

DMI success story in Thanjavur (Dt)

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I am a small farmer native of Patteeswaram village situated near Kumbakonam in Thanjavur district. I am having one acre of doublecrop wetlands with one bore well, and 50 cents of Banana plantation and one acre of garden land. In the wetlands, I used to cultivate two rice crops i.e kuruvai (kharif) and thaladi (rabi) crops followed by a pulse (Blackgram) in the summer season. In the banana plantation, I am having the local poovan, mondhan and karppooravalli banana varieties. Similarly, in the garden land I used to grow Brinjal, Bhendi and Snake guard 30 cents in each and greens (Amaranthus) in 10 cents.

Regarding the marketing of the vegetables, currently I am taking the harvested vegetables in the early morning to the Nehru Wholesale Market- Kumbakonam and sell the produce to the traders at a price fixed by them (traders) at that time. The money for the sold vegetables will be settled only on the sale of the vegetables either in the same day or on the second day. Now this practice is avogue at Kumbakonam.

Last month, Dr. K. Natarajan, of Tamilnadu Agricultural University. DMI- market analyst, Kumbakonam, contacted our village farmers particularly the vegetable growing farmers and explained the programme of the DMI market and computer website of TNAU for knowing the price details of all vegetables from 10 markets. Besides, he has enrolled our mobile numbers for providing the price of details of two nearby daily markets for one vegetable as SMS at free of cost. Now some farmers are also started getting the price details for the vegetables, flowers and betelvine as SMS daily.

As such, this programme is a very useful one, which needs to be propagated in the entire vegetable growing areas of the three Cauvery delta districts(Thanjavur, Tiruvarur, and Nagapattinam) so that the small and marginal farmers would definitely be benefited much by selling their vegetables, banana bunches, flowers and betel leaves at a reasonable market price. The small farmers like me are growing more than one vegetable in a season by allotting small areas to each crop from one acre, so as to manage these crops with minimum effort and get income regularly. I learnt that through our mobile phones the price of two markets for a single vegetable / flower as SMS is being sent daily. Considering the cultivation of more than one vegetable in a season we want to have the price of two vegetables or flowers of a nearby market (Trichy). If possible such arrangements may please be made. Besides, generally small and marginal farmers of this area are not having the mobile phones but by knowing the TNAU-SMS arrangements and its benefits, farmers are now started purchasing mobile phones and enrolled their numbers in this programme with the help of the Kumbakonam market analyst. We want that Tamilnadu agricultural university to make necessary arrangements to continue this programme in this area on permanent basis in the ensuing years also so that the exploitation of the farmers by the traders could be minimised.