

## Case\_Study\_Nilgiris Farmer Balachandran

Name :Mr.**Balachandran**

Age :24Years

Profession :Farmer

Address :Emerald Post

Nilgiris.

Mobile:08940023210



My name is **Farmer Balachandran Belonging to Emerald village Nilgiris.** I am uneducated person but proud to say iam an experienced farmer having 15 years of experience in Cultivating all nilgiris vegetables. Agriculture is our main profession. I learnt all type of practice from my father only traditionally we are following all the agriculture practices to fetch good output. In our land we are cultivating all Nilgiris vegetables

I met our Analyst in Mettupalayam market; There he explains all the ongoing activities of the Directorate of Extension Education, TNAU, Coimbatore.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](http://www.indg.in/india/market_information) and TNAU website called [www.tnau.ac.in](http://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.

I have enrolled for our SMS service for two markets Mettupalyam-Coimbatore for Carrot.

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 highest price for your hard work.

My Sincere thanks to all the official staffs who working behind the DMI.

## Case\_Study\_Nilgiris Farmer Prabhakaran

Name :Mr.Prabhakaran

Age :28 Years

Educational Qualification:SSLC

Profession :Farmer

Residence :Nilgiris

Address :Emerald Post

:Nilgiris.

**Mobile:08940023200**



My name is **Farmer Prabhakaran Belonging to Emerald post,Nilgiris**. I proud to say. I am a experienced farmer having 15 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](http://www.indg.in/india/market_information) and TNAU website called [www.tnau.ac.in](http://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 ur SMS service for two markets Mettupalyam-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.

## Case Study of Traders R.S Vegetables

Name :Mr.Murugesan  
Age :45Years  
Profession :Trading all vegetables  
Address :R.S Vegetables,  
Perianaickan Palayam  
Coimbatore-641 020  
Mobile Number: **09345244072**



My name is .Murugesan. I am a good Businessmen having 20 years of experience in running a shop in Perianaickenpalayam selling all vegetables both retail and wholesale.,. Trading is my main profession. I involve in marketing too. I learnt all type of business practice from experience only.

We use to Purchase vegetables from Mettupalayam through Auction. We mainly rely on mettupalayam Markets for purchase of vegetables. But Nilgiris vegetables are available here itself.

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](http://www.indg.in/india/market_information) and TNAU website

called [www.tnau.ac.in](http://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.

I have enrolled for ur SMS service for two markets mettupalyam-Coimbatore for Brinjal.

I request all the Traders to enroll their mobile number in the DMI service. This helps us to market the harvested produces to suitable market to fetch premium price for your hard work.

My Sincere thanks to all the official staffs who working behind the DMI.

## Case study - DMI

### ADDRESS OF THE FARMER

M.Murugesan

S/o Muthu Goundar

Millu Konar Thottam , Attur [Tk], Salem [DT]

Tamilnadu. 636112

Cell: 9655568226



This is M.Murugesan from M.V.Colony , Salem Dt. It's a farmer's village. Here all the people has known about agriculture and also its a green area. I am practicing agriculture for past Ten years. In this past 10 years, I sold my vegetables in Thalaivasal (Daily market).The market vegetable prices are fixed by the traders, the fixed rates always different comparing other farmers and so many coloparation are accrued in this market. The correct rates are unknown by farmers, farmers are get troubles to sold their vegetables.

My family contains four adults, I am from agricultural family and also primary and secondary occupations are agriculture. I have 5 acres with dry land; I am growing chilli, Bhendi,Brinjal,Snake Gourd,Onion according to the season etc.

I sold my commodities in Thalaivasal market daily when I am in youth hood that's why I know the course to sell my commodities in the market

In first I didn't know about DMI given by TNAU. After I know about DMI from Balaji appointed by you and I welcomed this way through SMS.

After I am getting the information about DMI I wish to get DMI from TNAU because of other market prices. It's very useful to export my commodity.

I am getting Panruti and Thalaivasal market price of Snake Gourd and I here enrolled for Snake Gourd.

My family members didn't know how to get access to internet. I got a mobile and its China mobile.

