

TAFE offers free tractor rental for small farmers of Rajasthan during COVID-19

April 04, 2020 | Rajasthan: In an attempt to mitigate the impact of the Coronavirus threat on small and marginal farmers of Rajasthan and to support the farming community during a crucial cropping season, TAFE, under its CSR initiative, announced a free tractor rental scheme through its JFarm Services platform, for a duration of 90 days starting April 1, 2020. This scheme will be available across 20 districts of Rajasthan.

TAFE, towards this initiative has brought together a large group of its Massey Ferguson and Eicher tractors and will offer 11,000 tractors and 50,000 implements on a free rental basis. The renters hiring out Massey Ferguson, Eicher Tractors and implements will be paid directly by the company.

Farmers can book their orders on JFarm Services mobile app or toll-free helpline 1800-4200-100, as well as various on-ground touchpoints like its field officers, dealer network etc. across the state, who are already working closely with the farming community of Rajasthan.

TAFE's Chairman and Managing Director – Mallika Srinivasan said, "The Rajasthan Government has shown great sensitivity to the needs of the farmers during COVID-19 crisis and we are grateful to the government for accepting TAFE's CSR initiative to offer free rental services of Massey Ferguson and Eicher Tractors to support the small and marginal farmers of Rajasthan. TAFE has gathered a large number of customers to register their Massey Ferguson and Eicher tractors on the JFarm Services platform to ensure the farm mechanization needs of small farmers of the state are met during the *Rabi* season."

Speaking on this, Mr. Naresh P Gangwar, Principal Secretary – Department of Agriculture, Government of Rajasthan said, "It is good to see socially responsible organizations like Tractors and Farm Equipment (TAFE) extend timely help and support to the farming community by offering free rental of Massey Ferguson and Eicher Tractors during the *Rabi* season, especially when they are facing distress due to the COVID-19 threat. The Government of Rajasthan welcomes TAFE's effort during this critical juncture".



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:

JFarm Services since its creation has impacted the lives of about 800,000 farmers across 13 states in India since its inception. Currently, JFarm Services (JFS) operates in Rajasthan, Madhya Pradesh (MP), Uttar Pradesh (UP), Bihar, Odisha, Jharkhand, Maharashtra, Karnataka, 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 40th Engineering Exports Promotion Council of India – Southern Region Awards (2015-16), for the 21st 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 | Android App - JFarm Services | Facebook - JFarm Services

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