

Case Study on Farmer

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I am Arif 48 years of age belongs to an agricultural family. Agriculture is a main profession in my family. I used to go to foreign country now and then. I have 10 acres of land in which I am cultivating coconut and mango. Coconut one among the main crop in our area. My friends and relatives are also cultivating coconut and getting good results. We are selling our coconut to the local traders at their procurement price.

At this stage I came to know about TNAU DMI service from the kumbakonam market analyst. I registered my mobile no. and I am getting every day market price at 2.30 pm.

I am getting the coconut market rates of Trichy and Kumbakonam and therefore I am able to bargain for a good price.

Because of this I am getting a increased rate of minimum 50 paise per nut. This is possible only after availing the DMI service.

We expect TNAU to help us to market coconut value added products, training methodologies in coconut related production.

All the agricultural related useful information's can be made available to us through SMS or voice mail service by TNAU. Thus farming community can be made inclusive in the revolution of information and communication technology.