

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

April 09, 2020 | Uttar Pradesh: In an attempt to mitigate the impact of the Coronavirus threat on small and marginal farmers of Uttar Pradesh 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 16 districts of Uttar Pradesh with immediate effect and will be ramped up in other districts as well.

TAFE, towards this initiative has brought together a large group of its Massey Ferguson and Eicher tractors and will offer 3,000 tractors and implements on a free rental basis and 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 1800-208-4242, 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 Uttar Pradesh. The farmers can also get updates on the scheme from the call center.

TAFE's Chairman and Managing Director – Mallika Srinivasan said, "Uttar Pradesh is one of the largest states that contributes to the agriculture GDP of India and plays a very significant role in the agriculture development of the country. The impact of COVID-19 during the *Rabi* season is likely to have an adverse impact on the livelihood of small and marginal farmers, and it is with a view to assist them in overcoming this distress that TAFE has initiated the free tractor rental scheme. We are very thankful that under the dynamic leadership of the Honorable Chief Minister of Uttar Pradesh Shri. Yogi Adityanath, the UP Government has come forward to support the successful implementation of TAFE's CSR initiative of free tractor rental to small and marginal farmers of the state."



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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