

DMI: Motivate the farmers to improve marketing

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I am M.Kathiravan native of Mamanandhal village at Kallakurichi. I belong to agriculture family. We are cultivating Paddy, Turmeric and Tomato in 5 acres of land. We cultivate tomato as border crop as it is not a major crop to us.

Through my friend I came to know about TNAU - DMI. When I discussed with your university scientist I collected the full details about your DMI. Through mobile service we daily we are getting the actual daily of the vegetables and fruits. Among 13 markets, Panruti and Thalaivasal are the two markets which are nearby to our village.

In surrounding areas all the vegetables are supplied from Panruti and Thalaivasal market only. Through your DMI service we are knowledged with the price details of 152 vegetables and fruits. So we farmers are assured with profit.

Now I am planning to enter into horticulture side as a dealer. Also I am going to improve the quality of my agricultural produce. I am going to cultivate Brinjal, Bhendi and tomato in my field.

I am very happy about the TNAU-DMI service which gives the price details of 13 markets in South India. Also it motivates the farmers to improve the marketing. Also it helps the consumers to know the price details. Finally I express my heartfelt thanks to TNAU-DMI service.