

## DMI Success Story of a Farmer in Kolar

C. Veerupakshi  
S/O. N. Chandrashekarappa  
Kolar,  
Antharhalli Post  
Doddaballapur Taluk  
Bangalore District  
Karnataka  
Cell No. : 09008802811



### Introduction

My name is Mr. Veerupakshi, S/O. N. Chandrashekarappa 42 years old of Kolar village, Antharhalli post, which is situated in the north of Doddaballapur Taluk and 50 km away from the state capital Bangalore. I studied up to 8<sup>th</sup> standard then I dropped the education. From that time onwards I was interested in farming. I am working in the farm for the last 28 years and actively involved in it for the past 10 years

### Production of crops

We are the owner of 10 acres of cultivable land and all the 10 acres is under irrigation and source of irrigation is through bore wells. There are two types of soil in our field i.e., 6 acres is dominated by red soil and remaining 4 acres is loamy soil. The crops which are mainly cultivated are Banana, Fodder grass and Citriodora. Among 10 acres 4 acre is Banana, 3 acre fodder grass and 3 acre of Citriodora.

As banana is being the main economical crop major thrust is given to banana and its being cultivated in the loamy soil. The G-9 variety of banana is selected for planting and the tissue cultured plants were brought from Guggali Biotech, Devanhalli, at the cost of Rs. 12/each plant. We had started planting of banana in the month of Feb-March. Before that the land is thoroughly tilled by disc harrow

followed by levelling the land. The pits were dug out at 2x2 feet. Plants are planted at a spacing of 7 x 6 feet. 1000 plants are accommodated in 1 acre of land. FYM is applied @ 10 load / acre and FYM is applied to the pit 4-5 days after planting. Neem Cake @ 1/2 kg / pit after one and half month MOP and DAP @ 50 g / plant are applied to the plants in the form on banding followed by 17:17:17 ½ kg at the time of fruit forming 2-3 times pesticides are sprayed i.e., M-45 powder and Dash. Most of the times labour work is carried out by family, if required we hire the labours from outside.

After 11-12 months fruits come for harvesting.

### **Marketing**

For marketing most of the times I sell my produce in the Doddaballapur banana mandi. It was completely in the hands of mandi owners to fix the price for our commodity. Whenever there is a glut in market they reduce the price like anything. When there is demand also I don't use to get the higher price.

### **Farming is Profitable through DMI**

In this topic I want to highlight a success through DMI. I am a regular visitor to the state department of horticulture Doddaballapur. One day I find a K R Market analyst Shrikant along with a horticulture officer Shivanand. He introduced me to DMI system and its benefits to the farmers. He taught me how to access the Dynamic Market Information website and also he told about the e-Extension department of Tamil Nadu Agricultural University and how it works for the up lifting farmers. He has introduced me to the SMS format of DMI through which I am able to get daily SMS on my cell about the daily whole sale price of banana. Apart from this helpful information, I came to know about K R Market routine activities like type of market, type of auction, time of auction mode of payment etc. That time onwards I started comparing the prices at local market and K R Market Bangalore. There was always a price difference in both markets. Then I

started sending my produce to the market where the price is higher. As a result I started getting more income than earlier. Then I realized that agriculture is profitable only when we market our produce in a market where the prices are higher and this is possible only through Dynamic Market Information website and SMS that I am getting daily. The DMI has made a marked difference in marketing and getting higher income.

The information given on the website is very helpful to us, as the rates are available both wholesale and retail we compare the price and schedule the harvest whenever there is higher price in market by using this tactics I felt farming as more profitable than earlier. My living standard has got uplifted. In future I will make use of DMI and its service as best as possible. I have suggested all other farmers in my village to make use of it. I am very thankful to DMI and TNAU.