

DMI : Change the method of Marketing

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My name is Shanmuga sundram. As I am from farming community, I started agricultural occupation in the year 1967. According to my experience, 1975-1980 is the flourishing years in the agriculture when there is no scarcity of water, labour and other important amenities. But now the trend has changed and we people are suffering a lot due to the lack of above resources. I came to agriculture as a hereditary but my heirs are not ready to take up this occupation.

Details of my farm:

Total 45 acres

Wetland: 30 acres

Garden land: 15 acres

Major crops cultivated: Tapioca, pulses and groundnuts

Trees:

Amla: 165 trees, Jack: 120 trees, Mango: 75 trees

Soil: Red sand, Season: Dec-Jan, Fertilizer: minimum chemical

Usage of DMI mobile service:

We are sending watermelons, muskmelons to the market. Last year we were unable to access the proper prices for our commodities. But this time we can able to know the prices of the different markets just through our mobile itself. This helps us to bargain and get the exact rates for our produce.

As a farmer, we expect a direct marketing for our produce. For that we need information of what time the rates of the commodities will be high, so that at that time we can market our produce and get benefited. We are in need of these type of forecasting techniques to get proper price and avoid losses.