top 5 mandi prices by Max Price and by Min Price, each and from the nearest mandi to their location.



**Ratings launch:** 'Rating' mechanism at **agribazaar** allow both parties to rate one another. Both the parties can now rate each other once the auction is completed and settlement begins. A comment or feedback could also be attached along with the rating, which can be edited later, if required.

The screenshot shows the Agribazaar website interface for a completed auction. The main heading is 'Barley-JB 58, 127MT' with the location 'Noida, Uttar Pradesh'. On the left, there are tabs for 'Delivery Info', 'Invoices', 'Payment History', and 'Buyer Info'. The 'Buyer Info' section shows two buyers: Garima Pargain (4.2 stars) and Rajat Jain. A red 'Rate Buyer' button is visible next to Rajat Jain's information. On the right, a 'COMPLETED' banner is shown above a photo of barley. Below the photo, it states 'Completed 01 Jun 2020, 1:34 PM', 'Bidder(s) 3', 'Highest Bid ₹ 13/QTL', and 'Paid EMD --'. A yellow box at the bottom of this section says 'This auction has ended.' At the bottom right, there is a 'Connect With Us' button with a WhatsApp icon. The bottom of the page shows a Windows taskbar with the time 13:34 on 01-06-2020.

**Negotiable Trade (Enhancements):** Negotiable trades at **agribazaar** have been updated with more statuses for the user to categorise the trades easily. The user can now find the auction labelled as 'Upcoming' in the trade listing if the auction is about to begin. It'll be shown 'Live' if the particular trade is going on. If the trade is updated to 'Submitted', the auction can now no longer be edited.

The screenshot displays the 'Negotiable Trade & Exchange-Spread' section of the Agribazaar website. On the left, there are filter options for 'Select Commodity' (Barley, Maize), 'Listing Type' (Negotiable Trade, Spread Trade), 'Offer Type' (To Buy, For Sell), and 'Status Type' (Draft, Submitted, Upcoming, Live). The main content area lists four trade entries:

- Maize, Popcorn:** Price ₹ 900 /Kg, Available Qty: 200 MT, Status: Upcoming, Trade Ends: 05 Jun 2020.
- Barley, None:** Price ₹ 1,200 /Kg, Available Qty: 100 MT, Status: Live, Trade Ends: 03 Jun 2020.
- Barley, JB 58:** Price ₹ 55 /Kg, Available Qty: 120 Qtl, Status: Draft, Trade Ends: 03 Jun 2020.
- Barley, JB 58:** Price ₹ 20 /Qtl, Available Qty: 100 MT, Status: Submitted, Trade Ends: 03 Jun 2020.

At the bottom right, there is a 'Connect With Us' button with a WhatsApp icon.

# Agribazaar - Increased Media Presence

agribazaar was covered by various national and regional publications, where Mr. Amith Agarwal, co-founder & CEO, agribazaar, discussed online registration, waiving registration fees of farmers and securing farmers with technology during Covid – 19.

## एग्रीबाजार पर किसानों को रजिस्ट्रेशन फीस से मुक्ति

एग्रीबाजार अपने ऐप के माध्यम से किसानों तक पहुंचकर लॉजिस्टिक की अड़चनों को दूर करना है। एग्रीबाजार लगभग 10,000 व्यापारियों और 2 लाख से अधिक किसानों और 100 किसान उत्पादक संगठनों से जुड़ा हुआ है।

