

Case Study - Farmer

Name: Thiru . J. Varadharajan

State: Tamil Nadu

District: Devankudi, Mannargudi (TK), Thiruvarur (Dt)

Mobile No: 08903943890



I am Varadharajan 56 years of age born in a Farming family. I have 50 acres of wet land. Oil palm 5 acre casurina 2 acre bamboo 1 acre eucalyptus half acre and remaining area cultivated with Paddy crop with coconut trees planted in the field bunds.

To manage the labour shortage I am practicing mechanized farming. I am a member of Cauvery Irrigation farmers association. I participated in the farmers meeting conducted by e-extension department of TNAU in the month of October 2010 meeting held at Thiruvarur.

I came to know about the DMI service and I became a member of DMI service. I have a Nokia cell phone and I am getting the coconut price of Kumbakonam market through SMS every day afternoon. Coconut is one among the predominant crop in our area.

Whenever I am meeting my fellow farmers and attending farmers meetings I am making use of this DMI service to share day to day market information. This innovative service of TNAU is a laudable one. There is a huge gain through this service to the farming community.

The humble suggestion to this service is that this may be given in Tamil or Tamil voice SMS. If this service is given in the regional language more no of farmers would be enrolled and benefited. Our farmer's association extends their heartfelt congratulations to the TNAU DMI service.