

Prakasam Farmer - Success Story

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This is S. Prakasam from Paithur 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 Eigheten years. In this past 18 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 Two adults, I am from agricultural family and also primary and secondary occupations are agriculture. I have 5 acres of dry land; I am growing Turmeric, Brinjal, Maize according to the season I grow some other crops.

I sold my commodities in Thalaivasal market. At 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 Trichy and Ottanchatram 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 1600.

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 Trichy market and it's not possible to sell in rainy reason. DMI is very useful for me because the rates are different comparing to Thalaivasal market. By through this DMI Trichy rate I sold my commodity here by showing this

SMS to traders. I gained by sold Brinjal comparing the same rate of Trichy market in Thalaivasal market by using of SMS. I got profit nearly 4,000 above.

Marketing strategies are slowly developed helping by the SMS by TNAU, slightly improved correct rate awareness rates are known by the farmers through SMS. 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 it's enough improvement in the DMI service. It's comfortable for me and format also but many of the farmers are unable to read in English format some of the farmers need more commodities two or three and also markets. It's the best method given by you and I have enrolled for Bitter gourd. I submit sincere thanks to TNAU.