

Success story

Mr.M.Shanmugam

**Mahalakshmi Plantation Commission Mundy, Jamiya majeer
complex,**

Hosur-635109

Mobile -9791611249



My name is Mr.M.Shanmugam and I own a banana shop at Hosur market. Banana production in and around Hosur is very meager and hence we get bananas from Tirchy and Mettupalayam markets. I came to know DMI (DYNAMIC MARKET INFORMATION) of TNAU through the market analyst at Hosur and I registered my mobile number in that service. Now I get the rate details everyday through mobile SMS. I run an affordable business when compared to the past. I get quality fruits from other markets at correct price and my annual profit has increased from few thousands to Rs. One to two lakhs. I am very thankful to DMI service provided by TNAU.

The services such as, Contract farmers association, Daily transport facility, Crop production based on customer preference can also be included in future.

My thanks to scientist of Tamil Nadu Agricultural University for introducing Dynamic Market Information and precision farming.