

## Jaffer Sherief Farmer - Success story

Name: Jaffer Sherief

State: Tamil Nadu

District: Coimbatore

Alamkobu Town,

Mettupalyam .

Mobile: 09366650666



My name is Jaffer Sherief, My qualification is SSLC having 35 years of experience in Cultivating flowers and running flower shop in Mettupalayam,. Agriculture is our main profession. I involve in marketing too. Learning all types of practices from my father only. Traditionally we are following all the agriculture practices to fetch good output. We have an area of around 2 acres. Cultivating flowers.and also I am hire lands for contract [for lease] nearby village..

I met ur Analyst in Mettupalayam market, There he explains all the ongoing activities of the Directorateof Extension Education, TNAU, Coimnator. And 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), 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 only I am enroll myself in DMI for getting flower prices for Coimbatore and Bangalore markets. If I am getting message about prices of five commodities daily this will helps us to know the current rate going on in the market. Most of my commodities fall under commodities of horticultural flowers. I request all the farmers to enroll their mobile number in the DMI service. This helps us to marketing the harvested produces to suitable market to fetch premium price for your hard work.My Sincere thanks to all the official staffs who working behind the DMI.