Success story- Mookanur farmer Visuvanathan

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I am Visuvanathan from K.Alambalam village, Sankarapuram post and Taluk. Basically my family is farming one, there are totally 5 members in our family among them 4 members are adult and 1 children.My father and grandfather were practicing farming so I am interested in farming and my main occupation is farming and allied activities. We have owned 5 acres of land in that 2 acres is garden and 3 acres is dry land. The crops we cultivated in our farm are Small Onion, Brinjal are the main crops, among these small onion is the main source of income for my family.

I am facing many problems and challenges in farming as the source of water through bore well its going deeper and deeper every year so water scarcity is the main problem. Whenever there need of water to the crops we don't have current that time, power problem per day 3 hours it's also playing the major role for this problem. As I have started farming from last one decade there are many challenges,I have faced in agriculture. In addition to this labour problem we won't get labours in time and the labour cost is rising day by day. For marketing of our produce we depend on the Thalaivasal Market, Chennai Koyambedu markets. Presently existing market channel is, as soon as we harvest the produce and take to markets on our own transportation cost and we sell it to the commission agents or traders in the market.The market information sourcing are either, we get the market information from the fellow farmers who use to visit the market or through calling to the market and now we are getting it on our hand a firsthand information through DMI through SMS. We won't get the expected rates it depends on the traders, though we come to know about the prices in the market again they fix the prices on quality of produce these are the challenges specific to the marketing.

Experiences related to DMI

One day I met an officer in farmers meeting in Agricultural exhibition at villupuram, he told me about the DMI. I enrolled my number with the help of Panruti Market analyst R.Karthik he told me about DMI in detail. It helps me to get the market price and no need to go market often so I registered to DMI.

I have enrolled my number for the commodity banana Chennai-Koyambedu market and Thalaivasal Market . I don't know how to check all the information about DMI through net but none of any members in my family to access the internet. I am lucky that getting the information from my mobile. I felt good when heard about DMI as getting daily market information I was excited. The DMI useful as it is giving daily market information about the different perishable commodities. Therefore we can harvest our produce accordingly and get higher prices. I am making use of this service by comparing the prices at different market that in Panruti Market and Trichy Gandhi Market and finally I am taking my yielded product where there is higher price prevailing on that day. I can say that it was helped me indirectly and gained financially.

As I got benefited by the DMI I felt it will be useful for other farmers also therefore I have disseminated this information to the 5 of my farming friends. There is no other service like DMI I have not come across any of such marketing information as like DMI. I can rate this service as good. Still there is a scope for improvement in the DMI service by giving the quantity of commodities which is daily arriving in the market; it will be much helpful to the users. As I am getting the information in English, I am not fully comfortable, if it comes in regional language (Tamil) it will be much better as all of my family members can access to the information given by DMI. You can make it more popular by advertising it in News paper and other Medias. I am very happy that I am getting such a valuable information and I am ready to pay for this service if I get a information on particular commodities which is on my demand. Finally I Wish my sincere thanks to DMI.