

Case Study on Farmer

Name: Th. Selvaraj
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Vadasarrukkai
Papanasam Taluk
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I am selvaraj 45 years old age belongs to an agricultural family. We are daily wages earners. I belong to Ariyalur district. I am now working in a coconut farm in vadasarukkai village of Tanjore district.

There are 1200 coconut trees and I am residing in the same farm. Coconut basin cleaning, crown cleaning pest and diseases management and help at the time of harvest. I am managing the labours.

I follow my farm owner instruction. I do not know interact much with other. I have a cell phone through which I am availing the TNAU DMI service. Every day I am getting the market rates of coconut of Trichy and kumbakonam markets. Since I get the information daily I am able to sell the coconuts at a higher price than earlier.

Thus I am able to get a 50 paise gain per nut to my owner. More over I do give advice on the market rates to my owner. I have registered my owner to avail the TNAU DMI service. The timely information provided by this service has helped me to get a good name from my owner.