

DMI Turning point to my life

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I am K.Mariappan native of Kelperumalpatty village near to Usilampatty in Madurai district. I am practicing agriculture for many years, cultivating Brinjal, Bhendi, Snake gourd, Bottle gourd, Tomato and Chrysanthemum. I am happy to share my experience about TNAU-DMI with you.

Even though many vegetable export trade centers and markets are available in southern districts of Tamilnadu, we (farmers) didn't get the appropriate facilities and schemes. We sell the produce to local traders and commission agents according to their price rate. In this we get profit of about few thousands only and sometimes we faced the losses. When we are unaware about the actual price for produce, Dynamic Market Information (DMI) through TNAU gave turning point to our life.

I am practicing agriculture for the past 12 years. I am cultivating vegetables and tuber crops because our area is fully delta region. During kharif season (june-oct), I cultivated Tomato and Brinjal in large area which gives high yield, but at that time north east monsoon started and the entire tomato field got affected. Particularly tomatoes got decayed and wasted. Also supply of vegetables from neighbouring districts were also reduced leading to increase in tomato market prices.

At that time DMI mobile service was launched by TNAU. Through this SMS, we got Chennai, Hosur, Coimbatore, Madurai, Oddanchatram, Trichy and Tirunelveli market prices. Also I am in a position to fix the selling prices of my produces and send them to other markets without the involvement of middlemen.

We, the farmers were facing losses in marketing the produce. It was the DMI service provided through internet and mobile SMS by C-DAC and TNAU came to our rescue us from this

situation. We are earning a profit of Rs. One to two lakhs per annum after using this service. This was possible due to the selfless service and hard work of the scientist of TNAU

In future, if facilities are provided to know the market rates of other states of India along with necessary infrastructure facilities, farmers like us would be benefited by cultivating the crops based on the consumer demand and would force many more farmers to enter this venture.

Once again I am thankful to the scientists of TNAU.