
TATA Agrico increases reach through DCM's Hariyali Kisaan Bazaar

Monday, 17 Jul, 2006

TATA Agrico, the agricultural implement division of TATA Steel, has entered into a business venture with Hariyali Kisaan Bazaar, a rural initiative of DCM Shriram Consolidated in North India. According to the arrangement, TATA Agrico's product would be available at all the Hariyali Kisaan Bazaar outlets across North India with products like powrah, sickle for the farmer community.

Hariyali Kisaan Bazaar was aimed at empowering the farmer by addressing to all his occupational requirements like availability of quality agricultural inputs like seeds, pesticides, fertilizers, implements and agronomy services, contract farming, credit to farmers, among other activities. Presently there are 28 Hariyali Kisaan Bazaar outlets in North India, spread across in the states of Punjab, Haryana, Uttaranchal, Uttar Pradesh and Rajasthan.

For more news visit at www.steelguru.com