



MyVishwa Technologies joins hands with Naam Foundation to take the concept of farmersorg.in to maximum

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Pune: In an effort to reduce the costly stretch from farm to table and to make all the information on the availability and pricing of vegetables, fruits and pulses on one platform, Pune based MyVishwa Technologies had recently announced the launch farmersorg.in a unique aggregator portal for wholesalers, retailers, farmers and customers. This will increase the convenience of farmers as they will know the requirements of retailers, wholesalers or big institutions or even societies and respond accordingly. The platform is available on the form of a portal and an app on android as well as IOS platform. This digital platform will help farmers to post their selling list search for potential buyers and customers to post their buying list and potential sellers. Today MyVishwa joined hands with Naam Foundation in presence of actor Nana Patekar and Mandar Joglekar Founder and CEO MyVishwa technologies.

Mandar Joglekar said that we are grateful to Actor Nana Patekar to help us take this concept to as many farmers as possible. Naam Foundation through its work has made a big social impact on farmers and their families not only in Maharashtra, but all over India. Our association with Naam foundation will certainly benefit all the stakeholders involved especially farmers and consumers.

He added that the stakeholders including wholesalers, retailers and farmers have to fill up a simple form and upload it on the site. The form will contain their details such as location, available fruits, vegetables or pulses, the quantity and the pricing. This information can be used by wholesalers, retailers or even common people to procure the required items. This is not a e-commerce site as there will not be any transaction or delivery process thereafter. But it will hugely enhance the convenience of the farmers, result in a direct connect with people and institutions and reduce the costly stretch from farm to table.

To make things simpler, we have introduced the form in 10 different languages including Marathi and Hindi. The tech savvy next generation of farmers are sure to find it convenient. Already since one week of launch about 100 farmers have registered. We will reach out to all districts in Maharashtra in the first phase through seminars and training sessions.

