

## TAFE cultivates 160,000 acres free for small farmers during COVID-19

- Free Tractor Rental Scheme completes 75 days, provides substantial income to farmers
- Thousands of small farmers get free tractor service during critical farming season
- Massey Ferguson and Eicher Tractor owners earn extra income through rental
- Service in huge demand across Uttar Pradesh, Rajasthan & Tamil Nadu

**June 16, 2020 | Uttar Pradesh:** TAFE - Tractors and Farm Equipment Limited, India's second and world's third largest tractor manufacturer by volumes, had launched a **Free Tractor Rental Service** for farmers in Uttar Pradesh, Rajasthan and Tamil Nadu, from April 1, 2020, for a period of 90 days spanning till June 30, 2020, through its **JFarm Services** platform. The scheme received an overwhelming response from the farming community and within **75 days** of its implementation, over **160,000 acres** have been cultivated and rental service has been provided benefiting thousands of farmers in this crucial cropping season.

This CSR initiative by TAFE aimed to rescue the farming community from the economic implications of COVID-19, and mitigate the impact of the Coronavirus threat on farming operations of small and marginal farmers during the critical *Rabi* harvest and *Kharif* preparation season.

TAFE launched the JFarm Services free tractor rental scheme with 18,000 **Massey Ferguson** and **Eicher Tractor** customers, and about 75,000 farm implement owners, to offer implements like the cultivator, rotary tiller, duck-foot cultivator, disc plough, disc harrow, mould board plough, thresher and several others. Owing to popular demand, the JFarm services platform saw an increase in the registrations to **50,200 Massey Ferguson and Eicher Tractors and 1,21,000 implements** available on rent.

TAFE successfully implemented this free tractor rental scheme for the small and marginal farmers with the administrative support of the respective state governments from the Agriculture Departments of Uttar Pradesh, Rajasthan and Tamil Nadu. The benefit received by JFarm Services through tractor rental has been directly given to the farmers by TAFE. This has considerably helped in enhancing the revenue of tractor owners and has been welcomed by both, the owners and the small farmers.

Dr. Devesh Chaturvedi (IAS), Principal Secretary, Department of Agriculture, Government of Uttar Pradesh said, "Government of Uttar Pradesh has been actively working with all stakeholders in order to provide seamless support to the farming community of the State, especially uninterrupted movement of agriculture equipment and harvesters etc. TAFE stepped-in at the right time to support the farming community during this critical cropping / harvesting season, by way of reducing financial distress of farmers amidst the ongoing COVID-19 pandemic. Small and marginal farmers have been greatly benefited from this free rental scheme provided by TAFE's JFarm Services through Massey Ferguson and Eicher Tractors. This timely CSR effort of TAFE, in partnership with the State Government, has been well appreciated by one and all."



Ashish Kumar Yadav, a small farmer from Varanasi, Uttar Pradesh said, “I would like to thank JFarm Services from the bottom of my heart for threshing my 1.5-acre wheat crop, completely free of cost. This commendable initiative by TAFE’s JFarm Services has helped us out immensely during the COVID-19 pandemic and I express my sincere gratitude to TAFE on behalf of the entire farming community.” Vijay Shankar Tiwari, another farmer from Mirzapur, Uttar Pradesh said, “I got my one-acre farm cultivated absolutely free of cost by TAFE’s JFarm Services through an Eicher Tractor. The service provided was extremely good and I am delighted by this free tractor rental scheme. I would like to convey my sincere regards to TAFE for extending their timely help.”

Shyam Bahadur Yadav, an Eicher Tractor owner from Jaunpur, Uttar Pradesh said, “With TAFE’s Free Tractor Rental Scheme and the company’s guidance, I could plough farms of about 165 small and marginal farmers. This unique scheme has been a great relief to all the farmers. I could increase my rental income substantially and have been getting all my payments on time directly from the company, even during such difficult situation. I would like to thank TAFE for its timely support to the farmers of Uttar Pradesh.” Vishwanath Prajapati, another farmer from Kushinagar, Uttar Pradesh, who owns a Massey Ferguson Tractor said, “I bought my Massey Ferguson 7250 tractor recently. I registered on TAFE’s JFarm Services App and with the support of the company, I could help cultivate farms of over 75 small and marginal farmers, absolutely free of cost. Besides being able to help the farmers, I could also enhance my earnings considerably. I would like to thank TAFE on behalf of all the farmers, who have been greatly benefited by this free tractor rental service.”

#### **About 'JFarm' and 'JFarm Services': 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, latest *mandi* prices, agri-news alerts and advisory. 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: <https://bit.ly/JFSAppLite>

JFarm Services has impacted the lives of over **1 Million** farmers across 11 states in India since its inception. Currently, JFarm Services (JFS) operates in Rajasthan, Madhya Pradesh (MP), Uttar Pradesh (UP), Bihar, Odisha, Jharkhand, Andhra Pradesh, Telangana, Tamil Nadu, Assam and Gujarat - making farm mechanization viable and affordable to all.



## **About TAFE: tafe.com**

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of about 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 Mašina i Traktora (IMT). 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.

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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