मिदाह गंव, समाचार निदेश, नई दिल्ली। भारत की प्रमुख ऑनलाइन एग्री-ट्रेडिंग कंपनी एग्रीबाजार ने कोविड-19 लॉकडाउन अवधि में अपने प्लेटफॉर्म पर किसानों के लिए रजिस्ट्रेशन फीस को छूट की घोषणा की है। यह ऑफर सीमित अवधि के लिए है। इसके अलावा यह सुनिश्चित किया जा रहा है कि कोई भी कृषि उपज बर्बाद न हो और एग्री-सप्लाइ चैन की दिक्कतों को कम किया जा सके। ताकि किसान और खरीदार अपने घरो पर सुरक्षित रहकर शारीरिक दूरी रखते हुए व्यापार कर सकें। 2016 में स्थापना के बाद से ऐप ने 14,000 करोड़ रुपए की जीएमवी हासिल की है। इस पेशकश को किसान समुदाय से उत्साहजनक प्रतिक्रिया मिल रही है। छोटे खेत-मालिक, जो लॉकडाउन प्रतिबंधों की वजह से, पास की मंडी बंद होने और लॉजिस्टिक चुनौतियों के कारण उपज बेचने में असमर्थ थे, उन्हें सबसे अधिक फायदा हुआ है। एग्रीबाजार [www.agribazaar.com](http://www.agribazaar.com) ऐप के डाउनलोड और अपने टोल-फ्री अलाइन ड्राइव नंबर +91 9090397777 पर टेली-निवेशन, टैक्स के माध्यम से 4000 तक रजिस्ट्रेशन प्राप्त हुए हैं। अप्रैल 2020 के दौरान एग्रीबाजार [www.agribazaar.com](http://www.agribazaar.com) ऐप ने लगभग 10,000 व्यापारियों और 2 लाख से अधिक किसानों और 100 किसान उत्पादक संगठनों से जुड़ा हुआ है। मिदाह गंव, समाचार निदेश, नई दिल्ली। भारत की प्रमुख ऑनलाइन एग्री-ट्रेडिंग कंपनी एग्रीबाजार ने कोविड-19 लॉकडाउन अवधि में अपने प्लेटफॉर्म पर किसानों के लिए रजिस्ट्रेशन फीस को छूट की घोषणा की है। यह ऑफर सीमित अवधि के लिए है। इसके अलावा यह सुनिश्चित किया जा रहा है कि कोई भी कृषि उपज बर्बाद न हो और एग्री-सप्लाइ चैन की दिक्कतों को कम किया जा सके। ताकि किसान और खरीदार अपने घरो पर सुरक्षित रहकर शारीरिक दूरी रखते हुए व्यापार कर सकें। 2016 में स्थापना के बाद से ऐप ने 14,000 करोड़ रुपए की जीएमवी हासिल की है। इस पेशकश को किसान समुदाय से उत्साहजनक प्रतिक्रिया मिल रही है। छोटे खेत-मालिक, जो लॉकडाउन प्रतिबंधों की वजह से, पास की मंडी बंद होने और लॉजिस्टिक चुनौतियों के कारण उपज बेचने में असमर्थ थे, उन्हें सबसे अधिक फायदा हुआ है। एग्रीबाजार [www.agribazaar.com](http://www.agribazaar.com) ऐप के डाउनलोड और अपने टोल-फ्री अलाइन ड्राइव नंबर +91 9090397777 पर टेली-निवेशन, टैक्स के माध्यम से 4000 तक रजिस्ट्रेशन प्राप्त हुए हैं।

## डिजिटल कृषि-लेनदेन को बढ़ावा देने के लिए एग्रीबाजार पर किसानों को रजिस्ट्रेशन फीस से मुक्ति

एग्रीबाजार के सह-संस्थापक और को-फाउंडर एमिथ अग्रवाल ने कहा, 'कोविड-19 लॉकडाउन के कारण किसानों को उनके उत्पादों को बेचने में बाधा पड़ी है और वे अपने उत्पादों को बेचने में असमर्थ हैं। हमने इस अवधि के दौरान किसानों को रजिस्ट्रेशन फीस से मुक्ति प्रदान की है ताकि वे अपने उत्पादों को बेच सकें और अपने व्यवसाय को सुरक्षित रख सकें।' एग्रीबाजार एक ऑनलाइन एग्री-ट्रेडिंग प्लेटफॉर्म है जो किसानों और खरीदारों को जोड़ता है और उन्हें सुरक्षित रूप से व्यापार करने देता है। एग्रीबाजार ने कोविड-19 लॉकडाउन के दौरान किसानों को रजिस्ट्रेशन फीस से मुक्ति प्रदान की है ताकि वे अपने उत्पादों को बेच सकें और अपने व्यवसाय को सुरक्षित रख सकें। एग्रीबाजार एक ऑनलाइन एग्री-ट्रेडिंग प्लेटफॉर्म है जो किसानों और खरीदारों को जोड़ता है और उन्हें सुरक्षित रूप से व्यापार करने देता है। एग्रीबाजार ने कोविड-19 लॉकडाउन के दौरान किसानों को रजिस्ट्रेशन फीस से मुक्ति प्रदान की है ताकि वे अपने उत्पादों को बेच सकें और अपने व्यवसाय को सुरक्षित रख सकें। एग्रीबाजार एक ऑनलाइन एग्री-ट्रेडिंग प्लेटफॉर्म है जो किसानों और खरीदारों को जोड़ता है और उन्हें सुरक्षित रूप से व्यापार करने देता है। एग्रीबाजार ने कोविड-19 लॉकडाउन के दौरान किसानों को रजिस्ट्रेशन फीस से मुक्ति प्रदान की है ताकि वे अपने उत्पादों को बेच सकें और अपने व्यवसाय को सुरक्षित रख सकें।

