

TAFE launches 'JFarm Services' – a custom hiring platform for tractors and implements

Empowers farmers, fosters rural entrepreneurship and creates significant job opportunities

May 24, 2017 | Kota, Rajasthan: TAFE – Tractors and Farm Equipment Limited, India's second largest tractor manufacturer, has announced the launch of '**JFarm Services App**' – a mobile app-based aggregator platform which facilitates **hiring of tractors and modern farm machinery** for farmers in Rajasthan, at the Global Rajasthan Agritech Meet (GRAM), Kota. Available on Google Play Store, the **JFarm Services App** is free and will connect Custom Hiring Centres (CHC) operated by tractors and equipment owners directly to farmers who need farm mechanization services and solutions, thereby facilitating a fair and transparent rental process while focusing on quality, dependability and timely delivery. The **JFarm Services App** is a stellar example of the **Digital India** initiative, tailored to benefit the Indian agricultural landscape. This service by TAFE will foster digital empowerment of Indian farmers while creating a breed of new rural entrepreneurs and significant job opportunities. **JFarm Services** will also be available to farmers on call through a dedicated toll-free number **1800-4-200-100**.

Out of the 95 CHCs allotted through subsidy to TAFE, 38 have been identified across six zones in the State – Bharatpur, Jodhpur, Jaipur, Jalore, Kota and Sikar.

In November 2016, TAFE inaugurated '**JFarm Rajasthan**', an advanced agri-research centre in Bhawanimandi in the Jhalawar district. As a next step, the launch of the **JFarm Services App** along with the identification of these physical CHC franchisees creates a hub where farmers gain access to specialized equipment and JFarm Rajasthan's agri-extension services including modern farm practices, technical know-how, high-yielding crop varieties, crop protection, organic and sustainable farming, besides customized and specially designed training programmes by leading agri-scientists.

JFarm Services – the aggregator platform in its pilot phase has enrolled over 450 Custom Hiring Centres and suppliers and has connected them to over 25,000 farmers.

Speaking on the app launch, **Ms. Mallika Srinivasan, Chairman & CEO - TAFE**, said, "The JFarm Services App is a milestone in TAFE's journey of Cultivating the World. With the JFarm Services mobile app, TAFE aims to empower the farming community by creating a viable model for the farmers and the Custom Hirers to conduct transactions in a fair and transparent manner. These initiatives are directed towards building a sustainable livelihood for farmers, while preparing them to remain self-sufficient by increasing farm productivity."

Mr. T R Kesavan, President & COO - TAFE, said, "As a trusted brand among the farming community in Rajasthan, TAFE through its JFarm Services aggregator model, plans to enrol 10,000-15,000 Custom Hiring Centers in the first two years of operation and positively impact the farming community by reaching out to 500,000 farmers."



About JFarm

TAFE established JFarm India in Chennai, Tamil Nadu in 1964 with an objective of empowering farmers with advanced farm technologies to increase farm productivity and meet India's growing food demands. Over the years, JFarm has worked through several challenging situations from limited water availability, to inputs costs to shortage of labour, and has developed a viable and sustainable model that contributes to improved farm productivity and livelihood opportunities.

In November 2016, TAFE inaugurated **JFarm Rajasthan**, an advanced agri-research centre in Bhawanimandi, Jhalawar District. The company also signed an MoU with the Rajasthan Government to set up CHCs in six zones across the State.

About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 93 billion. TAFE manufactures a range of tractors in the sub 100 hp segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 100 countries across the world, including developed countries in Europe and the Americas.

Besides tractors and farm machinery, TAFE manufactures diesel engines, silent gensets, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement (TQM) and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan – IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and has also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, etc. to name a few.

