

## Success Story - Kallapuram Farmer

### ADDRESS:

Name : Mr.P.Ramaraj  
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District : Coimbatore  
State : Tamil Nadu  
Mobile : 9626739867



My name is Ramaraj. Am 50 years old male residing at Kallapuram village in Coimbatore District. Basically my family is farming one there are totally 4 members, 2 boys, and my wife. My families were practicing farming for the past 40 years. My father too did this as a main occupation. Agriculture is the major occupation for my family. We have 5 acres of land of our own. Our family is based on the income that comes through agriculture. The crop that we have cultivated is tomato. Tomato is the main crop that we have cultivated.

In our land we have cultivated Hybrid variety Tomato in large amount about 80%. Basically a farmer has to overcome lot of problems and challenges in his life. Now a day's doing agriculture is biggest challenge to farmers. In sufficient of water and power is the main problem we have to overcome. Every time I use to sell my product in Kinathikadavu market. In Coimbatore market the rates were fixed by the commission agents. The traders in Kinathikadavu market fix the rate depends upon the Coimbatore wholesale market. Whatever rate they fix for the product we have to accept. Because we are don't know about the Coimbatore market rate. So traders will cheat us very easily and without any proof we are not able to bargain with them. One day I came to know about DMI Service. I felt so happy and that day itself I have registered in DMI. I am using Nokia mobile. Earlier days am not getting the Tomoto rates every day. Now I was receiving Coimbatore Market Price and Mettupalayam market price regularly from DMI service through SMS. After getting this SMS facility we came to know the Coimbatore market rate every day. So we are able to bargain for the correct rates with the traders in Kinathikadavu market. Though we people don't know to access the computer and not know to use internet the messages sent by you through our mobile phone is really very useful service provided by you. And most of the farmers are not know to read English. So I request you to provide the information in Tamil it will be very useful for us. DMI is the best helpful service provided by TNAU. No other organization is providing this service. As a farmer I have been benefited by using DMI service. I request you to create more awareness about this program and I request you to provide the market rates regularly. It will be very much useful if we get the SMS earlier.

I request you to create awareness about DMI through newspapers and radios. I wish you to provide the service regularly. Thanku for the DMI –SMS service and its team for providing good service.