

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is entered on 5<sup>th</sup> December 2018 at Mumbai

Between

Village Social Transformation Foundation, Department of Rural Development and Panchayat Raj,  
Government of Maharashtra

And

**MARKETYARD AGRISOLUTIONS PVT. LTD.** a Company incorporated under the Companies Act, 2013(or 1956), having its Corporate Office at Address **SITA GOURI PLOT 123/SECTOR 13, PCNTDA CHIKHALI, PUNE - 411039, Maharashtra, INDIA**

### Preamble

Maharashtra has large number of farmer promoted Community Based Organisations (CBOs) including Farmer Producer Organisations, Cluster Level Federations and Primary Agriculture Cooperative Societies. These Community Based Organisations are actively engaged in enhancing value accruals to its farmer member base by facilitating backward and forward linkages. There is a strong need to enhance and expand market access of CBOs and integrate them within the organised supply chain of Corporates, SMEs and Start-ups.

Government of Maharashtra intends to support development of inclusive and competitive agriculture value chains by facilitating promotion of Productive Partnerships between Community Based Organisation and Private Sector (Buyers) through its various ongoing and upcoming initiatives.

### About MARKETYARD AGRISOLUTIONS:

**Marketyard** is a Mobile Platform that enables Users to BUY, SELL & RENT "Everything" related to Agriculture using Classifieds !

#### Categories Supported:

Fruits, Vegetables, Flowers, Dry Fruits, Food Grains, Cereals & Pulses, Spices, Animal Husbandry, Fishery, Real Estate, Nursery & Plants, Packaging Material, Fertilizers & Manures, Tractors, Farm Equipment's, Automobiles, Commercial Vehicles, Irrigation & Motors, etc...

Add-on Services provided: Q&A forum, Hourly Weather Forecast, Digital Land Records, Local Business Listings, Agri Jobs, Agri Events, Agri News, etc

MARKETYARD Brings all Agri related stakeholders (Farmer, Trader, Retailer, Transporter, Manufacturers, etc.) on Single Digital Platform enabling quality transactions through established Network.

**MARKETYARD AGRISOLUTIONS** will introduce new set of service offerings to Support CBO's to fetch better price for their produce, Lower Input & Other Costs, Increase Productivity, Maintain Quality and give Direct Market Access to Larger Network of Traders/Buyers (Domestic & International).

### Purpose of MoU

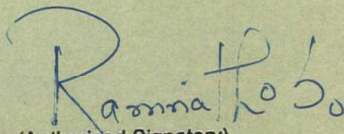
The purpose of this MOU is to establish a framework for cooperation between Government of Maharashtra MARKETYARD AGRISOLUTIONS PVT. LTD. to support and develop Productive Partnerships with Community Based Organisations in Maharashtra which would help in development of long term, voluntary and commercial relationship that will help the participating partners to improve their competitiveness in terms of price, cost, productivity, quality and market access.

MARKETYARD AGRISOLUTIONS PVT. LTD. intends to work on below mentioned Agri Produce categories/agri-commodities with Community Based Organisations in Maharashtra.

Sr. No	Agri Produce categories / Agri-Commodities
1.	Fruits
2.	Vegetable
3.	Flowers
4.	Dry Fruits
5.	Grains, Cereals & Pulses
6.	Spices

The Government of Maharashtra through its nodal agency/ projects under which Community Based Organisation are supported will provide active assistance to facilitate development of Productive Partnerships as per applicable policies.

For and on behalf of  
Village Social Transformation  
Foundation, Rural Development and  
Panchayat Raj  
Government of Maharashtra



(Authorised Signatory)  
Name: Ramanath Subramaniam  
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For MARKETYARD AGRISOLUTIONS PVT. LTD.



(Authorised Signatory)  
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