

DMI Change my Marketing Style

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Dynamic Market Information a Project that helps farmers to make their own decisions. It is more difficult and slower process but, in the long run, it will be more successful than trying to tell farmers what to do. When groups of farmers take on ownership of their plans they are more enthusiastic, show more determination to overcome problems and take greater pride if their plan proves successful. They are much more able to overcome problems in the future and to actively seek solutions for themselves. To make decisions, farmers must be well informed. They need to know what choices they have. They will have to discuss what they can do to improve their marketing.

Dynamic Marketing Information Project give an idea to farmers regarding marketing. A Farmer Called R.Suburaj who lives in Periyakarathupatti Odanchatiram taluk is having five acres of land and he used to cultivate Chilli and bhendi in his land. Before knowing about Dynamic Market Information he had no idea about the market prices of nearby markets like Madurai and Coimbatore and on marketing. He used to market his commodities only in Odanchatiram Market. After he attended an meeting in KVK in Gandigram University he came to know about Dynamic Market information Project.

After knowing about Dynamic Market Information, he came to know that he can get the market prices of two markets for only one crop. He choosed two markets for the crop Chilli, Coimbatore and Madurai market where he can receive the markets prices through his mobile. Dynamic Market Information Project used to send the market prices to the farmer daily after two pm. Mr K.Suburamani started to receive the market prices of Madurai and Coimbatore Market for the

crop Chilli. After started to receiving the Market Prices Mr K.Suburamani has got a clear idea on Marketing that where to Market his commodities.

Mr. R.Suburaj has suggested that he can also market his commodities through contacting the market analyst of that area where he want to market his commodities, and in addition, through market analyst, he can get data about the trader to whom he can sell his commodities.

The most successful meetings maximize the number of farmers actively joining in the discussion. The meeting arrangement is important. Clustering the active participants together helps encourage discussion. Mr.K.Suburamani has informed that he wanted to know the price details for more than one commodity in different markets.