

## Mettupalayam Market - Success story

**B. Kundan**

**Thuraiyetti (PO),**

**Urumalai, Amikarai,**

**Nilgiris.**

**Mobile No – 9943011902**



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I am a small farmer and have an area of about one acre. The major crops grown in my field are Raddish (Red), Carrot, French beans. I and my wife are engaged in agriculture. We get some considerable income from this land which was enough to lead our life.

Only at the time of harvesting I hire labours in my field. The main problem in my field is leaching of nutrients. At the time of rainfall the field experiences severe runoff and the applied fertilizers and other Organic matter are leached away.

The Major markets for Nilgiri agricultural produce are Mettupalayam and Coimbatore. We usually sell our produce at TNC Wholesale Mundy, Mettupalayam. Very recently I was introduced to the DMI service by the market analyst Mr. Prasad. He got my mobile number registered for sending the market information through SMS. I came to know that TNAU is involved in providing the daily market information to the farmers. I also came to know about the website called [www.indg.in/market\\_information](http://www.indg.in/market_information).

I learnt how to open and read the message in mobile. I don't know English, but I would know the number entered in the message as the rate of the produce. With the help of that now I am aware of the market rates for a particular commodity free of cost even sitting inside my house. The transporting cost has also got reduced. Previously as I was unaware of the market rates, I used to harvest my produce at a stretch and sell them. But now, through Dynamic market Information (DMI) Message service, I sell the produce to my neighbouring agents at a profitable cost and the transporting cost has been reduced indirectly.

I am very much Thankful for providing this message free of cost. My sincere thanks to all the members of DMI team for providing a good service in an efficient way. It is an ineffable moment. I am really benefited from your service..... Thanks a lot.