

Case Study-Oddanchatram Farmer M.Subramaniam

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My name is Mr. M.Subramaniam. I am 55 years old male of Tripur. Basically my family is farming one. There are totally 5 members in our family including me. As my father and grandfather were practicing farming I got interested in farming and my main occupation is farming and allied activities. We have owned 5 acres of land. The main crops which cultivated in our farm are Onion, Tomato and Coconut.

I am facing many problems and challenges in farming as the source of water we are getting through the Canal. The water is coming through this canal 2 years once. Whenever the water is coming through the canal, the water is occupying the land for few months. For another few months the canal is being dry. So there is no water for farming. Because of this issue we can do cultivation for only 6 months in all 5 acres of land. Nearly one and half years we are farming in 2 acres of land only.

Experiences related to DMI

For marketing of our produce we were depend on the local markets prices. One day I came to know about the DMI service through my son and he came to know this from the Oddanchatram market analyst Ms.Tamil Ilakkia. R. She has given a clear detail about the service. I impressed by it and I enrolled my number with the help of the oddanchatram market analyst. She told me about DMI service. It helps me to get the market price in our hand. I registered to DMI. Previously we used get the market

information from the fellow farmers who use to visit the market or through calling to the market and now we are getting it on our hand a firsthand information through DMI SMS.

I have enrolled my number for the commodity Tomato Oddanchatram and Kovai markets. I am lucky that I am getting the information on my handset. I felt good when I first time heard about DMI as I am going to get daily market information so I was excited. The DMI useful as it is giving daily market information about the different perishable commodities. Therefore we can harvest our produce accordingly and get higher prices. I am making use of this service by comparing the prices at different market. I can say that it has helped me to fix prices according to the market prices. As I got benefited by the DMI I felt it will be useful for other farmers also therefore I have disseminated this information to the few of my farming friends. My son also enrolled his number for onion. He also disseminated this information to his friends who are all farmers and traders. There is no other service like DMI I have not come across any of such marketing information as like DMI. I can rate this service as good. Still there is a scope for improvement in the DMI service by giving the quantity of commodities which is daily arriving in the market; it will be much helpful to the users.

As I am getting the information I wanna give some suggestions. We are getting service for more than one market. But if we get the service for more than one crop it will be more useful for us. Since, we are cultivating more than one crop in our land.

Finally I wish my sincere thanks to the DMI and I wish all success to the team.