

## DMI Success story

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### Introduction

My name is Mr. B.Rudrappa S/o Byanna 41 years old of Kolur village Antharhalli post, which is situated in north of Doddaballapur and 50 km away from the state capital Bangalooru. I did my graduation in B. Com, at that time there was no opportunity for me to get into the job so I took farming as my profession and I am actively involved in it from last 12 years.

### Production of Crops

My father owned a total cultivable land of 12 acres. Among this 7 acre is dryland and 5 acres is under irrigation and the source of irrigation is bore well. The field is mainly dominated by black soil. The crops which are mainly cultivated are tomato and Jowar. The tomato seeds are brought from the Namdhari. Planting of tomato is done in the month of October in an area of 1 acre in a row and after one month the rows are leveled and made into beds. The basic fertilizers like FYM is added to field at the time of planting then after one month a complex fertilizer of 17:17:17 is applied @ 100 kg/acre and neem cake @ 100 kg/acre and the important operation staking is done after one month of planting. The pesticides like Bavistin and Redomil are applied to control the fungal and caterpillar menace respectively. The fruits will starts from 2 months after planting. Harvesting is done manually by engaging labours and harvesting is done once in 3 days time, I get a yield of 150 bags per harvest and the harvesting will be prolonged till 1 month.

### Marketing

Once we complete our production task then comes the biggest hurdle in marketing of our produce. For marketing most of the time we completely depend on the local Doddballapur APMC market some times we send our produce to the Yeshwanthpur and K. R Market Bangalooru. There is a price difference in all the three markets I did not come to know whats the price at each market and I use to struggle for marketing of my produce tomato. Manier times I got less profit because of selling the produce in the local market.

## **Farming is Profitable through DMI**

Once I came to know about Dynamic Market Information by K R Market Analyst Shrikant through a Horticulture officer Shivanand from Doddaballapur. The K R Market Analyst Shrikant has visited our village Kolor along with Shivanand a horticulture officer at Doddaballapur at the same time we visited my field.

He introduced me to Dynamic Market Information website and Tamil Nadu Agricultural University. How the DMI is helping the farmers to come out of marketing hurdles and making them to sale their produce in the market where the price is higher, from that farmers can get more income by using the DMI website. At the same time I came to know much about the K R Market routine activities like type of market, type of auction, time of auction mode of payment etc. I came to know about the Dynamic Market Website very well and I started visiting the website everyday and started comparing the prices at local Doddaballapur APMC market, Yeshwanthpur market and price at K R Market Bengaluru. The prices for tomato at K R Market are always higher when compare to Local Market and Yeshwanthpur Market. Then I realized that it's always better to send the produce to the K R Market and I am getting the income higher than earlier. Then I realized that agriculture is profitable and that too for horticultural crops only when we market our produce in a market where, price is higher and this type of marketing is possible only through Dynamic Market Information website.

The information given on the website is very helpful to me, as the rates are available both wholesale and retail we compare the price and schedule the harvest according to the price behaviour in the markets. I felt farming as more profitable than earlier and I enjoyed the significant benefits from the DMI service.

DMI has created a more interest in farming and marketing. I will continue to make use of the information given by DMI. Apart from website I am going to get the daily market price for tomato on my cell phone by SMS through DMI. I have suggested all other farming friends in a village to make use of DMI website and SMS service.

DMI has changed the views of many farmers towards marketing and they got satisfied by the service provided by Tamil Nadu Agricultural University and the scientists behind DMI. I lend my sincere thanks to Dynamic Market Information and Tamil Nadu Agricultural University.