

Kumbakonam Market Success Story

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In Agriculture the production of food materials particularly the perishable commodities of horticultural products (vegetables, fruits, flowers, spices and condiments) forms the main life supporting part of many small and marginal farmers. We the farmers struggling for the agricultural production with our limited resources, could not market these items profitably. In many situations we are selling our products either in the nearby markets available or through the middle men who are advancing small amounts of money at our needy time. As such we are not definite about our income with the present market system prevailing in our Cauvery delta districts.

I am R. Sivakumar, native of Valappagudi village near Thirukaddupalli of Thanjavur District. I am having 5 acres of land in which I used to cultivate 2 to 3 acres of horticultural crops like brinjal, bhendi, onion and greens, and the remaining area rice. During 2008 – 09, I had one acre onion crop. In the cultivation I have adopted all technologies recommended by the Department of horticulture and Tamil Nadu Agricultural University. In the manuring I have used 80 kg Urea, 40 kg muriate of potash, 38 kg of Sky Win Bio-tech products Basiya Bio granules and two sprays of Sun win (@ 500 ml / acre) during the growth stage.

In the harvest I could get very high yield of about 7700kg i.e 154 bags each weighing 50 kg onion bulbs. In fact, I had never got such a yield in this crop earlier.

Regarding the marketing, once I happened to see the news in Thinathanthi news paper on 25 / 8 / 2009 about knowing the market details through the Agricultural University web site and also getting the details through the mobile SMS from the. From that date onwards, I used to see almost all the days the market details of all crops including onion from the TNAU website using the computer available in our neighbour's house. Besides, I have started ascertaining the price details from two markets i.e. Trichy and Kumbakonam from one of the whole sale dealers through my cell phone. Buy this way, I sold my onion @ Rs 800 / 50 kg bag at kumbakonam market during September 2009.

As such I have got Rs. 1, 23, 200/- by selling 7700 kg of onion bulbs harvested from one acre. This income was possible only by the awareness created by the Directorate of Extension Education of Tamil Nadu Agri. University, Coimbatore.

On witnessing this success of mine the farmers of my village now started contacting the whole sale market details of nearby vegetable markets. They also wanted to register their cell numbers with Agri. University for getting the details through SMS.

Therefore, I want to convey my sincere and heartfelt thanks to the DMI service of Tamil Nadu Agri. University for providing such an opportunity of knowing market details for the benefit of the farmers who are toiling for their livelihood every minute.

**Place: Valappagudi,
Date: 30. 09. 2009.**

Yours

R. Sivakumar

(R. Siva Kumar)