

Success Story of a Farmer in Alappanhalli

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Introduction

My name is Mr. Jagadeesh S/o. Chaudappa residing at Alappanhalli village of Hoskote Taluk which is 23 Km away from the state capital city Bangaluru. I studied up to SSLC and then discontinued my studies. As I was interested in doing agriculture, I entered into farming and actively involved in it for the past 25 years. I have seen many ups and downs in farming.

Production of Crops

My father owned a total cultivable land of 8 acres and total field is under irrigation. Source of irrigation is bore well we have got 3 bore wells in our field. Water is lifted from the borewell and stored in a tank. The whole 8 acre is mainly dominated by a black soil. The crops mainly cultivated are Tomato, Rose, Cabbage and Paddy. Planting of Tomato is done during the month of June-July in 2 acres with spacing of 1.5 feet between plants and 3 feet between rows. The fertilizers mainly given are NPK along with micronutrients at the time of planting and there after once in 15 days. We hire labour on daily wage basis and labour charge is Rs. 200/day/labour. Harvesting is done when the fruits turn firm and are slight red in colour. The average yield of crop around 40 Quintals every season.

Marketing

For marketing we were completely depend on the local market of Hoskote and tomato market at Kolar. It was completely in the hands of traders to fix the price for our commodity. Whatever price they fix we use to sell the produce to

them and most of the time we were under loss. Most of the time I felt farming is an unprofitable venture.

Farming is Profitable through DMI

Once I came to know about Dynamic Market Information by K R Market Analyst Shrikant through my friend Manjunath who is working as field assistant for the company Gentec. The K R Market Analyst Shrikant along with Manjunath visited my field at Alapanhalli. He introduced me to the Dynamic Market Information Website of Tamil Nadu Agricultural University. I came to know about K R Market routine activities like type of market, type of auction, time of auction mode of payment etc. I came to know about the Dynamic Market Website very well and I started visiting and checking the website everyday and started comparing the prices at local Hoskote market, kolar market and the price at K R Market Bangaluru.

The prices at KR market are higher when compared to Hoskote Market and Kolar Market.

Then I realized that it's better to send the produce to the K R Market and I got income manifold after which I realized that agriculture and that too for horticultural crops is profitable only when we market our produce in a market where there is prices is higher and this type marketing is possible only through Dynamic Market Information website.

The information given in the website is very helpful to us, as the rates are available both at wholesale and retail level. We compare the price and schedule the harvest whenever there is higher price in market and in this manner I felt farming as more profitable than earlier. My living standard has got uplifted. I will continue to make use of the information given by DMI. Apart from website I am going to get the daily market price for tomato on my cell phone by SMS through DMI. I have suggested my all other farming friends in our village to make use of DMI website and SMS service. DMI has changed the views of many farmers towards marketing and they got satisfied by the service provided by Tamil Nadu Agricultural University and the scientists behind DMI. I place my sincere thanks to Dynamic Market Information and Tamil Nadu Agricultural University.