

“Miracular Change and Experience” – Dynamic Market Information”

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My name is R.K. Vijay Arun. I am residing in Ponali Nagar village and agriculture was my profession. Before 14 years (i.e) 1991-2007, I was cultivating Cotton in 5 acres. Recently, I started cultivating Brinjal and obtain better yield. The Brinjal product was sold in Thalaivasal Market. Since i was not aware of about external market price and Brinjal variety information.

While selling the Brinjal product, I came to know about Dynamic Market Information (i.e.) Agri-Horti products daily market price. When I enquired, I got a chance to meet Mr. Balaji and clarified all my doubts. Facilities were available through websites and SMS avail this and get details about products daily market price. It was found to be very much beneficial for me.

Since, I am unable to view the website; I am in need of SMS. Through this, I am able to get all other market price details. By availing that chance, I started cultivating Bhavani Brinjal variety for the first time during this year. Apart from me, nobody has cultivated Bhavani Brinjal variety and someone inform me that my product will not be sold in Thalaivasal market. Since, I know how to market it,

I started cultivating Brinjal in an area of 4.5 acres. Keeping this SMS information Higher market price for the product in Chidambaram, Viluppuram, Virudhachalam and Trichy), and other producers information, I was confident my market yield better market price. Besides, additional market information provided by you (Ottanchatram, Trichy, Kumbakonam and Panruti) was verymuch useful for me.

I also asked my friends especially Jeyavel, Mani, Jegadeesh and some farmers to cultivate Brinjal Bhavani variety at 1.5 acres. They also decided to cultivate it and we plan to sell the

harvested product using this SMS market information. So, we stopped our daily move to Thalaivasal market sending of wholesale market price information (Panruti, Chidambaram and Trichy) has reduced my expense neighbours and got a chance to gain more.

Income gained and Expense uncured while cultivating Brinjal Bhavani variety at 4 – 5 acres was given below.

Cultivation cost for 1 Kg - Rs. 1.60

Daily harvesting cost for 1 Kg - Rs. 1.00

Marketing cost for 1 Kg - 0.65 paise

Total Rs. 4.25

Daily I am exporting 850 – 1050 Kg Brinjal product approximately. So far, from 1 acre, I yield Rs. 40,000 as a gain. I request Tamilnadu Agricultural University to continue this excellent work which was very much useful to farmers like me.

Important Request to Tamilnadu Agricultural University:

So far, TNAU is sending daily market price for a single commodity. Based on the farmers need, please try to send the information on other commodities through same mobile. Since, it may be very much beneficial to farmers like me. Kindly fulfil our request. Finally, I thank Tamilnadu Agricultural University for sharing my happiness through DMI.