

Success Story

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I am Chinnasamy and I belong to Thedavur village of Salem District. I am a farmer and cultivate vegetables for the past 10 years. I used to sell the vegetables at Thalaivasal daily market. In the past the prices of vegetables were fixed by the traders and the farmers will be unaware of the market rates. Unknowingly most of the time we will not get profit and the traders will earn a huge income.

Recently I came to know about the Dynamic market information that provides the market rates of the vegetables in www.indg.in and through mobile SMS. I am very glad that I am able to sell my vegetables at correct rates now. After seeing the INDG website I am able to know the price of vegetables and sell them at accurate prices. In this way I sold my green long brinjal at a profitable price some days back. This is very helpful to farmers like us and one more thing is that we receive the information in Tamil language.

The traders used to cause a fluctuation in the prices of vegetables to get a profit. But now as the market information is available to all, we are able to view the whole sale and retail rate and bargain for our produce. In addition to Thalaivasal, now I am able to sell my produce in other markets also.

I am also a member of KVK and hence I am informed about INDG then and there. Many useful tips are also provided by TNAU for the farmers, traders, buyers and sellers. Many ideas are also given to me when I attend the meetings. This is a great development to our community through TNAU's DMI. I wish my heartiest thanks to TamilNadu Agriculture University for introducing DMI-Daily Market Information.