

Aggregator platform for farmers, buyers launched

Alka Kshirsagar

Pune, July 15:

In an effort to cut costs of taking produce from farm to table and consolidate data on produce, Pune-based MyVishwa Technologies has launched Farmers Org, an aggregator platform connecting farmers, wholesalers, retailers and customers.

This portal will facilitate farmers to calculate the requirements of potential buyers, also as an Android and an iOS app, the initiative helps farmers post their search for buyers and post their buying lists to potential sellers.

Mandar Joglekar, founder-Director MyVishwa Technologies, said stakeholders, including farmers, have to fill up a form detailing their location, available agri produce, the requirements and price. It is not an e-commerce site as there will be no transaction or delivery process there. The idea is to establish a direct link between the buyer and the seller and prune down the supply chain.

To simplify things further, the form is available in 10 languages, including Marathi and English. The younger generation of farmers is sure to find it convenient. A week since its launch, about 100 farmers have registered, he said, adding, "We will reach out to all districts in Maharashtra in the first phase through a series of sessions."

(This article was published on July 15, 2016)