

# Now, buy fresh veggies with the click of a mouse

City-based software company launches website for farmers providing direct connect with consumers

## ST CORRESPONDENT

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**Pune:** Pune-based software firm MyVishwa Technologies launched a website [farmersorg.in](http://farmersorg.in) on Friday providing farmers a direct connect with consumers.

The State government has already issued an ordinance to de-list fruits and vegetables from Agriculture Produce Market Committees (APMC) to give freedom to farmers to sell vegetables and fruits freely to consumers.

MyVishwa Technologies website would serve as an interface between consumers and producers and will work as a platform connecting the two.

This non-transactional commodity market currently has a database of 100 farmers from Pune, Satara and Solapur districts.

The address and contact number of farmers have been verified before being uploaded on the website to prevent misuse, said Mandar Joglekar, Director of this firm. The website also

## BRIDGING THE GAP

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has facility to upload information in 10 Indian languages.

Joglekar added that the soft launch of the website

was done one week ago and, so far, farmers have received handsome returns from the sale of vegetable and fruits to consumers transacting on this platform.

He added that housing societies can directly contact the farmers through this website and book their orders. Joglekar said, "The farm fresh vegetables will be delivered at the doorstep."

He added that the next generation of farmers is tech savvy and is comfortable using technology to

reach out to consumers.

He explained that the stakeholders, including wholesalers, retailers and farmers, have to fill up a form and upload it on the website.

He informed that farmers would upload information regarding vegetables, fruits and pulses, the quantity and the pricing.

Joglekar shared that in the first three months, the team would attempt to reach farmers across the State and then similar efforts would be taken up in other states.