

## CASE STUDY

### ADDRESS:

Name : Arumugam  
Village : Puliangudi  
District : Tirunelveli  
State : Tamil Nadu  
Mobile : 9442819529



My name is Arumugam. Am 40 years old male residing at Puliangudi village in Tirunelveli District. Basically my family is farming one there are totally 4 members, 1 boy, and my wife, and my father. My families were practicing farming for the past 60 years. My father too did this as a main occupation. Agriculture is the major occupation for my family. We have 3 acres of land of our own. Our family is based on the income that comes through agriculture. The crops that we have cultivated in our land is Brinjal. Brinjal is the main crop that we have cultivated. In our land we have cultivated Disco variety Brinjal in large amount about 75% and the remaining contains white Brinjal . Basically a farmer has to overcome lot of problems and challenges in his life. Now a days doing agriculture is biggest challenge to farmers. Insufficient of water and power is the main problem we have to overcome. Every time I use to sell my product in Puliangudi village market. In Puliangudi market the rates were fixed by the traders.

The traders fix the rate depends upon the Tirunelveli wholesale market. Whatever rate they fix for the product we have to accept. Because we don't know about the Tirunelveli market rate. So traders will cheat us very easily and without any proof we are not able to bargain with them. One day I came to know about DMI Service. I felt so happy and that day itself I have registered in DMI. I am using Nokia mobile. Now – a-days am getting the rates for commodity Brinjal every day. I am receiving Tirunelveli Market Price and Ottanchataram market price regularly from DMI service through SMS. After getting this SMS facility we came to know the Tirunelveli market rate every day. So we are able to bargain for the correct rates with the traders in Puliangdi market.

Though we people don't know to access the computer and not know to use internet the messages sent by you through our mobile phone is really very useful service provided by you. And most of the farmers are not know to read English. So I request you to provide the information in Tamil it will be very useful for us.

DMI is the best helpful service provided by TNAU. No other organization is providing this service. As a farmer I have been benefited by using DMI service. I request you to create more awareness about this program and I request you to get the Market rate SMS on or before 12 P.M every day. It will be very much useful if we get the SMS earlier.

I don't wish to pay for this messages that we receive from TNAU daily. If we have to pay for this service many farmers will not enroll their numbers. I request you to create awareness about DMI through newspapers and radios. I wish you to provide the service regularly. Thanku for the DMI service and its team for providing good service.