

## Success story of a farmer

**S.Nanjundan**

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I am Nanjundan residing at Vodayarretti village of The Nilgiris. I grow Carrot and French beans as the major crops in my 2 acres field. With the help of few labour facilities I am running my agri business.

Until recently, I sold my produce to the agents in Nilgiris itself and never came downhill to Mettupalayam. When I came to realize that the agents paid a lesser price for my produce, I got myself prepared to sell them directly at Mettupalayam market. Some days back, I met Mr. Prasad, Market analyst of TNAU at Mettupalayam market. He introduced me to a web site called [www.indg.in/india/market\\_information](http://www.indg.in/india/market_information) launched by TNAU and the DMI service provided by them. Since there are no internet facilities at our area, I utilized the mobile SMS service of DMI to know the market rates of the produce.

At one instance, I harvested 10 gunny bags of 38-40 kg each of carrots and planned to sell them in the local market as it was raining heavily. When I was preparing to sell them locally, I received a SMS stating the market rate of carrot at Mettupalayam market at Rs. 22 /kg (First grade). When I called the local market, I was astonished that the price was far less at Rs. 17/kg (First grade). Suddenly I changed my plan, travelled

to Mettupalayam and sold my produce. It was bumper income for me and this was possible because of DMI through mobile SMS.

I think that I look here with a smiling face. This was possible only because of DMI. My sincere thanks to TNAU and its DMI service. Thank you for grabbing this great opportunity.