

## Case Study of Kumbakonam Farmer Lenin

Name : Mr. Lenin

Age : 53 Years

Profession : Farmer

Address : S/o, Varatharajan,  
52, North street, Tharasuram (Po)  
Kumbakonam Taluk, Thajavur.

Mobile : 09443007550



My name is Mr.Lenin 53 years old male of Tharasuram village Kumbakonam, I studied up to 10 th standard, we having 10 acres land, the main crops which cultivated in our farm are Paddy through System of Rice Intensification (SRI) farming method introduced by the Tamilnadu Agriculture university, till now I am using this method form the beginning itself. So that I would think about the alternative crop for this paddy, but i didn't know about the suitable alternative crop. Usually I went to the nearest Tharasuram market for buying vegetables for our home. At that time I am saw that normally chillies comes from outside states. I met our Analyst in Kumbakonam market; There he explains all the ongoing activities of the Directorate of Extension Education, TNAU, Coimbatore. And I came to know that DMI is the collaborative project run by TNAU, Coimbatore & C-DAC, Hyderabad. I have enrolled my number for the commodity Chilli, Kumbakonam and Thalaivasal markets. I am lucky that I am getting the information on my handset. I started chillies cultivation in part of my farm land at the summer season, usually in all seasons Thanjavur district farmers are cultivate paddy only, this alternative chilli crop gives subsequent profit. Market information so 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.

I request all the farmers to enroll their mobile number in the DMI service. This helps us to sell the harvested produces to suitable market to fetch highest price for your hard work.

My Sincere thanks to all the official staffs who working behind the DMI.