

Case_Study_Mettupalayam Farmer

Name: Veerapandian

State: Tamil Nadu

Place: Palapatti.

Mettupalyam.

District: Coimbatore

Mobile: 09843600127



My name is **Veerapandian** . My qualification is SSLC having 35 years of experience in Cultivating vegetables and running vegetable shop in Mettupalayam,. Agriculture is our main profession. I involve in marketing too. I learnt all type of practice from my father only. Traditionally we are following all the agriculture practices to fetch good output. We have an area of around 2 acres. Cultivating vegetables .and also I am hiring lands for contract [for lease] near by village.

I met your Analyst in Mettupalayam market; there he explains all the ongoing activities of the Directorate of Extension Education, TNAU, Coimbatore. And I came to know that DMI is the collaborative project run by TNAU (Tamil Nadu Agricultural University), Coimbatore & C-DAC (Centre for Development of Advanced Computing), Hyderabad. At present DMI contains 13 major markets functioning in and around Tamil Nadu. From the selected market, the analysts have to collect the price structure for each and every commodity and they have to update the information in the INDG website. The updated information is available in the INDG website called www.indg.in/india/market_information and TNAU website called www.tnau.ac.in. The uploaded market information is also sent in the form of text message to the mobile number of each and every farmer. The SMS data's are available with two markets. This helps to compare the price of two near markets. So the farmers can sell their produce at a place where he will fetch a very high profit.

This is the first time in my lifetime I heard this kind of website running for farmers. With the help of the market analyst, now I have enrolled myself in DMI to get Vegetable prices for

Coimbatore and Mettupalayam markets. I have enrolled for two markets Mettupalyam-Coimbatore for Brinjal.

I request all the farmers to enroll their mobile number in the DMI service. This helps us to marketing the harvested produces to suitable market to fetch premium price for your hard work. My Sincere thanks to the entire official staffs who working behind the DMI.