

Success of selling the produce by DMI

J.P. Mohanavadivelu,

Thirusakthi Mutham east street,

Patteeswaram (P.o)

Thanjavur(Dt)

Pin: 612 703.



I am a farmer residing at Patteeswaram village near Kumbakonam in Thanjavur district. I am having four acres of wet lands, two acres of coconut grove and two acres of garden lands with two deep bore wells. I am also running a rice mill in my neighboring village (Chozhanmaligai). In the wetlands, I used to cultivate three crops viz., Kuruvai (kharif) rice, thaladi rice (rabi) and rice fallow pulses (Black gram/Green gram) in the summer. In our area, in and around Kumbakonam, farmers used to grow vegetables, greens and flower crops (Jasmine, Chrysanthemum, Crossandra, Mullai, Cock's comb and marigold) in the garden lands regularly.

At present, the vegetables and flowers grown in this area are taken to Nehru Whole sale market, Kumbakonam in the early morning and sold to the whole sale dealers. The price for the vegetables will be decided by the traders daily and the amount will be disbursed only after selling the produce. Regarding the flowers, farmers are having the habit of getting advance amount as loan from the flower traders with an agreement to sell their flowers only to the concerned merchants from whom they have received the loan. Accordingly, the cost realized from their flowers supplied daily will be adjusted against the existing loan amount. I had an opportunity to contact Dr. K. Natarajan, market analyst of (Tamilnadu Agricultural University) Kumbakonam at the Nehru Whole sale market three months back and discussed with him about the Dynamic Market Information programme. Afterwards, I started watching the market details particularly Trichy market from my computer by opening the DMI- web site daily. Subsequently I started selling my vegetables to the traders only on negotiations and started getting a reasonable price. I am also sharing the price details of all vegetables with other farmers of my village. By this way they are also started getting proper price for their vegetables. More over Dr.K.Natarajan also frequently contact our farmers through his mobile phone and inform the price details of the market almost daily.

Now Dr.K.Natarajan has made arrangements to provide two markets price for one of the vegetables as SMS daily through our mobile phones. Considering the benefits, not only our village farmers but also the farmers of the neighbouring villages viz., Chozhanmaligai, Avoor, Sundaraperumalkoil, Nadupadugai and Nallur have started enrolling their mobile numbers for availing the facilities provided by the DMI- programme of Tamilnadu Agricultural University. Infact, I would like to inform that this project has created an awareness among our farmers in knowing the prevailing market price of their vegetables before taking the same to traders so that they could get reasonable revenues with minimum exploitation by the traders in the whole sale market. As such, this useful programme needs to be continued and extended to all vegetables' growing villages of this Thanjavur district. We will be thankful if the Tamilnadu Agricultural University could make necessary arrangements to continue this programme as a permanent one so that the marginal and small farmers will be motivated to grow vegetables and flowers in the garden lands and get substantial income regularly by availing the SMS facilities of the DMI project of TNAU. I hope that the Tamilnadu Agricultural University would definitely consider our genuine request positively.