

Now, an app to help farmers sell their produce

TIMES NEWS NETWORK

Pune: Days after wholesalers of the Agricultural Produce Marketing Committees (APMCs) went on strike, a city-based firm has launched a mobile app and website that will enable a more transparent platform for farmers to sell their produce.

MyVishwa Technologies launched the Farmers Org app and website FarmersOrg.in on Friday. The platform will aggregate all the listings of farmers, wholesalers, retailers, and customers based on buying and selling lists, along with their direct contacts. Using this, they can find out who has what produce for sale and what price they expect to pay/get to buy/sell the same.

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“It will greatly reduce the cost and effort to get produce from the farm to the table. The focus will be on getting the farmers better exposed to the market directly rather than through middlemen, and help them get the best rate. It is an aggregator and not an ecommerce platform,” said MyVishwa Technologies president and CEO Mandar Joglekar.

In a week, the app has so far been downloaded by over 100 farmers in Pune, Latur and Satara where the company has been testing the platform. Joglekar also stated that the company intends to make it an integrated platform, owing to which it is already available in 10 languages, apart from English and Nepali.

“We aim to make this a nationwide platform. We will begin the first phase with enlisting at least one representative per taluka in Maharashtra, who will promote it in their respective region,” Joglekar said.