

Suresh Farmers - Success story

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This is D.Suresh from Veppanatham, Salem Dt. It's a farmer's village. Here all the people have known about agriculture and also it's a green area. I am practicing agriculture for past fifteen years. In this past 15 years, I sold my vegetables in Thalaivasal (Daily market). The market vegetable prices are fixed by the traders, the fixed rates always different from farmers rates. The correct rates are unknown by farmers, farmers are get troubles to sold their vegetables.

My family contains four adults, I am from agricultural family and also primary and secondary occupations are agriculture. I have 5 acres with dry land; I am growing Chilli, Bhendi, and Brinjal according to the season etc. I sold my commodities in Thalaivasal market. At first I didn't know about DMI given by TNAU. After I know about DMI from Balaji appointed by you and I welcomed this way through SMS. After I am getting the information about DMI I wish to get DMI from TNAU because of other market prices. It's very useful to export my commodity.

I am getting Chennai and Trichy market price of Bhendi and I enrolled for Bhendi. My family members didn't know how to get access to internet. I got a mobile my model is F.G.H.770.

My first impression is very happy to say that is the rates are known through by mobile. I am trying to sell my commodity to Chennai market in summer season because there is no sufficient water facility in my field but I sell my commodity in rainy season. DMI is very useful for me because the rates are different when comparing Thalaivasal market. I sold my commodity here by showing this SMS to traders. I am very happy because the correct rate awareness given by TNAU that is very useful to improve marketing. I gained by sold Bhendi comparing the same rate of Chennai market in Thalaivasal market by using of SMS. I got profit nearly 4,000 above.

Marketing strategies are slowly developed helping by the SMS by TNAU. No other services are not similar than DMI. DMI rates are reliable and the information is very useful to get best quality. I think it's a correct way to give your scope. I hope it's enough improvement in the DMI service. It's comfortable for me to read in English format but it is very difficult for many farmers to read it in English. Some of the farmers need more commodities two or three and also markets. It's the best method given by you and I have enrolled for Bitter gourd. I submit sincere thanks to TNAU.