

Sparkling change by DMI

Mr. Sultan bai,
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My name is Mr. Sultan Bai and I am owning a banana shop in Hosur market. Banana production in and around Hosur is very low. So we have to import the bananas from Tirchy and Mettupalayam markets. I came to know about DMI (Dynamic Market Information) through Tamilnadu Agriculture University (TNAU) and I registered my mobile number in that scheme. Now I am getting the rate details everyday through SMS. It helps me to purchase quality fruits at correct price. With these informations, I can do my business in an effective manner. So I am very thankful to DMI.

MARKETTING

Due to introduction of Dynamic Market information by Tamilnadu Agricultural University, my annual profit in thousands turned to 1-2 lakhs.

IN FUTURE

- I. Contract farmers association.
- II. Daily transport facility.
- III. Crop production based on customer preference.

My thanks to scientists of Tamil Nadu Agricultural University for introducing Dynamic Market Information and Precision farming.