## डिजिटल शोती व्यवहारांना प्रोत्साहन देत आहे अॅग्रीबाजार

मुंबई - अॅग्रीबाजार या भारतातील प्रमुख ऑनलाइन अॅग्री ट्रेडिंग कंपनीने, कोव्हिड-19 च्या लॉकडाउन काळात कंपनीच्या प्लॅटफॉर्मवर नोंदणी करणऱ्या शेतकऱ्यांकडून शुल्क न आकारण्याची घोषणा केली आहे. शोतीच्या मालाची साखळी विस्कळीत होऊ नये तसेच शोतीत उत्पन्न झालेला माल वाया जाऊ नये, याची सुनिश्चिती करण्यासाठी ही मर्यादित काळासाठीची ऑफर देण्यात आली आहे। शारीरिक अंतर राखत खरेदीदार आणि विक्रेत्यांची सांगड घातली जाते. लाहन शेतमालक जे लॉकडाउनमधील निर्बंधांमुळे त्यांचे उत्पादन विकू शकत नाहीत, जवळपासचे बाजारही बंद आहेत, लॉजिस्टिक अडचणी आहेत, त्यांना या सुविधेचा फायदा होत आहे. एप्रिल 2020 मध्ये अॅग्रीबाजार डॉटकॉम अॅपने फळे, भाज्या, धान्य, तेलबिया आणि डाळीसारख्या शोती उत्पादनाच्या 1000 ट्रकद्वारे अगदी लडाख, सिक्कीम, लक्षद्वीपसारख्या दुर्गम भागातही यशस्वीरित्या सुविधा दिली. बारामतीतील द्राक्ष उत्पादकांपासून काश्मीरमधील सफरचंद उत्पादकांपर्यंत मध्य प्रदेश, राजस्थान, गुजरात, महाराष्ट्र, पंजाब आणि हरियाणा इत्यादी राज्यातील शेतकऱ्यांचा प्रतिसाद उत्साह वाढवणारा उरला.

## दुर्घट नसलेल्या शेतकरींना अॅग्रीबाजार

अॅग्रीबाजार, इंडिया प्रीमियर ऑनलाइन एग्री-ट्रेडिंग कंपनी, अनाउन्स वॉयव्हर ऑफ रजिस्ट्रेशन चार्जेस फॉर फार्मर्स on its platform during the COVID-19 lockdown period. This limited period offer is to ensure that no farm produce gets wasted and to minimise agri-supply chain disruptions. By connecting farmers with buyers while maintaining physical distancing and trade from the safety of their homes. Since inception in 2016, the app has done Rs 14,000 crores of GMV. The offer has received an enthusiastic response from the farmer community. Small farm-owners, who were unable to sell their produce due to lockdown restrictions, nearby mandi closures and logistics challenges, have benefited the most. The www.agribazaar.com app has got 40% more registrations both through downloads and tele-registrations on its toll-free toll India number +91 9090397777. During April 2020, www.agribazaar.com app successfully facilitated the transport of agri-produce of like fruits, vegetables, pulses, oilseeds and grains to over 8,000 trucks even to far-off places like Ladakh, Sikkim and Lakshadweep. From grape farmers in Baramati to apple growers in Kashmir to cultivators in States like Madhya Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab & Haryana and others, the response during this lockdown has been encouraging. Commenting on this move, Amith Agarwal, Co-Founder & CEO, Agribazaar, said, 'Indian agriculture faced one of its biggest challenges due to COVID-19; however, with the government and local administration's efforts, the digital journey of Indian farmer has brought relief during such hard times.'

## एग्रीबाजार पर किसानों को रजिस्ट्रेशन फीस से मुक्ति

मुंबई, जेएनएन। भारत की प्रमुख ऑनलाइन एग्री-ट्रेडिंग कंपनी एग्रीबाजार ने कोविड-19 लॉकडाउन अवधि में अपने प्लेटफॉर्म पर किसानों के लिए रजिस्ट्रेशन फीस को छूट की घोषणा की है। यह ऑफर सीमित अवधि के लिए है। इसके जरिए यह सुनिश्चित किया जा रहा है कि कोई भी कृषि उपज बर्बाद न हो और एग्री-सप्लाइ चैन की दिक्कतों को कम किया जा सके। ताकि किसान और खरीदार अपने घरो पर सुरक्षित रह कर शारीरिक दूरी रखते हुए व्यापार कर सकें। 2016 में स्थापना के बाद से ऐप ने 14,000 करोड़ रुपए की जीएमवी हासिल की है। इस पेशकश को किसान समुदाय से उत्साहजनक प्रतिक्रिया मिल रही है। छोटे खेत-मालिक, जो लॉकडाउन प्रतिबंधों की वजह से, पास की मंडी बंद होने और लॉजिस्टिक चुनौतियों के कारण उपज बेचने में असमर्थ थे, उन्हें सबसे अधिक फायदा हुआ है। एग्रीबाजार के सह-संस्थापक और सीईओ अमित अग्रवाल ने कहा, 'भारतीय कृषि को कोविड-19 के कारण बड़ी चुनौतियों का सामना करना पड़ा, हालांकि, सरकार और स्थानीय प्रशासन के प्रयासों से भारतीय किसान की डिजिटल यात्रा ने ऐसे कठिन समय में राहत दी है।'

