

Success Story - Saravanan

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I am Saravanan aged 30 and I belong to a farming family. I have 2 acres of wet land and cultivating paddy crop. My brother owns a vegetable shop. We buy vegetables from Kumbakonam Nehru market. I came to know about the TNAU- DMI service from the Kumbakonam market analyst. I own a Reliance cell phone therefore I have registered for the DMI service. With the help of DMI service I am getting the market rates of Tomato from Kumbakonam and Trichy Gandhi market. This everyday service helps me to know about the market prices of the vegetables.

This facilitates me to fix the retail prices according to the market trend. I have recommended this service to other farmers and friends. If the DMI service is given in Tamil it will be of much help to farmers. If the market price is given in voice mail it would be more useful. As the banana rates fluctuate often according to supply and demand knowing the true market rates is a difficult one. This service had eased this difficulty by giving authentic information on market prices at the correct time. Awareness about this programme can be done through All India Radio, Karaikal. This advertisement will help to enroll more number of farmers. I wish all success to this free service.