



agriTALK

September 2020



FARMER ENGAGEMENT PROGRAMS-
EXTENDING CROP ADVISORY SERVICE TO
THE FARMERS



ONLINE TRAINING PROGRAM FOR
NEW AGRI- ENTREPRENEURS



FARMERS' FIELD
DEMONSTRATIONS



MEET THE AUTHOR - SUJIT
SAHGAL, IN ASSOCIATION WITH
AGRIBAZAAR - 12TH AUGUST 2020



WEBINAR ON MARKET OUTLOOK ON
WHEAT- 24TH AUGUST 2020



MEDIA COVERAGE

Farmer Engagement Programs - extending crop advisory service to the farmers

With progression of the Kharif season, our Farmer Engagement Partners – AEs & AEMs are helping farmers with the personalized crop advisory services for the ongoing crops in the field. The team conducted small group meetings and met individual farmers educating them on the appropriate package of practices based on the crop's growing stage. They intend to add value by recommending crop appropriate advice for the best possible returns from the crops



Online training program for new Agri- Entrepreneurs

To keep up the momentum during the Covid times, AEGF and **agribazaar** conducted an online training program for the newly selected Agri-Entrepreneurs, making it possible for them to undergo the required trainings from their village. Around 30 new Agri-Entrepreneurs, from Alwar & Kota divisions of Rajasthan, attended the online training program. The use of the technology has made it possible to replace a residential training program with the virtual classroom training session, taking due care of the requirements of the present Covid pandemic times. A welcome move and a safe, convenient, and efficient method for transfer of knowledge and technology to the aspiring Agri-Entrepreneurs.



औक्सिन

- कोशिका दीर्घाकरण और कोशिका विभाजन
- एपिकल प्राबल्य - एपिकल कलियों पार्श्विक कलियों की तुलना में अधिक सक्रिय
- फोटोट्रोपिज्म - पौधा प्रकाश की ओर झुकता है
- गुरुत्वानुवर्तन - गुरुत्वाकर्षण के अनुसार प्रतिक्रिया
- फूल की शुरुआत और वृद्धि
- जड़ की शुरुआत और वृद्धि
- मादा फूलों की संख्या में वृद्धि
- फलों का विकास

Participants (55)

ID	Name	Audio	Video
EG	EPB1021 Gurvinder Singh	🔊	📹
ER	ERJ1001 Rameshwar Prasad mali	🔊	📹
EM	ERJ1002 Mukesh Meena	🔊	📹
EP	ERJ1003 PappuLal	🔊	📹
EK	ERJ1006 Krishna	🔊	📹
EM	ERJ1007 Manju Devi	🔊	📹
ED	ERJ1010 Dharmandar Kumer M...	🔊	📹
EK	ERJ1011 Kamlesh Bairwa	🔊	📹
EP	ERJ1013 Parvat Lal Meena	🔊	📹
ER	ERJ1014 Rachna Bai	🔊	📹
EL	ERJ1015 Lokesh Jatav	🔊	📹
ED	ERJ1018 Dimesh Chand Jatav	🔊	📹
ES	ERJ1019 Suman Kumari	🔊	📹

Farmers' field demonstrations

Planned field demonstrations were laid out on the farmers' fields at various locations. The demonstrations were mostly intended to show the advantage of a better package of practices and the right selection of the crops based on the available resources and profitability over traditional farming. Our farmer engagement team is in constant touch and is visiting the demo plots at all critical growth stages, educating farmers to adopt appropriate pack of practices based on the crop's growing stage. They are also spreading awareness of the results of this demonstration amongst other farmers to educate them on advantages of adopting right crop & right package of practices.



Meet the Author- Sujit Sahgal, in association with **agribazaar** 12th August 2020

agribazaar hosted Sujit Sahgal, author of 'A Wall Street View of Rural India,' for its first 'Meet the Author' event. The challenges faced by rural India - in terms of access, linkages, and aspirations are vastly different from the realities of urban Indians. The book is Sujit's first-hand experience during trips to rural regions across 7 - 8 states over a decade. He has deduced the views, insights, and observations from his interaction with hundreds of people at the grass-root level. The book touches upon topics like income and spending of the farmer, how leverage is driving consumption and supply chain challenges as well as the future risk of demographic changes.

Zoom Live
MEET THE
Author

agribazaar

Join us for an insightful conversation on
"A Wall Street View of Rural India"
- a book by Sujit Sahgal.

About the Author:
Sujit is currently the head of institutional equities for a large foreign bank in India. He has over twenty-five years of experience in the financial markets doing macro, strategy, sector and company research as well as investing globally across asset classes. Being a travel enthusiast, Sujit has incorporated his insights and observations of a decade of travel into rural India, in his book
- A Wall Street view of Rural India.

