

## Success story of Kamala Kannan - coimbatore

### Mr. R. Kamala Kannan

S/o Mr.Rangasamy,  
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My name is R. Kamala Kannan. My qualification is Information Technology. Temporarily I am working in a private company. Waiting for a good job. Agriculture is our main profession. There are only 3 members in my family. I am the only one child to my parents. Together with my dad and mom I involve in agriculture 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 and 1/2 acres. Cultivating mostly in Kunnam. Intercrop changed according to the season.

My friend Nirmal (09787677225) has introduced me into the DMI service. Now I am receiving message for Banana Yellow – Kunnam. The spacing followed for my crop is 1.8m×1.8m. One day I have a chance to meet Mettupalayam market analyst in the Co-operative Banana Auction Centre – Government undertaking at Ishwarya Nagar, Annur road, Mettupalayam. He explains all the ongoing activities of the Extension Education, TNAU, Cbe. And I came to know about 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 I am successfully receiving SMS to my mobile number. Every day sharply at 3.00P.M I receive message in the name called BA-DMI in my cell.

With the help of agents or myself our commodities reach the market. As there is no assurance nowadays mostly I used to go there for selling the commodities. This message helps us to know the current rate going on in the market. The Market functioning only on two days (Wednesday and Sunday). We took some 30 bunch of banana to the market on Sunday. Auction starts at 10.00am in the morning. One Bunch weights approximately 12.00Kg. Most of my commodities fall under top grade.

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.