

Case study - DMI

Name: R.Ravi ayyavu

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Village: Unathur

District: Salem

Mobile: 09965806061



This is R.Ravi ayyavu from Unathur Village , Salem Dt. It's a farmer's village. Here all the people has known about agriculture and also it's a green area. I am practicing agriculture for past Sixteen years. In this past 16 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 collaboration 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 70 cent with dry land; I am growing chilli, Bhendi, Brinjal 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 Mettupalayam and Thalaivasal market price of Brinjal and I here enrolled for Brinjal. My family members didn't know how to get access to internet. I got a mobile my model is Nokia 3110 C.

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

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 sold Brinjal comparing the same rate of Chennai 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.