In a Fireside Chat with
G Chandrashekhar
Economist, Senior Editor and Policy Commentator

Register Here: <https://bit.ly/register-meet-the-author>
Date: Wednesday, August 12, 2020 | Time: 5:00 - 6:00 PM IST

Webinar on Market Outlook on Wheat- 24th August,2020

agribazaar organized a webinar to discuss the current and future scope for Wheat. The webinar brought out expert views from Industry leaders on the price and demand outlook for Wheat. The session interacted with the joined members and answered all the possible issues or queries regarding the outlook for Mustard across the country. Mr. G. Chandrashekar, Senior Editor and Policy Commentator was the moderator, and the panel included Mr. D.K. Gupta (MD, Coimbatore Roller Flour Mills Pvt. Ltd.), Mr. Vijay Anand (ED Naga Ltd.), Mr. M. V. Balasubramaniam (CMD Narasus Sarathy Enterprises Pvt. Ltd.)

The panel showcased some rising figures estimated by the Indian Government regarding wheat production. The estimate has been expected to be nearly 107 million tonnes this year in March, April and May compared to 104 million tonnes in the previous year. As there is an increase in population and income, demand has also increased for the commodity. The procurement of Wheat by the FCI has been 38.8 million MT with Madhya Pradesh being a major centre of attraction for the FCI for not only wheat but many other essential crops

LIVE WEBINAR
MARKET OUTLOOK OF WHEAT



Moderator	Panelists
 Mr. G. Chandrashekar Senior Editor and Policy Commentator	 Mr. D.K. Gupta MD, Coimbatore Roller Flour Mills Pvt. Ltd. and President of Tamil Nadu Roller Flour Mills Association
 Mr. Vijay Anand ED, Naga Limited	 Mr. M. V. Balasubramaniam CMD, Narasus Sarathy Enterprises Pvt Ltd

 **Date:**
24th August, 2020

 **Time:**
6:00 pm to 7:30 pm

 **Venue:**
Zoom
<https://cutt.ly/agrbzr-wheat>

RSVP: T.Murukappan at +91 75500 48684 www.agribazaar.com

Media Coverage

agribazaar takes the centre stage during this extended lockdown by adopting fast-track technology for greater efficiency in bridging the farmer-buyer gaps. With an increase in farmers registrations by 400%, we have been able to help the farmers trade 50,000 tons of their stock directly.

agribazaar has been proud to be able to help more than 2 lakh farmers across India to get better and fairer prices and is looking forward to higher targets in the near future- **CNBC**

COVID-19 & THE MSME SECTOR
Businesses Go Online, Re-Evaluate Rev Models | #RestartingIndia

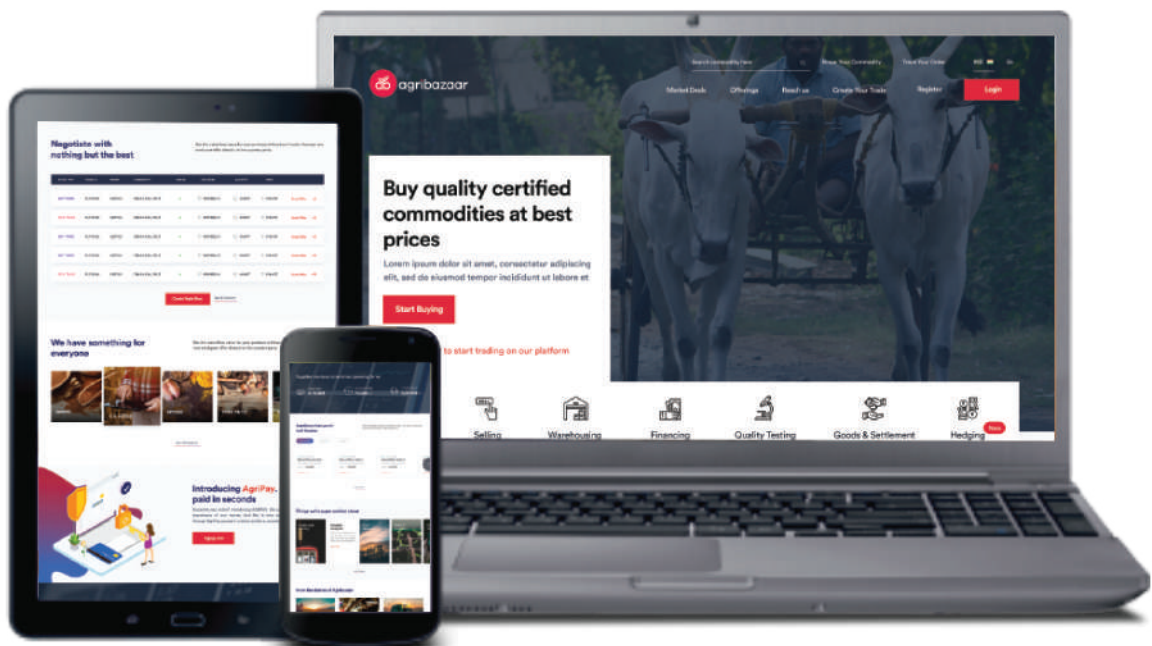
Create your own trade, on your own terms.

Now get better prices for your produce by creating your own trade and negotiating directly with the counter-party.

#RestartingIndia | **'Want To Become A Complete Agri Solution Provider'**

CNBC TV18

Link to the complete video: <https://twitter.com/CNBCTV18News/status/1298593483238731776>



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