

Case Study of Nilgiris Farmer

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I am Radhakrishnan belongs to Emerald village near to Nilgiris. I am practicing agriculture for many years, cultivating Carrot, Turnip, Knolkhol, French Beans like all Nilgiris vegetables. I am happy to share my experience about TNAU-DMI with you.

Even though many vegetable export trade centers and markets are available in all Districts of Tamilnadu, we (farmers) didn't get the appropriate facilities and schemes. We sell the produce to local traders and commission agents according to their price rate. In this we get profit of about few thousands only and sometimes we faced the losses. When we are unaware about the actual price for produce, Dynamic Market Information (DMI) through TNAU gave turning point to our life.

At that time DMI mobile service was launched by TNAU. Through this SMS, we got Chennai, Hosur, Coimbatore, Bangalore market prices. Also I am in a position to fix the selling prices of my produces and send them to other markets without the involvement of middlemen.

We, the farmers were facing losses in marketing the produce. It was the DMI service provided through internet and mobile SMS by C-DAC and TNAU came to our rescue us from this situation. We are earning a profit of Rs. One to two lakhs per annum after using this service. This was possible due to the selfless service and hard work of the scientists of TNAU.

In future, if facilities are provided to know the market rates of other states of India along with necessary infrastructure facilities, farmers like us would be benefited by cultivating the crops based on the consumer demand and would force many more farmers to enter this venture.

I am heartily thankful for your valuable service for farmers. My Sincere thanks to all the Scientists, official staffs who working behind the DMI.