

**TAFE's free of cost tractor rental platform – 'JFarm Services' launched in Assam  
by Shri. Atul Bora, Minister of Agriculture, Government of Assam**

- 'JFarm Services' – India's leading tractor and farm equipment rental platform
- TAFE's CSR initiative to support small and marginal farmers
- Farmer-to-Farmer model (F2F) – Farmers can offer all brands of tractors and implements on rent
- Aids rural entrepreneurship and generates additional revenue for farmers

**August 26, 2019 | Guwahati, Assam:** TAFE's 'JFarm Services' is a CSR initiative aligned to TAFE's vision of cultivating the world to enrich the lives of farmers across India. This initiative was formally launched in Assam in partnership with the State Government, by Shri. Atul Bora, the Honorable Minister of Agriculture, Horticulture and Food Processing, Animal Husbandry & Veterinary and Town & Country Planning, Government of Assam.

TAFE's JFarm Services aims to increase easy access to farm mechanization solutions through rental of tractors and modern farm equipment to small and marginal farmers, enhancing their productivity and increasing their income significantly.

It facilitates the hiring of tractors and modern farm machinery to farmers, free of cost, through its Farmer-to-Farmer (F2F) rental platform. TAFE's JFarm Services will collaborate with the agricultural development officers of the Assam Government to ensure wide outreach and successful roll-out of the platform.

Agriculture continues to be the primary occupation in Assam. About 70% of the population in the state is dependent on agriculture as a source of livelihood. With majority of them being small or marginal farmers, there is tremendous potential in the state for growth and increase in productivity through farm mechanization.

**Ms. Mallika Srinivasan, Chairman & CEO - TAFE,** said: "India is a land of small farms. A majority of farmers in our country, almost 85% of them have no access to farm mechanization to improve their yields and income. JFarm Services is a CSR initiative that allows both - farmers offering their tractors and farm equipment on rent, and smaller farmers seeking this service, to benefit directly from the JFarm Services app. It is our aim to reach



out to the farmers of Assam, touch the lives of millions of farmers across the country and achieve our Honorable Prime Minister's vision of doubling farmers' income by 2022."

**The JFarm Services App** will connect tractor owners and Custom Hiring Centres (CHCs) operated by tractors and equipment owners directly to farmers seeking farm mechanization solutions, thereby facilitating a fair and transparent rental process while focusing on quality, dependability and timely delivery. **JFarm Services offers the farmers and renters a wide range of prospects for hiring and renting of farm equipment and connects them directly to negotiate and fulfil their respective requirement.** With this pioneering platform, TAFE brings the benefits of the technology-enabled sharing economy to boost the income of farmers.

**Mr. T R Kesavan, President & COO, Product Strategy & Corporate Relations - TAFE,** said: "TAFE, in collaboration with the Government of Assam, has launched JFarm Services to create sustainable agricultural productivity and growth for the state through the shared economy model. Small and marginal farmers hold about 85% of the total land holdings in the state. This initiative will support the state in making farm mechanization available to these farmers. JFarm Services is completely transparent and is free of any hidden charges or commissions."

Farmers can hire tractors and equipment via the **JFarm Services Android App** or by contacting **the toll-free helpline 1800-4-200-100 / 1800-208-4242.** The App can be used on low-cost Android phones, is designed to run on very little data and can be used in English and Hindi apart from the various other regional languages. 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, besides Assam, has a presence in states like Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, Odisha, Jharkhand, Maharashtra, Karnataka, Andhra Pradesh, Telangana and Tamil Nadu, and has directly benefitted about 295,000 users resulting in over 820,000 hours in hired farm machinery usage. **In a short span of time, JFarm Services has become one of India's largest farm equipment aggregation operators.**

**About 'JFarm' and 'JFarm Services':** [JFarmServices.in](http://JFarmServices.in)

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 focuses on sustainable agriculture, adapting existing technologies in farming for local farming conditions and sharing this knowledge with farmers. JFarm Services is an initiative by TAFE to increase easy access to farm mechanization solutions through rental of tractors and farm equipment for small and large farms.



Small and marginal farmers, who hold about 85% of the land holdings in India may not be able to afford ownership of tractors or implements. JFarm Services bridges this gap by connecting these farmers with tractor and equipment owners through its Farmer-2-Farmer platform. Farmers can explore and book nearby equipment through **JFarm Services Android App** OR **Toll-free helpline: 1800-4-200-100/ 1800-208-4242**. This free app connects tractor owners and Custom Hiring Centres (CHCs) operated by tractor and equipment owners directly to farmers seeking farm mechanization solutions, thereby facilitating a fair and transparent rental process while focusing on quality, dependability and timely delivery. JFarm Services offers the farmers and renters a wide range of prospects for hiring and renting of farm equipment and connects them directly to negotiate and fulfill their respective requirements.

With the creation of this platform comprising farm machinery owners and users, JFarm Services has impacted the lives of about 260,000 farmers across 12 states in India since its inception in 2017. Currently, JFarm Services (JFS) operates in Rajasthan, Madhya Pradesh (MP), Uttar Pradesh (UP), Bihar, Odisha, Jharkhand, Maharashtra, Karnataka, Andhra Pradesh, Telangana and Tamil Nadu besides Assam - making farm mechanization viable and affordable to all.

**About TAFE:** [tafe.com](http://tafe.com)

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 both the air-cooled and water-cooled platforms and markets them under its four iconic brands - Massey Ferguson, TAFE, Eicher, and the recently acquired Serbian tractor and agricultural equipment brand - Industrija Mašinski Traktora (IMT). TAFE is also a significant shareholder in AGCO Corporation, USA – a US \$9.4 billion tractor and agricultural equipment manufacturer. Acclaimed for its quality and dependability, TAFE's products and services are present in over 100 countries across the world, including developed countries in Europe and the Americas.

TAFE's adaptive agriculture research centre JFarm has developed a model of integrated farm practices suitable for small to large farms resulting in enhanced productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming more sustainable and profitable.

Besides tractors and farm machinery, TAFE manufactures Diesel engines, silent gensets, agro engines, 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). In the recent past various manufacturing plants of TAFE have garnered numerous 'TPM Excellence Awards' from the Japan Institute of Plant Maintenance (JIPM), as well as a number of other regional awards for TPM excellence. TAFE became the first Indian tractor manufacturer to win the Frost & Sullivan Global Manufacturing Leadership Award in 2018, being recognized with the 'Enterprise Integration and Technology Leadership Award' and two 'Supply Chain Leadership Awards'. In recognition of its outstanding contribution to engineering exports, TAFE has been named the 'Star Performer – Large Enterprise (Agricultural Tractors)' at the 40<sup>th</sup> Engineering Exports Promotion Council of India – Southern Region Awards (2015-16), for the 21<sup>st</sup> time in a row. TAFE has also been conferred the 'Regional Contributor Award' for quality supplies from Toyota Motor Company, Japan, and the 'Manufacturing Supply Chain Operational Excellence - Automobiles Award' at the second Asia Manufacturing Supply



Chain Summit for its supply chain transformation in 2013. TAFE's tractor plants are certified under ISO 9001 for efficient quality management systems and under ISO 14001 for environment friendly operations.

**Links: [Site - JFarmServices.in](http://JFarmServices.in) | [Android App – JFarm Services](#) | [Facebook - JFarm Services](#)**

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