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# JFS - F2F Custom Hiring Platform

*(A CSR initiative of TAFE through TAFE Foundation)*



## All Stakeholders



India needs participation of various stakeholders to build Atma Nirbhar Bharat. Successful public-private-partnership initiatives like Jfarm Services can be deployed in various aspects of public delivery in order to achieve desired results

The role of farm mechanisation sector, the core of agri-tech mission, is undisputable in the development of agriculture economy in India. Small and marginal farmers hold more than 80% of land holdings. They may not be able to afford ownership of tractors or implements. Renters/machinery owners are not willing to provide service to BPL farmers as they are not able to give immediate cash.

The usual practice is that the farmers pay the renters after the harvest is completed. While the SMAM scheme (Sub Mission on Agriculture Mechanization) provides Rs 2000 per ha per operation, many state governments have not initiated this mostly due to implementation challenges.

### **New Revenue Model**

Today there are 85 lakh+ tractors of 15 year old or less, operating in India. These tractors operate for around 750 to 1000 hours average in a year and most of the tractor owners do not actively rent to fellow farmers, especially if they are BPL farmers. Even if less than a third of these tractors can be rented for an additional 100 hours, we have a ready capacity of 25 crore hours per annum. This comes out of existing tractor population. There is no need to spent even a single rupee additional in capex.

At the rate of Rs 1200 per hour, this can put an additional revenue of more than Rs 30,000 crore in the hands of renters/tractor owners (1,20,000/Renter @ 100 hours per annum).

### **About JFarm Services**

In order to establish the last mile extension of farm mechanisation to small farmers, TAFE under corporate social responsibility mode, developed a mobile based platform/application called Farmer to Farmer (F2F) Custom Hiring Platform. This platform brings together farmers needing mechanisation with farmers owning tractors and equipment, in their local area via a mobile application and a call centre. These are available on a free/zero user-fee basis for farmers.

This aggregation platform connects tractor owners and CHCs operated by tractors and equipment owners directly to farmers seeking farm mechanization solutions, thereby facilitating a fair and transparent rental process while focusing on quality, dependability and timely delivery.

Farmer entrepreneurs having any brand of farm machinery can register themselves and provide services under this platform. JFarm Services does not collect any service fee/charges from either the rental service providers or the farmers seeking the services. In view of supporting a majority of farmers from rural India on their digital journey, in addition to the APP, JFarm Services also uses a multilingual call-center to enable farmers to access rental services without a smartphone. JFS also has feet on ground to help farmers in the inception to hand hold and support.

JFarm Services, during the course of its operations, has so far successfully enrolled over 74,00,000 farmers on this platform. To date, the platform has serviced more than 82,00,000 orders and

over 157,00,000 hours of mechanisation. Direct revenue of over Rs 1310 crore has been earned by farmer entrepreneurs through the platform.

### **Operational In 16 States**

Currently, JFarm Services is operational in 16 states. These are Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Odisha, Rajasthan, Tamil Nadu, Telangana and Uttar Pradesh. By collaborating with respective Government departments, nodal agencies, FPOs, JFarm Services is continuously working on creating awareness on effective farm equipment usage and providing enhanced farm mechanization access to farmers at large.

### **Most Pro-Farmer Rental Model**

The JFarm Services platform is well regarded a stellar example of the Digital India initiative, tailored to benefit the Indian agricultural landscape. The services offered by the platform foster digital empowerment of Indian farmers while creating a breed of new-age rural entrepreneurs and significant job opportunities for farming community, which is critical for new India. In a short span of time, JFarm Services has been largely accepted by farming community in majority of the States with orientation towards agriculture led economy.

In Madhya Pradesh, the state government in partnership with the JFarm Services has launched the Haldhar Yojana, through which assistance was provided for deep ploughing activity to small & marginal farmers.

The said partnership was successful and greatly appreciated by one and all as a PPP model for effective delivery of services to critical masses, wherein JFarm Services platform was used for promotion, identification and facilitating direct benefit transfer to the beneficiaries. MP Government directly transferred the rental fee to the renters on completion and digital verification within ten days of completion of the operation.

### **Support Through DBT During Pandemic**

To mitigate the impact of the pandemic on small and marginal farmers and to support the farming community, JFarm Services during 2020 & 2021 had provided a free tractor rental scheme through the Jfarm Services platform across Tamil Nadu, Rajasthan and Uttar Pradesh. The initiative was focused towards sustaining the livelihoods of farmers to tide over the crisis caused by the pandemic.

Towards this initiative, TAFE has brought together a large group of its Massey Ferguson and Eicher tractor owners & their farm equipment and offered free-of-cost rental services to small & marginal farmers with land holding of up to 3 acres, in close partnership with State Governments in the aforesaid states. The renters offering hiring services through Massey Ferguson, Eicher Tractors and implements have been paid directly by TAFE through direct benefit transfer.

India needs participation of various stakeholders to build Atma Nirbhar Bharat. Successful public-private-partnership initiatives like Jfarm Services can be deployed in various aspects of public delivery in order to achieve desired results.