

Case study – DMI

ADDRESS OF THE FARMER

M.Murugesan

S/o Muthu Goundar

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This is M.Murugesan from M.V.Colony , Salem Dt. It's a farmer's village. Here all the people has known about agriculture and also its a green area. I am practicing agriculture for past Ten years. In this past 10 years, I sold my vegetables in Thalaivasal (Daily market).The market vegetable prices are fixed by the traders, the fixed rates always different comparing other farmers and so many coloparation are accrued in this market. The correct rates are unknown by farmers, farmers are get troubles to sold their vegetables.

My family contains four adults, I am from agricultural family and also primary and secondary occupations are agriculture. I have 5 acres with dry land; I am growing chilli, Bhendi,Brinjal,Snake Gourd,Onion according to the season etc.

I sold my commodities in Thalaivasal market daily when I am in youth hood that's why I know the course to sell my commodities in the market

In first I didn't know about DMI given by TNAU. After I know about DMI from Balaji appointed by you and I welcomed this way through SMS.

After I am getting the information about DMI I wish to get DMI from TNAU because of other market prices. It's very useful to export my commodity.

I am getting Panruti and Thalaivasal market price of Snake Gourd and I here enrolled for Snake Gourd.

My family members didn't know how to get access to internet. I got a mobile and its China mobile.

My first impression is very happy to say that is the rates are known through my mobile. It's simple and best method. I am trying to sell my commodity to Chennai market and its not possible way in this summer reason because there is no sufficient water facility in my field but I definitely sell my commodity in rainy reason.

Yes DMI very useful for me because the rates are different comparing Thalaivasal market. By through this DMI Chennai rate I sold my commodity here by showing this SMS to traders this service is not only benefit for me.

I am very happy because the correct rate awareness given by TNAU that is very useful to improve marketing by me.

Yes I gained by Snake Gourd comparing the same rate of Panruti market in thalaivasal market by using of SMS. I got profit nearly 5,000 above.

Marketing strategies are slowly developed helping by the SMS by TNAU, yes slightly improved correct rate awareness rates are known by the farmers through SMS. The information of SMS is some follow farmers are known but they are not able to export their commodity because of transport and yielding of low crops.

No, other services are not similar than DMI. DMI rates are reliable and the information is very useful to get best quality. I think it's a correct way to give your scope. I hope its enough improvement in the DMI service.

It's comfortable for me and format also ok but lot of the farmers couldn't know to read in English format It's will be popular means you could give the awareness through newspaper, digital banners, and television programs. Some of to farmers need more commodities two or three and also markets.

I will not willing to pay for the service because all the farmers are unwilling to give their name to enroll. It's the Best method given by you and I have enrolled for Bitter gourd. I submit sincere thanks to TNAU.