## एग्रीबाजार ने किसानों को रजिस्ट्रेशन करवाने में सुविधा प्रदान की

भारत की प्रमुख ऑनलाइन एग्री-ट्रेडिंग कंपनी एग्रीबाजार ने कोविड-19 लॉकडाउन अवधि में अपने प्लेटफॉर्म पर किसानों के लिए रजिस्ट्रेशन फीस को छूट की घोषणा की है। यह ऑफर सीमित अवधि के लिए है। इसके जरिये यह सुनिश्चित किया जा रहा है कि कोई भी कृषि उपज बर्बाद न हो और एग्री-सप्लाइ चैन की दिक्कतों को कम किया जा सके। ताकि किसान और खरीदार अपने घरो पर सुरक्षित रहकर शारीरिक दूरी रखते हुए व्यापार कर सकें। एग्रीबाजार के सह-संस्थापक और सीईओ अमित अग्रवाल ने 2016 में स्थापना के बाद से ऐप ने 14,000 करोड़ रुपए की जीएमवी हासिल की है। एप्रिल 2020 के दौरान एग्रीबाजार ऐप ने लडाख, सिक्किम और लक्षद्वीप जैसे दूरदराज के स्थानों पर 8,000 से अधिक ट्रकों में फल, सब्जियां, दालें, तिलहन और अनाज जैसे कृषि-उत्पादों के परिवहन की सुविधा प्रदान की।

**કોવિડ-19ના પ્રકોપમાં ફિજિકલ ડિસ્ટન્સિંગ જાળવવા ડિજિટલ કૃષિ-લેઝરને પ્રોત્સાહિત કરવા માટે એગ્રીબાજાર પર ખેડૂતોને રજિસ્ટ્રેશન ફીમાંથી મુક્તિ**

ભારતની પ્રમુખ ઓનલાઇન એગ્રી-ટ્રેડિંગ કંપની એગ્રીબાજારે કોવિડ-19 ઓકાડાઉન વચ્ચેના સમયમાં ડરબિયાન પોતાના પહેલો વારખાંધા પર ખેડૂતો માટે રજિસ્ટ્રેશન ફીમાંથી મુક્તિ જાહેર કરી છે. આ આંદોર મહાદેવ સમય માટે છે. આ શકી તે સુનિશ્ચિત કરવામાં આવી છે કે કોવિડ-19 પેચ મેન ઉપરાંત ખેડૂતોને રજિસ્ટ્રેશન ફીમાંથી મુક્તિ મળવાની સાથે તેમની સુરક્ષા અને પરીસ્થિતિને ઓછી કરી શકાય. જેથી ખેડૂત અને ખેડૂતને પોતાના ઘરમાં સુરક્ષિત રીતે શારીરિક અંતર જાળવી રાખી શકે. 2016માં સ્થાપના બાદથી આ એપે 13,000 કરોડ રૂપિયાની જીએમવી પ્રાપ્ત કરી છે. આ રજિસ્ટ્રેશન ફી ખેડૂત સમુદાયને સુરક્ષિત રીતે ઉત્પાદન પ્રદર્શન માટે રીતે. નાના ખેડૂતો ડરબિયાન પ્રતિબંધોને અટકાવવા માટે ચાલુ માંડવાના કારણે અને પરિવહન ખર્ચનો કારણ પાલક વેચવામાં અસમર્થ હતા, તેમને ડરબિયાન સુરક્ષિત રીતે. એગ્રીબાજાર www.agribazaar.com એપના ડાઉનલોડ અને પોતાના ટેલેગ્રામ ચેનલ આઈડી નંબર +91 8000309999 પર ટેલી રજિસ્ટ્રેશન, ખર્ચના માધ્યમથી 8000થી વધુ રજિસ્ટ્રેશન પ્રાપ્ત થયા છે. એપ્રિલ 2020 દરમિયાન

સમયમાં સાંત નથી છે. ખેડૂતોને કોવિડ-19 દરમિયાન કોઈ પણ ફી વિના અમરતા પહેલો વારખાંધા પર રજિસ્ટ્રેશન કરવામાં સમર્થ કરી અને પ્રખરણની નેટવર્કમાંથી એ ચળવું અંતર ને જાળવી રાખવા માટે પ્રતિબંધો સંભવે અને વર્તમાન પ્રતિબંધો સંભવે અને વર્તમાન ઉત્પાદનો વેચવામાં તેમની મદદ કરી રહ્યા છે. મહત્વાકાંક્ષી નાના ખાતરીય ખેડૂતોને

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જેવા ઉજિલ પહેલો વારખાંધા પર રજિસ્ટ્રેશન ફીમાંથી મુક્તિ પ્રાપ્ત કરી છે, જે ન માત્ર શ્રેય સાંકળ સુનિશ્ચિત કરી રહ્યા છે, પરંતુ તેમની સમર્થતા અને સ્વાસ્થ્યને વધુને વધુ આપી રહ્યા છે. ઉત્પાદનોના પરિવહનની સુવિધા પ્રદાન કરી છે. ભારતીયના ડાહ્યા ખેડૂતો અને કારમીરમાં સફરજન ઉત્પાદન ખેડૂતોથી વધુને વધુ મુક્તિ પ્રાપ્ત કરવામાં આવી શકે. 2016માં સ્થાપના બાદથી આ એપે 13,000 કરોડ રૂપિયાની જીએમવી પ્રાપ્ત કરી છે.

