

Case study - DMI

Name: P.Rajendran

State: Tamil Nadu

Village: Unathur

District: Salem

Mobile: 09943045837



I am P.Rajendran from Unathur, Salem District. It is a wonderful village. I am practicing agriculture for past twenty to thirty years. In this past 30 years, i sold my vegetables in Thalaivasal (Daily market).The market vegetable prices were fixed by the traders, the fixed rates always zig zag comparing other farmers. Traders are easily cheated the farmers. The correct rates are unknown by farmers, farmers are get troubles to sold their vegetables.

Now i am very glad, because of DMI. This DMI gives very correct rates of other market price. It is useful to sell the vegetables at the same prices. Farmers are very happy to receive. The price of vegetables My primary and secondary occupation is agriculture and I owned Two Acres. It's my father's property. It is dry land. I am growing so many varieties of crops like Paddy,Snake Gourd,French Beans,Carrot and Turmeric etc.

I came from agricultural family and so many crops are yielded by me and there is very easy to take challenge to grow the crops. I take challenge with my fellow farmers to grow lot of crops for yield. I sold my commodities in Thalaivasal market daily when I am in youth hood that's why I know the course to sell my commodities in the market

I didn't know how to sell my commodity in correct rate and I do to ask my fellow farmers how much they sold. I got lot of information around near Thalaivasal market areas how much commodities are sold. If specific commodity is selling some good rate. I sold commodity there in that village. In first I didn't know about DMI given by TNAU. After I know about DMI from Balaji appointed by you and I welcomed this way through SMS.

After I am getting the information about DMI I wish to get DMI from TNAU because of other market prices. It's very useful to export my commodity. I am getting French Beans rates of Trichy and Bangalore market daily and I enrolled for French Beans. Now I am selling French Beans in the market by helping of DMI. My family members didn't know how to get access to internet. I got a mobile my model is 1100 Nokia.

My first impression is very happy to say that is the rates are known through my mobile. It's simple and best method. I am trying to sell my commodity to Trichy market and its not possible way in this summer reason because there is no sufficient water facility in my field but I definitely sell my commodity in rainy reason. Yes DMI very useful for me because the rates are different comparing Thalaivasal market. By through this DMI Trichy rate I sold my commodity here by showing this SMS to traders this service is not only benefit for me. It's very useful to all the fellow farmers, buyers and traders to export. I am very happy because the correct rate awareness given by TNAU that is very useful to improve marketing by me. Yes I gained by sold French Beans comparing the same rate of Trichy market in thalaivasal market by using of SMS. I got profit nearly 5,000 above.

Marketing strategies are slowly developed helping by the SMS by TNAU, yes slightly improved correct rate awareness rates are known by the farmers through SMS. The information of SMS is some follow farmers are known but they are not able to export their commodity because of transport and yielding of low crops.

No, other services are not similar than DMI. DMI rates are reliable and the information is very useful to get best quality. I think it's a correct way to give your scope. I hope its enough improvement in the DMI service. It's comfortable for me and format also ok but lot of the farmers couldn't know to read in English format It's will be popular means you could give the awareness through newspaper, digital banners, and television programs. Some of farmers need more commodities two or three and also markets.

I will not willing to pay for the service because all the farmers are unwilling to give their name to enroll. It's the Best method given by you and I have enrolled for Bitter gourd. I submit sincere thanks to TNAU.