

Case Study - Farmer

Name: Thiru. Senkottuvel
State: Tamil Nadu
District: Kottaikadu
Karambakudi Block
Pudukkottai DT
Mobile No: 08489547600
09976403246



I am sengottuvel belongs to kottaikadu village of karambakudi block of Pudukkottai district. I am involved in agriculture from a very young age. Paddy and banana are main crops in our area. Most of the farmers are Small and marginal groups.

Everyone in our village has an open mind to innovations and we are early adopters. All farmers are following Rajarajan method of rice cultivation as early as the method was introduction. We are a part of seed village scheme of Agricultural Department.

We met kumbakonam market analyst and came to know about the TNAU DMI service. Around 200 farmers from three villages are availing this service. One in every family is benefited from this SMS service.

Banana is one among the main crop and we are knowing the market prices of Madurai Trichy and kumbakonam market rates every day. Apart from the banana coconut vegetable market rates are also known through this service.

Our villages are interior and are unable to come to town daily. But now every day we come to know of the market rates and we are so happy and proud about this. We are helping the local buyers with the market rates and helping them to sell at a profitable rate.