

## SUCCESS STORIES DYNAMIC MARKET INFORMATION

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Sevaraj, farmer from Kallapuram, village in Coimbatore District. At present I am cultivating tomato in my land. Usually, I use to sell my farm produce through Coimbatore M.G.R market. Based on the trader's statement, I sold my farm produce. Sometimes I got benefited, but most of the times I got loss. At that time I use to think that my work went vain.

Now the scenario has changed after I met Mr.Jayachandran, Market Analyst from Tamil Nadu Agricultural University, Coimbatore. He told me about the Dynamic Market Information, a service provided by the Tamil Nadu Agricultural University in collaboration with C-DAC.

He gave details about the website - [http://indg.in/india/market\\_information](http://indg.in/india/market_information) from where we can get market price of commodities for 13 markets including Cochin, Bangalore market and so on. He also said that the website is maintaining a database from where we can get the Traders Name, Address, Mobile/ Telephone number etc. Moreover he highlighted his speech by saying that Tamil Nadu Agricultural University is providing market information to the farmers through SMS at free of cost for one commodity based on two nearby markets. I was not convinced with his statement. On noticing me, he showed a SMS which was sent to another farmer. Finally after his inducement I gave my mobile number.

Now I am a registered farmer and I am getting the tomato price for Coimbatore and Mettupalayam market through SMS on daily basis. It really helps me in knowing the correct market price. I can able to compare the markets and able to sell my farm produce on current price. Middlemen brokerages were brought down and I got profited.

Now I and my family members are in high spirits. For this, I have to thank Tamil Nadu Agricultural University for introducing such a scheme which is boosting the life of the farmers who got awareness about the market. Now we are getting information for one commodity only, if we were provided with more than one, certainly we will be benefited more.

I want to make this as an appeal on behalf of my farming community to the TNAU and C-DAC.