



# agriTALK

October 2020



FARMER REGISTRATION CAMPAIGN FOR MARKET LINKAGE



FIELD VISITS OF THE TRAINEE AGRI-ENTREPRENEURS TO RESEARCH FARMS & PLANTS



CERTIFICATE DISTRIBUTION  
SUCCESSFUL COMPLETION OF ONLINE TRAINING PROGRAM BY NEW AGRI-ENTREPRENEURS



FARMER TRAINING PROGRAMS FOR EDUCATING ON PRODUCE DISPOSAL USING AGRIBAZAAR



PRODUCT ENHANCEMENTS



MEDIA COVERAGE

## Farmer registration campaign for market linkage

With kharif crops being ready for harvest, our farmer engagement partners – AEs & AEMs are running an extensive campaign of farmer registration for helping them out in market linkages for their expected produce. This is in line with our promise of handholding the farmers right from making available quality inputs to helping them in the output disposal at competitive prices.

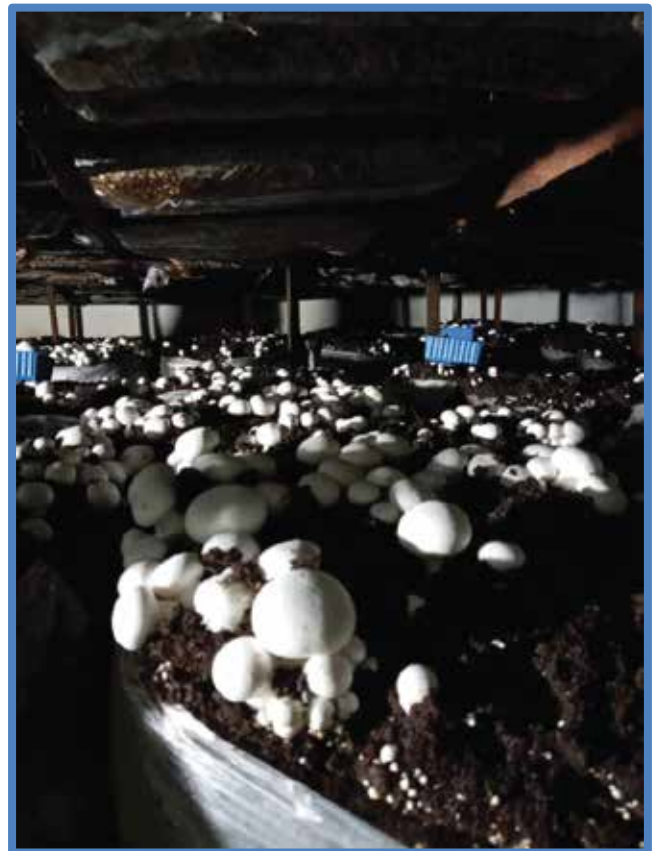


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## Field visits of trainee Agri- Entrepreneurs to research farms & plants

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After completion of classroom training, administered through the online training program, the new AEs were given live experience and exposure to the different aspects of agriculture through field visits to the nursery, goat farms, seed processing unit, and the mushroom production unit. It helped them see live operations and learn the finer details of the processes. These visits also ensured that they get a chance to interact with subject matter experts to resolve their queries, if any.



# Certificate distribution- Successful completion of online training program by new Agri- Entrepreneurs

Agri-Entrepreneurs who successfully completed the training program, were awarded a certificate of completion. As a gesture of our commitment towards a long-term partnership with them, our AE Managers personally delivered the certificate to the AEs, along with the guidance about the way forward.



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## Farmer training programs for educating on produce disposal using agribazaar

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Our AEs and AEMs carried out farmer training programs in a phase-wise manner, to educate farmers about the opportunity of selling their output / produce using our digital platform – **agribazaar**. They also helped them learn how to register and carry out the selling process using the mobile app.



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## Product Enhancements

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Some of the features on the [agribazaar](#) app and website have been enhanced:



- Fleet management on [agribazaar](#) app



- User level enhancements on the Trade floor for efficient participation and NAFED changes.



- Addition of spread-month to price for a clear understanding of the spread market. Month will now be appended before the spread price for easier understanding of creator & participants.



- Easier delivery order management for Admin and auto alerts to the Miller.



- Complete settlement system for Food Corporation of India, developed and deployed.

# Media Coverage

## Agribazaar plans to scale up agriculture input business, to sell farm equipment from December

By: PTI | September 21, 2020 8:02 PM

Founded in 2016, Agribazaar, which delivers technology-enabled solutions to over 2 lakh farmers now by helping them get better prices, has since the past month has hired 200 of the 350 planned hiring this year, even amid the lockdowns and massive retrenchments in almost all sectors of the economy.



Link: <https://www.financialexpress.com/industry/agribazaar-plans-to-scale-up-agriculture-input-business-to-sell-farm-equipment-from-december/2088501/>

 **CNBC-TV18** @CNBCTV18News · Sep 24

How are agritech startups creating a level playing field for India's farmers? @ShereenBhan speaks with Amit Mundawala (@amithstar) of @AgribazaarA, Puneet Sethi of @farmpalrw & @khurana\_varun of @crofarm\_com. @CNBCYoungTurks



**ENSURING FARMERS WELFARE**

26:07 | 5.3K viewers



Link: <https://twitter.com/CNBCTV18News/status/130911625774510081?s=08>

The image shows the top portion of a news article. On the left, there is a yellow box with the 'EIM' logo. The background is a photograph of a man in a field. The text 'STARTUPS' is positioned above the main title. The main title is '5 Tech Startups In India Working to Weed Out Middlemen From Agriculture Supply Chain'. Below the title, it says 'BY SPRATI DIXIA GAZD' and '26/09/2020'. On the right side, there are social media sharing icons for Facebook, Twitter, LinkedIn, WhatsApp, Messenger, and YouTube.

Link: <https://analyticsindiamag.com/5-tech-startups-in-india-working-to-weed-out-middlemen-from-agriculture-supply-chain/>

The image is a promotional graphic for a CNBC TV18 program. It features the CNBC TV18 logo in the top left and top right corners. The main title is 'THE FARM TO FORK ECONOMY' in large white letters on a red background. Below the title is the subtitle 'HOW ARE AGRI MARKETPLACES EMPOWERING THE FARMER?' in white letters on a dark blue background. Three speakers are featured in circular frames: Amit Mundayala (Co-founder, AgriBazaar), Puneet Sethi (Co-founder, FarmPal), and Varun Khurana (Co-founder & CEO, Gristani). In the bottom right corner, the 'YOUNG TURKS' logo is displayed in a stylized font, with 'TODAY, 6:30 PM' written below it.





## DOWNLOAD APP



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