

Case_Study_Mettupalayam Farmer

Name: Mr.Eichel Chandran

State: Tamil Nadu

Address: Hullathi Post, Ooty.

Mobile. No: 09787743275



My name is Farmer Eichel Chandran Belonging to Hullat village, Nilgiris. I am an experienced farmer having 30 years of experience in Cultivating vegetables. Agriculture is our main profession. I learnt all type of practice from my father only from schooling itself. Traditionally we are following all the agriculture practices to fetch good output. In our land we are Cultivating vegetables (i.e) All Nilgiris Vegetables I met ur Analyst in Mettupalayam market, There he explains all the ongoing activities of the Directorate of Extension Education, TNAU, Cbe. And I came to know that DMI is the collaborative project run by TNAU (Tamil Nadu Agricultural University), Coimbatore & C-DAC (Centre for Development of Advanced Computing), Hyderabad. At present DMI contains 13 major markets functioning in and around Tamil Nadu. From the selected market, the analysts have to collect the price structure for each and every commodity and they have to update the information in the INDG website. The updated information is available in the INDG website called www.indg.in/india/market_information and TNAU website called www.tnau.ac.in. The uploaded market information is also sent in the form of text message to the mobile number of each and every farmer. The SMS data's are available with two markets. This helps to compare the price of two near markets. So the farmers can sell their produce at a place where he will fetch a very high profit.

This is the first time in my lifetime I heard this kind of website running for farmers. With the help of the market analyst, now I have enrolled myself in DMI to get Vegetable prices for Coimbatore and Mettupalayam markets.

Thanks for **Vivasayee FM** which is recently introduced by TNAU. My sincere thanks for this new venture. I have enrolled for your SMS service for two markets Mettupalayam-Coimbatore for Cabbage. I request all the farmers to enroll their mobile number in the DMI service. This helps us to sell the harvested produces to suitable market to fetch premium price for your hard work. My Sincere thanks to all the official staffs who is working behind the DMI.