

## CHENNAI MARKET

### SUCCESS STORY OF A FARMER

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My name is Manivannan and is residing in Tanjore. I am basically a man with the background of bakery industry. A spark enlightened my mind when I entered in to my friend's farm with agriculture as the main business. I got an idea in 1995 to enter in agri-business for which I converted my own land where I was cultivating cashew and in addition I purchased few more and turned into a farmer.

#### Details of my Farm

- Crops cultivated
  - Amla : 1100 Trees
  - Mango : 600 Trees
  - Coconut : 1800 Trees
  - Sugarcane : 12 Acres
  - Spacing adopted : 25 feet/Tree
  - Soil type : Red soil
  - Fertilizers applied : Cowdung
  - Labourers : 3/tree
  - Yield : 50Kgs/Tree
  - Planting season : September to January

#### Reason behind my Success

I followed the organic farming method and used fertilizers made from farm products. For marketing of our produce, we make use of DMI mobile services to fix the selling price of the produce to agents for lease. For instance, previously for amla we used to get Rs. 10/kg and we came to know through DMI that the price of amla at cochin market is Rs. 34/kg. Now we are able to bargain the price for our produce on the basis of price valuation done using DMI.

#### About DMI

I came to know about DMI service when I attended the Precision farming exposure visits to Chennai and Bangalore markets. I became aware about the market information through mobile service and internet services, through which I got the prices for commodities like amla in Cochin and Ottanchatram market. Presently I am sending my commodities to Ottanchatram and Thrissur markets. With the help DMI, I could easily update the rates of the commodities daily which helps me to market my commodities at the exact price. I am able to cross check the details of correct price for the commodity I sold. With help of DMI I am planning to sell the commodities in Chennai and Bangalore market too. Thanks to DMI for making my business profitable.