

Success Story

K. Krishnan,

Vakkirakaliamman Tomato retail shop,

Panruti market.

Mobile 9787177989



My name is Krishnan and I am a whole sale trader and retailer of tomato at Panruti daily market. For the past three months I am using the DMI service provided by TNAU, by which I could know the fluctuating market prices. In addition I am able to know the market price for tomato in the other markets of Tamil Nadu. Also I am receiving the market price through DMI's mobile SMS service. This kind of mobile service helps us to fix the market rates for agricultural produce in particular fruits and vegetables.

There are about 150 numbers of fruit and vegetable stalls at Panruti market. The traders of this market and the vegetable traders and farmers of Panruti locality are highly benefited by this service. The farmers of adjacent villages like Tirukovilur and Nellikuppam are selling their produce at Panruti through traders like us.

The production of tomato is usually low during rainy seasons. The market rate of tomato is fixed based on its arrival in the market. Tomato arrives in plastic containers of

15 kg capacity. There are two types in tomato – ordinary Country type and Apple or Bangalore type. At Panruti market the cost of Country type is higher. Under such situation, we mostly rely on newspapers to know the rate at other markets. But at present, we are able to know the market information readily through TNAU's DMI.

I place my sincere thanks to the scientists of DMI. Using the mobile service we are in a position to fix the correct market prices and help the traders and consumers approaching our market. I once again thank your organization whole heartedly for providing this service to us.