

Trustworthy information by DMI

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My name is Mahendran my qualification is twelfth. Very recently i entered this field. I am just a follower of my dad. Learning all types of practices from my father only. We have an area of around 4 acres. Cultivating mostly Kunnam(1 Acre) and Curry leaves(3 Acre). Intercrop changed according to the season.

Like every day, one month before i went to local market for selling my commodities. That time with the help of a trader in market i met Mettupalayam market analyst there. And i came to know about the collaborative project run by TNAU and C-DAC called Dynamic Market Information and its website called www.indg.in/india/market_information. This is the first in my lifetime I am hearing this kind of website running for farmers. With the help of the market analyst i register my mobile number for SMS subscription. After that every day sharply at 3.00P.M i receive message in the name called BA-DMI in my cell. Now using two mobile numbers i receive market information for Banana-kunnam and curry leaves.

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.

My Success

Many times i planned to go some outside market for getting good profit. But my dad didn't trust me. But this time due to this DMI message my father trusts me. Based on this DMI information we selected the Mettupalayam Banana Market. This market functions only on two days (Wednesday and Sunday). We took some 80 bunch of banana to the market on Sunday. Auction starts at 10.00am in the morning. Within half an hour entire banana will be sold. Most of the banana falls under grade 1 and 2.

Maximum price for my banana is 22/Kg.

One Bunch weights 12.00Kg.

Total amount got 18823/-

My Sincere thanks to all the official staffs who are working behind the DMI.

I utilize the DMI project. What about u?