

Success story

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I am Sowriraj native of Manathidal village of Thanjavur district. I am having eight acres of land. I used to grow mostly rice, and horticulture crops like vegetables viz., brinjal, onion and betelvine. Generally I used to sell these products in the nearby market at the rates available during that time of my crop harvest. Mostly I may not get good price for my vegetables because my products were sold to the local middlemen at the lowest rates, because we farmers are unaware of the prevailing market details in the nearby whole sale market

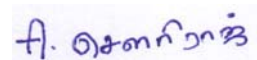
I had an impportunity of reading 'Dinakaran' daily news paper during August 2009 and came to know about the efforts of Tamil Nadu Agriculture University in informing the whole sale and retail price details of perishable items through TNAU website as well as through SMS to our mobile phones. After that, I used to see the TNAU web site in the computer available in one of my friend's house.

Besides, whenever I visit Kumbakonam, I used to contact one of the whole sale market dealers of Betelvine as I have cultivated one acre Betelvine during this year which is in the harvest stage. Now I am selling the harvested Betelvine leaves daily by knowing the price details both from Trichy and Kumbakonam whole sale markets. With this, I could sell the betel leaves at profitable rates and realized some good income daily. Besides I am making arrangements to register my cell phone number with the Tamil Nadu Agriculture University, Directorate of Extension Education for getting daily rates of Kumbakonam market through SMS.

Now, We farmers could avail the arrangements made by the Agricultural University in selling on products at an appropriate price and realize a good income, for which I would like to thank the Directorate of Extension Education and Tamil Nadu Agricultural University, Coimbatore in this regard.

**Place: Manathidal
Date: 30 - 09- 2009**

Yours



(A. Sowriraj)