



# VARTALAAP

This Section contains the following chapters

1. Interview with Kisan
2. Customer Testimonials



During my visit to IFFCO E-Bazar outlet at Dausa district, Jaipur with Pankaj Bijarnia (ASM ) & Roop Narayan Gupta (JTM), we met a local farmer, Mr. Radhe Shyam who had come to the shop for fertiliser enquiry.

After brief salutations he was amazed to find that we were from IFFCO Kisan and shared that he has been regularly using the IFFCO Kisan mobile app and that he and his family members have been using our own “Green Sim” for the last 2 years. Depicted below is an excerpt of the conversation we had,

**1) Where is your village?**

I belong to village Kelai, Tehsil, Sikrai which falls under Dausa district.

**2) How do you find about our Green sim card and mobile app?**

The mobile app’s features are really helpful and it is a huge asset to many farmers. The relevancy of timely and accurate information coupled with fruitful dissemination in mobile media are so precious and helpful that I want to convey my sincere most thanks to IFFCO Kisan. The “Gyaan Bhandar” section is like a vast Agro-library and the vast collection of information has really been beneficial to many of my friends

**3) How have you been benefited from our services?**

It is because of the pertinent weather information received from the IFFCO Kisan mobile app, countless number of times I have been able to procure fertilisers just before the monsoon arrival which have been highly instrumental in larger agricultural produce of my lands, year after year.

**4) What other features we may incorporate in our services?**

It includes local hospital data, local doctor's list, more customisation related to the area and increasing the frequency of the message per day.

**5) Any last words for our company**

I will promote your application and green sim card in my village, not because I would love to but also I feel it will seriously benefit my Kisan friends.



FROM CLOCK-WISE- ROOP NARAYAN GUPTA (JTM), PANKAJ BIJARNIA (ASM, ADVAITA DAS (DY. MGR. HR), RADHE SHYAM (LOCAL KISAN) & MANOJ CHAUDHARY (FIELD REP - IFFCO)



**On your suggestion, I sowed various plants in my kitchen garden. I am now a proud gardener and I am getting fresh veggies almost every day. Thanks again." - Doctor Anil**

**"Your treatment for rotting and foul smelling potatoes helped me save produce worth Rs 1.7 lakhs."  
- Sangita**

**"I received a voice message from IKSL saying that there is a chance of heavy rain in the coming 4-5 days. They advised to cover the harvested crop by a polythene sheet which saved me from a damage of Rs 64k."  
- Jagdish**

**"I am a novice gardener and was very happy to see your app. While going through your app I realized you have mentioned about soil PH value. How do I know it? Also I used to put peels of vegetables and fruits in the container of plants and cover it with soil. Is it a good method for composting?" -Purvil**

**"First I thank you for your quick reply to all my queries which I have been posting time to time. Regarding your advice to use humic acid for plant growth please reply what is humic acid and in what proportion it should be used and the time interval to use in plants also how to apply this on plants ?"  
-Jodhpur Resident**

**"I wanted to know about the control measure for leaf blight disease in pomegranate. IFFCO Kisan suggested some measures which the production by 420 kg per acre."-Chang Dev**

**"I observed very slow growth of betel vine and on your recommendation I spread the suggested mixture and the increase in production was 700 kgs per acre."  
- Shatrughna**

# **CUSTOMER TESTIMONIALS**



**25000+  
Fan Base  
1,00,000+  
weekly reach  
25500+ Likes**



**5555 Subscribes  
10,00,000 Video  
Views  
Traffic from 32  
Countries**