આ રજૂઆતને ખેડૂત સમુદાય તરફથી ઉત્સાહજનક પ્રતિક્રિયા મળી રહી છે. નાના ખેડૂતો ડરબિયાન પ્રતિબંધોને અટકાવવા માટે, જે ઓકાડાઉન પ્રતિબંધોના કારણે નજીકના માર્કેટ યાર્ડ બંધ હોવાના કારણે અને પરિવહન ખર્ચને કારણે

**કોવિડ-19ના પ્રકોપમાં ફિજિકલ ડિસ્ટન્સિંગ જાળવવા ડિજિટલ કૃષિ-લેઝરને પ્રોત્સાહિત કરવા માટે એગ્રીબાજાર પર ખેડૂતોને રજિસ્ટ્રેશન ફીમાંથી મુક્તિ**

ભારતની પ્રમુખ ઓનલાઇન એગ્રી-ટ્રેડિંગ કંપની એગ્રીબાજારે કોવિડ-19 ઓકાડાઉન વચ્ચેના સમયમાં ડરબિયાન પોતાના પહેલો વારખાંધા પર ખેડૂતો માટે રજિસ્ટ્રેશન ફીમાંથી મુક્તિ જાહેર કરી છે. આ આંદોર મહાદેવ સમય માટે છે. આ શકી તે સુનિશ્ચિત કરવામાં આવી રહ્યું છે કે કોવિડ-19 પેચ મેન ઉપરાંત ખેડૂતોને રજિસ્ટ્રેશન ફીમાંથી મુક્તિ મળવાની સાથે તેમની સુરક્ષા અને પરીસ્થિતિને ઓછી કરી શકાય. જેથી ખેડૂત અને ખેડૂતને પોતાના ઘરમાં સુરક્ષિત રીતે શારીરિક અંતર જાળવી રાખી શકે. 2016માં સ્થાપના બાદથી આ એપે 13,000 કરોડ રૂપિયાની જીએમવી પ્રાપ્ત કરી છે. આ રજિસ્ટ્રેશન ફી ખેડૂત સમુદાયને સુરક્ષિત રીતે ઉત્પાદન પ્રદર્શન માટે ચાલુ માંડવાના કારણે અને પરિવહન ખર્ચનો કારણ પાલક વેચવામાં અસમર્થ હતા, તેમને ડરબિયાન સુરક્ષિત રીતે. એગ્રીબાજાર www.agribazaar.com એપના ડાઉનલોડ અને પોતાના ટેલેગ્રામ ચેનલ આઈડી નંબર +91 8000309999 પર ટેલી રજિસ્ટ્રેશન, ખર્ચના માધ્યમથી 8000થી વધુ રજિસ્ટ્રેશન પ્રાપ્ત થયા છે. એપ્રિલ 2020 દરમિયાન

**એગ્રીબાજાર પર કિસાનોં કો રજિસ્ટ્રેશન ફીસે મુક્તિ**

**ડેલી ન્યૂઝ, નઈ દિલ્લો!** અગ્રી ઓનલાઇન એગ્રી-ટ્રેડિંગ કંપની એગ્રીબાજાર ને કોવિડ-19 લોકડાઉન અવધિ મેં અપને પ્લેટફોર્મ પર કિસાને કો લિફ્ટ રજિસ્ટ્રેશન ફીસે કી છૂટ કી ઘોષણા કી હૈ. યહ ઓફર સીમિત અવધિ કો લિફ્ટ હૈ. ઈસકે જરિફ યહ સુનિશ્ચિત કિયા જા રહા હૈ કિ કોઈં બી કૃષિ ઉપજ બર્બાદ ન હો ઓર એગ્રી-સપ્લાઇ ચેન કી દિવકતોં કો કમ કિયા જા સકે. તાકિ કિસાન ઓર ખરીદાર અપને ઘરોં પર સુરક્ષિત રહકર શારીરિક દૂરી રખતે હુફ વ્યાપાર કર સકે. 2016 મેં સ્થાપના કૈ બાદ સે એપ ને 14,000 કરોડ રુપે કી જીએમવી હાસિલ કી હૈ. ઈસ પેશકર કો કિસાન સમુદાય સે ઉત્સાહજનક પ્રતિક્રિયા મિલ રહી હૈ. એગ્રીબાજાર કૈ સહ-સંસ્થાપક ઓર સીઈઓ અમિત અગવાલ ને કહા કિ છોટો રહેત-માલિક, જો લોકડાઉન પ્રતિબંધોં કી વજહ સે, પાસ કી મંડી વંદ હોને ઓર લોજિસ્ટિક ચુનોંતિયોં કૈ કારણ ઉપજ લેચને મેં અસમર્થ હો, ઉન્હેં સબસે અધિક ફાયદા હુઆ હૈ. એગ્રીબાજાર એપ ને એપ્રિલ 2020 કૈ દોરાન એગ્રીબાજાર એપ ને લક્ષ્ય, સિક્કમ ઓર લક્ષદ્વીપ જૈસે દૂરદરાજ કૈ સ્થાનોં પર 8000 સે અધિક ટ્રાકોં મેં ફલ્ડ, સબ્જિયાં, ઘાલેં, તિલહન ઓર અનાજ જૈસે કૃષિ-કી. **રાજસ્થાન પત્રિકા**

