

## Success Story of Mr. Babu



My name is Mr. Babu. I am 29 years old belonging to Nogondapalli village of Krishnagiri District. My prime occupation is farming, and my family consists of four members. My father and grandfather were practicing farming activities. And so I got interested in farming and my main occupation is farming and I have got no other allied activities. I own 4 acres of land. The main crops cultivated in our farm is tomato and beans which serves as the main source of income for my family. I am facing many problems and challenges in farming; water scarcity is the main problem. Whenever there is need of water to the crops we face shortage of power supply. As I have started farming from last one decade there are many challenges I have faced in agriculture.

In addition to this labour problem we won't get labours in time and the labour cost is rising day by day. For marketing of our produce we depend on the Hosur Market. As soon as we harvest the produce we take it to the markets on our own transportation cost and sell it to the commission agents or traders in the market. We get the market information's from the fellow farmers who visit the market or by calling to the market but now we are blessed in receiving firsthand information through DMI through Short Message Service (SMS). We won't get the expected rates it depends on the traders, though we come to know about the prices in the market again they fix the prices on quality of produce these are the challenges specific to the marketing.

### **Experiences related to DMI**

I was not aware of the DMI. I enrolled my number with the help of Hosur Market analyst Shakila. S she told me about DMI in detail. It helps me to get the market price and no need to go market often so I registered to DMI. I have enrolled my number for the commodity in Hosur market and Bangalore KR Market. I don't know how to check all the information about DMI through net but none of any members in my family are access to the internet. I am lucky that I am getting the information on my cell phone. I felt good when I heard about DMI for the first time, as I am going to get daily market information so I was really happy.

The DMI was very useful as it is giving daily market information about the different perishable commodities. Therefore we can harvest our produce accordingly and get higher prices for our harvested commodities. I can say that DMI has helped me a lot and I have gained financially due its support. As I got benefited by the DMI I felt it will be useful for other farmers also, therefore I have disseminated this information to few of my farming friends. There is no other service like DMI, I have not come across any such marketing information such as DMI. I rate this service as an excellent service. Still there is a scope for improvement in the DMI service by giving the quantity of individual commodities which is arriving daily in the market; which will be much helpful to the users. You can make it more popular by advertising it in News paper and other Medias. I am very happy that I am getting such a valuable

information and I am ready to pay for this service if I get a information on particular commodities which is on my demand. Finally I Wish my sincere thanks to DMI.

Investment	-	10 ,0000
Crop	-	Tomato (3 to 5 Months)
Profit	-	1,50,000
Commission Mundy Charge	-	30,000
Transport Charge	-	20,000

Contact:

Babu,  
Nagondapalli(vill),  
Denkanikottai Road,  
Hosur(Tk),  
Krishnagiri(Dt).  
Mobile: 9585583620