My first impression is very happy to say that is the rates are known through my mobile. It's simple and best method. I am trying to sell my commodity to Chennai market and its not possible way in this summer reason because there is no sufficient water facility in my field but I definitely sell my commodity in rainy reason.

Yes DMI very useful for me because the rates are different comparing Thalaivasal market. By through this DMI Chennai rate I sold my commodity here by showing this SMS to traders this service is not only benefit for me.

I am very happy because the correct rate awareness given by TNAU that is very useful to improve marketing by me.

Yes I gained by Snake Gourd comparing the same rate of Panruti market in thalaivasal market by using of SMS. I got profit nearly 5,000 above.

Marketing strategies are slowly developed helping by the SMS by TNAU, yes slightly improved correct rate awareness rates are known by the farmers through SMS. The information of SMS is some follow farmers are known but they are not able to export their commodity because of transport and yielding of low crops.

No, other services are not similar than DMI. DMI rates are reliable and the information is very useful to get best quality. I think it's a correct way to give your scope. I hope its enough improvement in the DMI service.

It's comfortable for me and format also ok but lot of the farmers couldn't know to read in English format It's will be popular means you could give the awareness through newspaper, digital banners, and television programs. Some of to farmers need more commodities two or three and also markets.

I will not willing to pay for the service because all the farmers are unwilling to give their name to enroll. It's the Best method given by you and I have enrolled for Bitter gourd. I submit sincere thanks to TNAU.



## Case Study-Oddanchatram Other M. Prabhu

### Personal profile

Address

134,Veeranaampalayam

Kangayam via

Tripur (dt) -638701.

Mobile No: 9842724161



My name is Mr. M.Prabhu. I am 25 years old male of Kangayam. I'm a Bca., holder and my brother also a degree holder. There are 5 members in my family including me. I am having one brother. My brother got marry recently. My father is a farmer and my mother is a home maker. I'm a partner in Garments company.

### Experiences related to DMI

We are having 4.5 acres of land. We are not cultivating in our land. But my father is a farmer and few of my relations are doing cultivation of onion. They wanted to know the daily market status in easiest way. But they did not know how to make it. At that time I came to know about the TNAU-DMI service from Oddanchatram market's project analyst few months back. She is one of my friends and she explained me about the DMI service in detail. I impressed by the scheme. So I enrolled my mobile number for DMI service to help my father and my relations. It helps us to get the market price on daily basis and fix the prices accordingly. I have enrolled my number for the commodity Onion for Kovai and Metupalayam markets. As I got benefited by the DMI service I felt it will be useful for other farmers. Therefore I have recommended this service to other who I know in my village and my friends.

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

## Case Study - Panruti Farmer Velayudham

### Personal profile

Name : Velayudham, Mobile: 9865996213

Village : Kattamuthupalayam, Panruti

District : Cuddalore.

State : Tamil Nadu



My name is Mr. Velayudham, 40 years old male of Kattamuthupalayam village, Panruti 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 5 acres of land in that 2 acres is garden and 3 acres is dry land. The crops which cultivated in our farm are Bhendi, Brinjal are the main crops, and among Lemon and Chilli is the main source of income for my family.

I am facing many problems and challenges in farming as the source of water is through bore well its going deeper and deeper every year so water scarcity is the main problem. Whenever there is need of water to the crops we don't have current that time so power problem per day 3 hours it's also playing the major role for this problem. As I have started farming from last one decade there are many challenges I have faced in agriculture. 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 Panruti Market, Trichy 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**

One day I met an officer in Farmers Meeting in Palur, he told me about the DMI. I enrolled my number with the help of Panruti Market analyst R.Karthik he told me about DMI in detail. It helps me to get the market price and no need to go market often so I registered to DMI.

I have enrolled my number for the commodity Chilli Chennai Koyambedu market and Trichy Market . 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 Nokia 1110 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 am making use of this service by comparing the prices at different market that is at Trichy Market finally I am taking my produce where there is higher price prevailing on that day. I can say that it has helped me indirectly and I have gained financially.

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 5 of my farming friends. 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 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 a valuable information and I am ready to pay for this service if I get a information on particular commodities which is on my demand. Finally I Wish my sincere thanks to DMI.