

BANGALORE MARKET

Success Story of a Farmer in Alappanhalli

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Introduction

My name is Mr. Ramachandrappa, S/o. Mariyappa residing at Alappanhalli village of Hoskote Taluk which is 23 km away from Bengaluru. I pursued my graduation in B.A., and then I did B.Ed and LLB. After completion of my studies I started farming and I am actively involved in it for the past 20 years.

Production of Crops

I have a total cultivable land of 7 acres, of which 4 acres are bore well irrigated and the rest rainfed. The field is mainly dominated by black soil. The main crops cultivated are Rose, Coriander and Paddy. Planting of rose is done during the month of June-July in one acre at spacing of 6 x 3 sq. ft. The fertilizers mainly given are NPK along with micronutrients at an interval of 15 days and 30 days. All the field activities are carried out by our family members. Harvesting is done thrice in a week and the yield is around 150 Kg of flowers per harvest.

Marketing

For marketing we were completely dependent on the local market of Hoskote. The traders fixed the price for our commodity and most of the time we faced loss.

Farming is Profitable through DMI

Once we came to know about the Dynamic Market Information by K R Market Analyst Mr. Shrikant. He introduced us to Dynamic Market Information website and Tamil Nadu Agricultural University. We came to know about K R Market routine activities like type of market, type of auction, time of auction, mode of payment etc. We came to know about the Dynamic Market Website very well and we started comparing the prices at local Hoskote market and price at K R Market Bengaluru. The prices at K R market were higher when compared to Hoskote Market. I started sending flowers to K R Market and got a profitable income where in I realized that agriculture is highly remunerative only when we market our produce at higher prices and this was possible through Dynamic Market Information. The information given on the website is very helpful to us. Both wholesale and retail prices of the produce are available online which enables us to compare the prices and schedule the harvest accordingly to get a more profitable income than earlier. My living standard has improved a lot. I will continue to make use of the information given by DMI. I have suggested all other farmers in the village to make use of DMI. 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 am very thankful to DMI and TNAU.