

## Case Study of Farmer G.Ramamurthy Mettupalayam

Name : Mr. Ramamurthy

Age : 26 Years

Qualification : B.Sc

Profession : Farmer

Father's Name :S/o.Govindaraj

Address : Thottasanur,  
Mettupalayam

Mobile : 09788087327



My name is Farmer Ramamurthy Belonging to mettupalayam nearby village. I am graduate and have 15 of experience of in agriculture cultivating all vegetables. Agriculture is our main profession. I learn all type of practice from my father from schooling itself.

I met our Analyst in Mettupalayam market; there he explains all the ongoing activities of the Directorate of Extension Education, TNAU, and Coimbatore. I came to know that DMI is the collaborative project run by TNAU (Tamil Nadu Agricultural University), Coimbatore & C-DAC (Centre for Development of Advanced Computing), Nadu Agricultural University), Coimbatore & C-DAC (Centre for Development of Advanced Computing), Hyderabad. At present DMI contains 13 major markets functioning in and around Tamil Nadu. From the selected market, the analysts have to collect the price structure for each and every commodity and they have to update the information in the INDG website. The updated information is available in the INDG website called [www.indg.in/india/market\\_information](http://www.indg.in/india/market_information) and TNAU website called [www.tnau.ac.in](http://www.tnau.ac.in). The uploaded market information is also sent in the form of text message to the mobile number of each and every farmer. The SMS data's are available with two markets. This helps to compare

the price of two near markets. So the farmers can sell their produce at a place where he will fetch a very high profit.

This is the first time in my lifetime I heard this kind of website running for farmers. With the help of the market analyst, now I have enrolled myself in DMI to get Vegetable prices for Coimbatore and Mettupalayam markets. My sincere thanks for this new venture. I have enrolled for DMI SMS service for two markets Mettupalyam-Coimbatore for Brinjal.

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 premium price for your hard work. My Sincere thanks to all the official staffs who is working behind the DMI.