

TAFE cultivates 100,000 acres free for small farmers during COVID-19

- Free Tractor Rental Scheme completes 60 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 Tamil Nadu, Rajasthan & Uttar Pradesh

June 04, 2020 | Chennai: 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 Tamil Nadu, Rajasthan and Uttar Pradesh 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 60 days of its implementation, over 100,000 acres have been cultivated and rental service has been provided benefitting 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 38,900 Massey Ferguson and Eicher Tractors and 1,06,500 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 Tamil Nadu, Rajasthan and Uttar Pradesh. 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.

Thiru. Gagandeep Singh Bedi (IAS), Agriculture Production Commissioner & Principal Secretary, Department of Agriculture, Government of Tamil Nadu, said "State Government sincerely appreciates the free rental scheme by TAFE's JFarm Services platform which is integrated to the *Uzhavan* App. At a point in time wherein farmers are severely affected due to the COVID-19 crisis, the scheme is of great support, especially for the small and marginal farmers, by reducing their financial distress during this cropping season. During my recent interaction with the farmers of the delta region, I was pleased to hear a very happy feedback from the farmers about the timely CSR efforts of TAFE in partnership with the Government."



Kumarasami, a farmer from Virudhunagar district in Tamil Nadu says, "Because of Corona lockdown, farmers were not able to venture out, looking for tractors on rent. During this time, TAFE and the Tamil Nadu government came to our rescue by providing tractors to carry out our farm operations for free, which otherwise would have costed us Rs. 4000 - 5000. This free rental scheme by TAFE is a blessing for small farmers like me, and we are happy and look forward to the new season." Another farmer, Vijai Kumar from Kamalapuram, Salem, says, "Due to Corona, the economic well-being of farmers was deeply affected. During such time, TAFE's JFarm Services and TN Govt's *Uzhavan* aided us through the free tractor rental scheme. It supported me immensely in getting my farm ready for sowing and helped me and several other farmers save money."

Govindasamy, a farmer and owner of two Massey Ferguson tractors, who hails from Mallur in Ariyalur district of Tamil Nadu and rented out his tractors under the free rental scheme says, "This is the first time any company has launched a unique scheme like this for the farmers. I would like to thank Mallika Srinivasan (Chairman & Managing Director – TAFE) on behalf of all the farmers from my area. As a TAFE customer for more than 30 years, me and family are thankful to TAFE for this kind gesture." Annadurai, another farmer and an Eicher Tractor owner from Tiruvannamalai, says, "I registered on the JFarm Services App through my dealer and was immediately connected to over 150 farmers, which enabled me to provide 300 hours of tractor service. The farmers were very thankful to us and I would like to take this opportunity to appreciate TAFE for the wonderful service to the farmers of Tamil Nadu."

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 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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