



ABSTRACT

Agriculture - Integrating the Custom Hiring Centre Services of JFarm Services of M/s.Tractor and Farm Equipments Limited (TAFE) with Government owned Uzhavan Mobile Application - Permission - Granted - Orders - Issued.

AGRICULTURE (AP2) DEPARTMENT

கிருவள்ளுவர் ஆண்டு 2050, விளம்பி, கை மாதம் 29 ஆம் நாள்

G.O.(2D).No. 29.

Dated: 12.2.2019.

Read:

From the Director of Agriculture Letter No.GOI 3/59397/2014,
dated 03.10.2018.

ORDER:

The Director of Agriculture in his letter read above has stated that an innovative IT initiative "UZHAVAN Mobile Application" launched by Hon'ble Chief Minister on 5th April, 2018 has gained very good momentum amongst the farming community besides winning the National Level "Skoch Silver Award" within the shortest span of time. The 12 vital services in the app are -

- (i). Knowing about the Government subsidy schemes on Agriculture;
- (ii). Beneficiary priority registration to avail high value inputs on subsidy;
- (iii). Knowing the crop insurance status;
- (iv). Fertilizer stock position;
- (v). Seed Stock position;
- (vi). Details about custom hiring centres;
- (vii). Daily Market price of cereals, pulses, oilseeds and vegetables;
- (viii). Daily Weather Forecast;
- (ix). Assistant Agricultural Officers contact and their next visit date to respective villages;
- (x). Daily water level in Major reservoirs of Tamil Nadu and Karnataka;
- (xi). Agriculture News for latest information to Farmers from Department; and
- (xii). Feedback from users;

All the services are being effectively utilized by the farmers. So far, 2,58,000 users have downloaded this mobile application and 43,000 persons have registered for availing high value inputs. As the expectations mounted from users for more enhancement over the services currently available and new services like information on training

programmes and demonstrations conducted by Departments at various places in the Districts, it is high time to make add-on services in the Uzhavan app.

2. He has further informed that the JFarm Services from Tractor and Farm Equipments Limited (TAFE) has come forward to link their Custom Hiring Centre Services (Renting and Hiring of Farm Machineries) with Government owned Uzhvan Mobile App on the basis of Corporate Social Responsibility, thereby to give more service to the farming community. The JFarm Services of Tractor and Farm Equipments Limited (TAFE) have developed a mobile application for renting and hiring of Farm machineries. In this service, any farmer who owns tractors and implements and wish to renting it, may register in this mobile application. The farmer who wants to hire the tractors along with implements can also register in this platform and view all the machineries rented by the owners. Subsequently, a farmer who wants to hire the machineries can give their requirements through mobile app itself and take the machinery on the specified dates with nominal tariff. Both Renter and Hirer may get benefit in a transparent manner through this service. Even, a provision has also been given to the farmers (Both Renter and Hirer) who are not well versed with mobile app operations can avail this service through their call centre by dialing Toll free number – 18004200100. As this service is found to be more useful, it was desired to integrate this JFarm Services with Uzhavan Mobile App and the technical modalities were also completed.

3. The Director of Agriculture has, therefore, requested the Government to accord permission to integrate the Custom Hiring Centre Services of JFarm Services of M/s.Tractor and Farm Equipments Limited (TAFE) with Uzhavan Mobile Application.

4. The Government after careful examination of the above proposal hereby accord permission to the Director of Agriculture for integrating the Custom Hiring Centre Services of JFarm Services of M/s.Tractor and Farm Equipments Limited (TAFE) with Government owned Uzhavan Mobile Application, subject to the condition that the tie-up with JFarm Services of M/s.Tractor and Farm Equipments Limited (TAFE) to run the vehicle hiring module at no cost to the Government and no advertisement will also be allowed and further it shall be purely a Corporate Social Responsibility (CSR) work of that group.

5. This order issues with the concurrence of Finance Department vide its U.O.No.4307/ACS(F)/P/18, dated 26.10.2018.

(By Order of the Governor)

Gagandeep Singh Bedi,
Agricultural Production Commissioner and
Principal Secretary to Government

To

The Director of Agriculture, Chennai – 5.

The Director of Horticulture and Plantation Crops, Chennai – 5.

The Commissioner of Agricultural Marketing and Agri Business, Chennai-32.
The Chief Engineer (Agricultural Engineering), Chennai-35.
The Registrar, Tamil Nadu Agricultural University, Coimbatore -3.
The Executive Director, Tamil Nadu Watershed Development Agency, Chennai-32.
The Commissioner of Sugar, Chennai-35.
The Director of Seed Certification and Organic Certification, Coimbatore-13.
All District Collectors.

Copy to:

The Chief Minister's Office, Chennai-9.
The Special Personal Assistant to Minister for Agriculture, Chennai-9.
The Private Secretary to Chief Secretary to Government, Chennai-9.
The Private Secretary to Agricultural Production Commissioner and Principal Secretary
to Government, Agriculture Department, Chennai-9.
The Finance Department, Chennai-9.
The Information Technology Department, Chennai-9.
The Assistant Programmer, Agriculture Department, Chennai-9.
The Agriculture (OP3) Department, Chennai-9 (two copies for indexing purpose).
✓ Stock File / Spare Copies.

//Forwarded / By Order//

செ. அ. ச. குமார்
12/2/19
Section Officer.