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**Mr. Amith Agarwal**  
CEO and Co-Founder, AgriBazaar

**SECURING FARMERS WITH TECHNOLOGY: HOW AGRITECH CAN BE A SOLUTION TO FARMERS' PRODUCE-RELATED WOES**

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Authored by Amith Agarwal, Co-Founder & CEO, AgriBazaar



**agribazaar** was covered by Forbes India & Money Control (digital edition) on how agri supply improved considerably and the challenges faced during the lockdown period.

**Coronavirus lockdown | No scarcity of food, agri supply improved considerably: AgriBazaar**


Agarwal said the lockdown is unprecedented and many things on the ground got stopped. With agri-buying and moving of inter-state trucks being allowed during the lockdown, I don't see any scarcity of food for the general public.

BY MONEYCONTROL.COM  
PUBLISHED: Apr 20, 2020



NARINDER NANU/AFP via Getty Images



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Last updated: Apr 20, 2020 02:14 PM IST | Source: Moneycontrol.com

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Sandeep Sinha @moneymoneycontrol

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With the government allowing the purchase of farmer produce on the e-Nam portal and private players benefiting from this move, the AFMC closure effect will get mitigated. Amith Agarwal, Co-Founder & CEO - AgriBazaar, said in an interview with Moneycontrol.

Link to the complete article: <https://www.forbesindia.com/news/business/coronavirus-lockdown-no-scarcity-of-food-agri-supply-improved-considerably-agribazaar-5167051.html>

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Despite the current situation, **agribazaar** has thrived and gained traction during the lockdown. **agribazaar** is among the top startups that are rising on technology amidst the slump in economy.

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**Top Tech Startups That are Gaining Traction During Lockdown**

By: IIT Madras Nandan@IITM April 25, 2020



The COVID-19 pandemic has undoubtedly thrown a curveball at businesses while making them gasp. Almost everything has come to a standstill. Through this has hampered most of the sectors including travel & tourism, auto, real estate, consumer electronics and retail among others, there lies a silver lining for sectors like e-learning, digital content & news, agritech, etc. Even if the productions and shoots of advertisements are on hold, several startups are putting their faith in AI and ML to go through the tough times.

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**5 Startups Thriving On Technology Despite The Slump**

By Radhika Udas - On Apr 27, 2020

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The business sector has undoubtedly taken a massive hit due to the coronavirus outbreak leading to a lockdown. Industries like travel & tourism, automobile, real estate, consumer electronics, and retail are a few that have been quite affected. While this has been a great push for technology sectors of e-learning, digital content and news, agritech, digital payments, etc, there have still been major losses due to lack of revenue.

Non-tech startups have also been facing the wrath of this pandemic, especially, if their startup is not able to cater to the essential needs. Most startups have taken this as an opportunity and ventured into providing services for the essential requirements. Others have embraced technology and kept their businesses going.

Additionally, **agribazaar** was mentioned in various articles – National and Regional (print and online editions) on the reactions to FM Nirmala Sitharaman's announcement of Rs. 10,000 crore scheme to support local micro-food enterprises

**hindustantimes**

**EYE ON GLOBAL OUTREACH**

## ₹10k-cr scheme for food enterprises unveiled

**Prashant K. Nanda**  
prashant.n@livemint.com

**NEW DELHI:** Finance minister Nirmala Sitharaman on Friday unveiled a ₹10,000-crore scheme to support local micro food enterprises to go global.

"To implement the Prime Minister's vision of 'vocal for local' with global outreach, a scheme will be launched to help 200,000 micro food enterprises," she said. The move is aimed at exporting indigenous food items, such as fox nuts from Bihar, mango varieties of Uttar Pradesh, saffron of Kashmir, and tapioca from Tamil Nadu to global markets.

Sitharaman said the scheme was in sync with Prime Minister

**To implement the PM's vision of 'vocal for local' with global outreach, a scheme will be launched to help 200,000 micro food enterprises**

**NIRMALA SITHARAMAN,**  
Finance minister

Narendra Modi's vision for taking local products to the global markets.

The scheme will benefit 200,000 micro food enterprises to improve the quality of local products and build international brands.

"This fund will help reach untapped export markets in view of improved health consciousness," the finance minister said, adding that it will help micro food enterprises to modernize production techniques, add scale, and build a brand.

"The scheme will be executed with a cluster-based approach. This is one way local capacities, local value-added products could have a global outreach. They can create products of global standards and this will be assisted through this fund," the minister said.

Most of the products the Centre aims to deal with under this scheme "will be related to health and wellness products, nutritional products, herbal products, organic products, and products which are now being used as alternatives for a healthy living," she said.

