

Case_Study_Mettupalayam Farmer

Name: Velusamy

State: Tamil Nadu

Place: PanaPalayam, Seliyur Post

Mettupalyam.

District: Coimbatore

Mobile: 09524492919



My name is Velusamy 52years old. My qualification is SSLC, I have done Diplamo in Agriculture from Ramakrishna Vidyalaya. I am having 30 years of experience in Agriculture. Agriculture is our main profession. We mainly depend on Mettupalayam market to sell vegetables. Our main crops are Brinjal, Tomato, and Lablab.etc... Learnt all types of practices from my father only. Traditionally we are following all the agriculture practices to fetch good output. We have an area of around 5 acres for Cultivating Vegetables.

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 Tomato [Coimbatore and Mettupalayam markets.]

If I am getting message about prices of five commodities daily this will helps us to know the current rate going on in the market. Most of my commodities fall under Vegetables.

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 all the official staffs who working behind the DMI.