

## Case Study-Brinjal growing farmer Erode

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My name is Mr.Parvatha Kannan.37 years old male of Thamarai palayam, Erode. I have completed my schooling in Kodumudi. Basically my family is farming one there are totally four members in our family members. As my father and grand father were practicing farming I got interested in farming and my main occupation is farming and allied activities. We have owned 4.5 acres of land in that 3 acres is garden and 1.5 acres is wet land. The crops which cultivated in our farm are Brinjal, Turmeric, Sugarcane and Paddy are the main crops, among this Turmeric and sugarcane is the main source of income for my family.

As I have started farming from last one decade there are many challenges I have faced in agriculture. 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 in summer we did not get water for irrigation as well as in monsoon season we got more rain even flooding that the flower crop affect. I am planning to lay drip for my crops. 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 Erode, vegetable market, and some local markets. Presently form association as soon as we harvest the vegetables 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 are 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. Previously trader came and procures the vegetables in low prices

### Experiences related to DMI

So I have will to search some information how to increase the vegetable price because we saw in new paper the vegetable price is more but trader are given low cost for the purchase of vegetables. One day i met a Madam in koyambadu market she collect collected some think in all shops. He went as that Project analyst, that time he told him about the DMI. i gave my number to SMS enrollment. It helps me to get the market price and no need to go market often.

I have enrolled my number for the commodity – Brinjal, and I am getting the information on my Nokia cell phone. some tines I searching all the information through net. 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 the vegetables based on the I decide to sent Coimbatore M.G.R.market or Oddanchatram market. it would help me get higher prices. I am making use of this service by comparing the prices at different market that is at around Erode Market and local market and 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. Because I selling vegetable crop price is some days high and some days low it (this price is less than transport that time we sell local market).

My marketing strategies has improved to some extant and in future I will make full use of it and make the strategies as per the information available. 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 10 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 but it is not comfortable for all farmers, if may possible to give it tamil is more useful and easy to read all people in TamilNadu. You can make it more popular by advertising it in Newspaper, TV and other Medias. I am very happy that I am getting such a valuable information and also it is useful other.so kindly give free of cost. Finally I lend my sincere thanks to DMI.