

Success story

S. Elangovan,
Sree saravanabhava fruit stall,
650, Gandhi road,
Panruti.
Mobile : 9842343269



Sir, Greetings!

I am doing whole sale and retail trading of lemon fruits at Panruti market. I am presently using your DMI service through which I am able to know the daily market situation of nearby markets. Based on this we are able to fix market rates that is profitable to both consumers and traders like us. The mobile SMS service is helpful to fix the price of agricultural produce in particular fruits and vegetables. This service is very helpful to the traders belonging to about 150 shops over here. Traders and farmers of the adjacent villages are also gaining benefit because of this service.

In the recent time, the price of lemon fruits is higher when compared to the past years. This is the first instance that a single lime fruit has been sold at Rs. 5/- when compared to the previous prices of Rs. 1/- to Rs. 3/-. This was possible only through the DMI's mobile service. We handle the lemon fruits in sacks and plastic bags. We are very happy that the present increased market rate has brought a profit to both farmers and traders. But this price hike is temporary and not a permanent one.

The DMI service of TNAU provides the market information from all the major markets of Tamil Nadu which is really very helpful to us and we are proud to say that it is a great benefit to both traders and farmers. Also the information regarding the market price of all the fruits, vegetables and fruits is made online through TNAU's website which is useful to the consumers also.

We came to know about this service through the market analyst of your project. For the past three months we are using this service and have gained lots of benefits. We wish more

success to your mobile service in future. I am very thankful to TNAU for providing the DMI service us.