

SUCCESS STORIES DYNAMIC MARKET INFORMATION

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I am Shanmuganathan I belong to Vadivullamangalam of Erode district. My profession is agriculture and business. I have sown Bittergourd as main crop in my farm; usually I am selling my produces in our area local market and Erode market. I used to cultivate all gourds varieties, brinjal, bendhi, tomato in my field according to season .for all produce the profit I earn is very less.

Fortunately, I happened to meet Mr.S.Jayachandran from TNAU Coimbatore. Through him I came to know about the DMI services provide by the TNAU and he explained me this service. He assured that he will send information to my mobile through SMS. In addition he listed me the formers who are benefited through this services.

It was a timely need for me. So I gave him my mobile number & asked for Bittergourd information at Coimbatore & Oddanchatram market. From the next day on, I started getting information about the market rate & status. Now I am selling my produce at M.G.R. Vegetable market, Coimbatore.

I was almost frustrated with agriculture due to profit, but the service provided by TNAU revived my hope. I was well equipped with the market rate each day and this helped me to get a reasonable rate for my produce. I and my family are very happy to get good profit.

Also information on only one vegetable is being provided. I would like to know information On four to five crops. This would help farmers like us.

Finally, I would like to present my Thanks to the TNAU whose service enlightened the life of many frustrated farmers. I also request the institution to consider my request.