The clusters will focus on organic and herbal materials or nutritional and health wellness-related food items, an area in which India has great strength.

The central government said the scheme will empower people and entrepreneurs.

The initiative will help India build quality agri-assets and infrastructure, which will benefit small farmers, according to Amith Agarwal, co-founder, AgriBazaar. "I envision a 'Farm In India' economy alongside a 'Made in India' economy in the coming years," he said.



The announcement of ₹1 lakh-crore agri-infrastructure fund will help mitigate post-harvest losses. • GETTY IMAGES/ISTOCK

## 'FM measures for agri will open new chapter'

Food processing sector to benefit a lot

**SPECIAL CORRESPONDENT**

**NEW DELHI:** The 11-point measures announced by Finance Minister Nirmala Sitharaman including the three governance and administrative reforms concerning farmers and agriculture sector, has been welcomed by industry veterans and analysts, who say these will open a new chapter.

Sanjiv Puri, chairman, ITC Ltd., said, "It is heartening to see the reforms announced for the agri sector that provides livelihoods to about half of India's workforce. Amendments to the ECMA, reforms in agricultural marketing and risk mitigation through predictable prices will empower farmers, strengthen agri-food processing linkages and enable demand-driven value added agriculture."

"The reforms will encourage investments in food processing and together with the infrastructure, outlays will contribute in shaping a competitive agri value chain, reduce wastages and raise farmer incomes," Mr. Puri said.

Amith Agarwal, co-founder and CEO, Agribazaar, an agritech marketplace, said "The announcement of ₹1 lakh crore agri-infrastructure

fund for farmgate infrastructure will significantly contribute towards mitigating post-harvest losses and wastage by giving a fillip to scientific storage facilities and also help the small farmers earn additional income by way of value-added agri produce.

According to Anand Ramasubramanian, partner, Deloitte India, the announcements regarding food, fishery and animal husbandry will have positive impact on the food processing sector.

"The removal of cereals from essential commodities, the agricultural marketing policy changes being made to facilitate direct sale to aggregators, and the assistance being provided to enhance food processing and post harvest infrastructure in proximity to farm gates are excellent formulations which will help farmers," he added.

Anil Mehra, chairman, Tasty Dairy Specialties Ltd., and co-chairman - GI National Committee on Allied Sectors in Agriculture - Dairy, Fisheries and Poultry said, "The reformed measures are much needed and were long standing request from the industry. The reforms will help India go to the next level."

14 MAY 2020 Last Updated at 10:37 PM | SOURCE: PTI

## Experts give mixed reaction to govt package for farmers

New Delhi, May 14 (PTI) Agriculture experts and organisations gave a mixed reaction to the government's economic package announced on Thursday to help farmers ensure uninterrupted farm activities during this ongoing COVID-19 crisis.

"Except for extension of moratorium in repayment of crop loan and providing Kisan Credit Card (KCC) to more farmers, there was no big economic package announced for the farming community," Bharatiya Kisan Union (BKU) spokesperson Dharmendra Malik said in a statement.

The measures will not help farmers become self-reliant "instead will force them to commit suicide." They feel cheated by the government, he added.

"The agriculture value chain needs special focus and this along with the farm mechanisation industry should certainly be considered as an essential service in the country," Tractor and Mechanization Association President T.R. Kesavan said.

Agriculture is critical to a large and populous nation like India and self-reliance (atmanirhar) is key for food security, he said adding that technology and farm mechanisation is key to achieve this, while expecting more measures from the government in future.

However, other industry chambers and organisations FICCI, PwC India and Council on Energy, Environment and Water (CEEW) lauded the decisions saying it would provide big support to the farmers.

"The initiative to boost credit of 2 lakh crore to increase coverage of 2.5 lakh farmers under KCC will surely increase the credit umbrellas and help increase their liquidity issue given the acute cash crunch during covid situation," PwC India's Ajay Kakra said.

"It's encouraging to see additional liquidity support to farmers in distressing times," CEEW's Senior Programme Lead Abhishek Jain said.

"We hope that the government has planned for the implementation of these schemes well in conjunction with the state governments who will have a major role to play here," FICCI President Sangita Reddy added.

HDFC Securities MD & CEO Dhiraj Bhatti said again the focus has been more on providing concessional credit and liquidity support rather than direct fiscal transfer except for interest subvention and free food.

