

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

April 02, 2020 | Chennai: In an attempt to mitigate the impact of the Coronavirus threat on small and marginal farmers of Tamil Nadu 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 on the Uzhavan App, for a duration of 90 days starting April 1, 2020. This scheme will be available across 30 districts of Tamil Nadu.

TAFE, towards this initiative has brought together a large group of its Massey Ferguson and Eicher tractors and will offer over 4,400 tractors and 10,500 implements on a free of cost rental basis. The renters hiring out Massey Ferguson, Eicher Tractors and implements will be paid directly by the company.

TAFE is well equipped to handle all the operational aspects of implementing the scheme across the State using its existing JFarm Services digital platform on the Uzhavan app, 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 Tamil Nadu.

TAFE's Chairman and Managing Director - Mallika Srinivasan said, "The *rabi* season is crucial to sustain the livelihoods of the farmers of Tamil Nadu. At this crucial juncture, TAFE seeks to do its best to support the small and marginal farmers of the state to tide over the crisis caused by COVID-19 by offering free rental services of Massey Ferguson and Eicher tractors. We commend the Tamil Nadu Government and its administration for their extraordinary efforts in ensuring the effective deployment of all health and administrative initiatives to support all sections of society".

Speaking in this connection, Thiru. Gagandeep Singh Bedi (IAS), Agriculture Production Commissioner and Principal Secretary, Department of Agriculture, Government of Tamil Nadu, said, "My compliments to Tractors and Farm Equipment Limited (TAFE) for coming out with the free of cost tractor rental offer to support the small and marginal farmers of Tamil Nadu during this cropping season, especially at this time of distress due to COVID-19. The Government of Tamil Nadu welcomes this timely initiative and is happy to partner with TAFE as this will be of immense help to several needy farmers in the State".

TAFE has requested the advisory and administrative support of the Department of Agriculture, Government of Tamil Nadu, and the district level officials to ensure small and marginal farmers are able to avail the offer in a timely manner.



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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