

Dramatically Changed my life - DMI

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I wish to introduce myself as K.Saravanan I am a farmer for Brinjal production.I am precision farming in 2 acres for the past 3 years. I was selling the Brinjal at kumbakonam,kuzhithalai,Trichy and nearby markets. I would like to share experience in Brinjal selling.

Dynamic Market Information

Dynamic Marketing Information is the Best Project developed by Tamil Nadu Agricultural University Department of Extension Education. But when we came to know about the Dynamic Market Information of the Tamil Nadu Agricultural University Department of Extension Education Who are working in this project. This Project attitude has dramatically changed and we got confidence in selling

Marketing:

Whatever we decide as market price daily was an assumption. But when we came to know about the Dynamic market information through the Tamilnadu Agricultural University, our attitude has dramatically changed and we got confidence in marketing.

I am K.Saravanan, from manaparai village of Trichy district, practicing agricultural for past 3 years. I am not well experienced in agricultural marketing. I never get proper market information and due to interference of middleman,I had been exploited often and forced to sell my produce at low price in the market.I was not aware of market information's like where to sell When to sell and how to sell at what price for each quality products. That time I was selling a kilo of Brinjal – Manaparai- Rs 6.00-10.00 and

Disco-Rs2.00-4.00/Kg but through the Dynamic Market Information I had an very good knowledge in marketing I am selling the same produce for Brinjal-Manaparai-15.00-18.00 and

Disco-6.00-10.00. All these are due to efforts by Tamilnadu agricultural university and Groups of Dynamic Market information.

In future Contract farmer association, I request the Tamilnadu Agricultural University to introduce more markets information and price details. We, farmer would be benefited if the rates of more markets places of Tamilnadu to send the mobile information. Lots of farmer like me are the information provided are very helpful to us and it is a marvelous job done by the information providers. We express our heartfelt thanks to Tamilnadu Agricultural University and Groups for introducing Dynamic Market Information.