- **Mint** – National (Print & Online edition) - <https://www.livemint.com/politics/policy/fm-nirmala-sitharaman-unveils-scheme-to-take-local-produce-to-global-markets-11589566114957.html>
- **The Financial Express** – National (Print & Online edition) - <https://www.financialexpress.com/market/commodities/stock-limits-on-food-processors-lifted-contract-farming-legal/1960784/>
- **Hindustan Times** – National (Print & Online edition) - <https://www.hindustantimes.com/business-news/rs-10k-cr-scheme-for-food-enterprises-unveiled/story-DSLMLH15Qt2hoNhp48ol.html>
- **The Times of India** – Online edition [https://www.google.com/amp/s/m.timesofindia.com/business/india-business/with-3-major-agri-market-reforms-govt-finally-bites-the-bullet-agri-experts/amp\\_articles/75763076.cms](https://www.google.com/amp/s/m.timesofindia.com/business/india-business/with-3-major-agri-market-reforms-govt-finally-bites-the-bullet-agri-experts/amp_articles/75763076.cms)
- **Business Standard** – Online edition - [https://www.business-standard.com/article/pti-stories/experts-give-mixed-reaction-to-govt-package-for-farmers-120051401667\\_1.html](https://www.business-standard.com/article/pti-stories/experts-give-mixed-reaction-to-govt-package-for-farmers-120051401667_1.html)
- **Business Today** – Online edition - <https://www.businesstoday.in/magazine/cover-story/the-new-farm-formula/story/403592.html>

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# YourStory Media- Empowering Offline Businesses

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## Agribazaar

Agritech marketplace AgriBazaar is working closely with farmers, state governments, and procurement agencies to allow trade from the safety of their homes. As a full-stack agritech player, AgriBazaar has replicated the physical mandi with an e-mandi aggregator model through which buyers can give orders once a farmer registers and uploads his produce.

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, ensuring no crowding and maintaining social distancing norms.

**The platform currently has over 11,000 registered users, more than 100 Farm Producer Networks (FPN), and 113,000 farmers.**

Link- <https://yourstory.com/2020/05/5-companies-enabling-offline-businesses-online-coronavirus>

LIFE

## Never give up, never look back & never harbour regrets: Amith Agarwal, Co-Founder, AgriBazaar

The Proust Questionnaire is a questionnaire about one's personality. It has its origins in a parlour game popularised by Marcel Proust, the French essayist, who believed that, in answering these questions, an individual reveals his or her true nature.

By Asha Chowdary

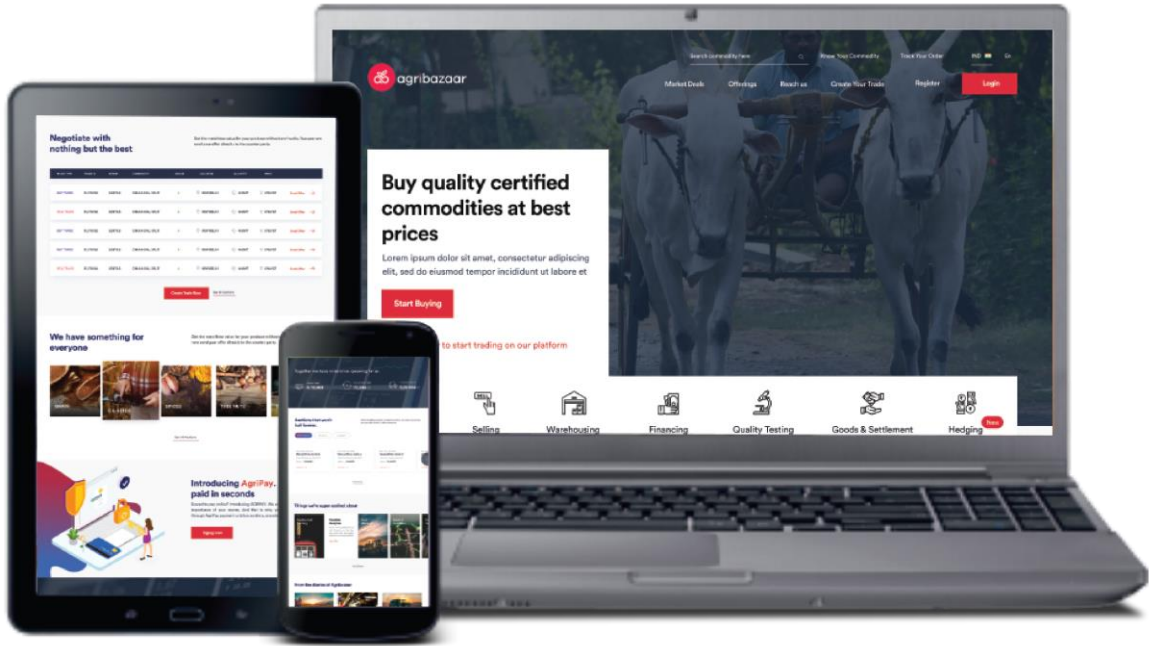
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*Amith Agarwal, Co - Founder & CEO, AgriBazaar, calls himself a startup marathoner. Having started StarAgri and StarAgri Finance, currently, he onto his third Agri startup, [www.agribazaar.com](http://www.agribazaar.com). His new venture is promising as Indian agriculture readies itself for its next digital disruption.*

*Amith has done Executive Management Program from Harvard University, USA and studied MBA (Marketing) from Chetna Institute of Management & Research*

*Here are his responses to our Proust questionnaire...*

Link: <https://yourstory.com/weekender/staragri-agribazaar-farmers-finance-amith-agarwal>



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