

Case Study- TENKASI farmer

Name: Manikandan
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Village: TENKASI
District: Tirunelveli
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My name is Mr. **MANIKANDAN**. 40 years old male, tenkasi Taluk. Basically my family is farming one there are totally 6 members in our family among ten 2 members are adult. 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 1 acres of land. The crops which cultivated in our farm are Small Onion, are the main crops. Among onion, bellary is the main source of income for my family.

Whenever there is need of water to the crops we don't have current that time so power problem per day 2 hours it's also playing the major role for this problem. In addition to this labour problem we won't get labours in time and the labour cost is rising day by day. For marketing of our produce we depend on the kadayanallur Market, Tirunelveli Nethaji markets.

Presently existing market channel is, as soon as we harvest the produce and take to markets on our own transportation cost and we sell it to the commission agents or traders in the market and the market information sourcing are either We get the market information from the fellow farmers who use to visit the market or through calling to the market and now we r getting it on our hand a firsthand information through DMI through SMS. We won't get the expected rates it depends on the traders, though we come to know about the prices in the market again they fix the prices on quality of produce these are the challenges specific to the marketing.

Experiences related to DMI

I don't know how to check all the information about DMI through net but none of any members in my family are access to the internet. I am lucky that I am getting the information on my cell phone. 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 can say that it has helped me indirectly and I have gained financially.

As I am getting the information in English, I am not fully comfortable, if it comes in regional language (Tamil) it will be much better as all of my family members can access to the information given by DMI. You can make it more popular by advertising it in News paper and other Medias. I am very happy that I am getting such valuable information and I am ready to pay for this service if I get information on particular commodities which are on my demand. Finally I wish my sincere thanks to DMI.