

Dramatic change by Dynamic Market Information

When the sun rises, whatever we decide for market price is the actual market price was our daily assumption. But when we came to know about the Dynamic Market Information through the scientist of the Tamil Nadu Agricultural University, our attitude has dramatically changed and we got confidence in marketing.

Myself Mr. Samikannu, from Molayanur Village of Dharmapuri district, feel proud to be a precision farmer. I am practicing agriculture for the past 25 years. I was growing vegetables and tuber crops and selling the same to the local farmers at low cost since I was not aware of market information's like where to sell? When to sell? and how to sell at what price for which quality products.

Since, 2005-2006, the profit realized in Agriculture is high only due to the introduction of Precision Farming by Tamil Nadu Agricultural University the Major technologies learnt through precision farming like tillage practices, hybrid varieties, need based fertilizer application drip fertigation, post harvesting technologies, labour reduction, crop production based on consumer preference, transport facilities, marketing through farmers association, played a major role.

Marketing: We were selling a kilo of tomato for Rs.3-5 in local markets, but through the introduction of Dynamic Market Information by scientist & Tamil Nadu Agricultural University, we are selling the same produce for Rs.10-20 and earning a profit of Rs.15/kg. The annual profit of few thousands turned to 2-5 lakhs. All these are due to selfless efforts tendered by the scientist of Tamil Nadu Agricultural University and Dynamic Market Information.

In future:

- Contract farming in vegetables
- Contract farmers association
- Daily transportation facility like milk van
- Deposition of amount in individuals account
- Crop production based on consumer preference
- Introduction of other state markets are some of the facilities needed for the upliftment of our social status

We express our heartfelt thanks to the scientist of Tamil Nadu Agricultural University for introducing Dynamic Market Information & precision farming

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