

## **MOBILE MESSAGE ON PRICE FORECAST INCREASED THE PROFIT**

### **MARGIN OF MAIZE GROWERS**

Muradi in Mundaragi block of Gadag district is a small village located 70 kilometers from KVK. Major crops grown in the village are Maize, Bt. Cotton and Groundnut. Farmers are hard working but are not having access to proper agricultural and market information. Under the pilot project of NABARD, KVK selected Mr. Ravindra A. Mundargi of this village with an objective of developing him as a Master Farmer to ensure agriculture technology and market information flow to the village. Mr. Ravindra is a coordinator of "Swabhiman Farmers Club" sponsored by NABARD. Under the pilot project, during Kharif 2011, Mr. Ravindra was trained in various aspects of enhancing the productivity of Maize, Groundnut and Bt. Cotton crops. Apart from this, he was also trained on marketing aspects of the produce. Exposure visits to Agricultural Produce Market Committee at Gadag Marketing College, Hubli and Domestic and Export Market Information Cell (DEMIC) at University of Agricultural Sciences, Dharwad were organized.

To facilitate updated information flow from Master Farmer to other farmers, KVK subscribed the Master Farmer for mobile message service of KVK. Under this Service, KVK sends mobile messages on agriculture technology tips, weather and marketing information.

During Kharif season of 2011, farmers of Muradi harvested the bumper crop of Maize. Unfortunately the market price of Maize was less i.e. Rs. 930/- per quintal during the months of November and December. During the same period, the DEMIC, UAS, Dharwad had predicted that the price of Maize would reach around Rs. 1100 to 1150 per quintal in Gadag market during the month of February, 2011. This information was sent by KVK to Mr. Ravindra Mundargi. He withheld 250 quintal of Maize produced by him. During February 2011, he sold the produce at the rate of Rs. 1130 per quintal. He provided the price forecasting information of maize to all his Farmer Club members and other farmers of the village. About 1500 quintal of maize was sold at the rate of Rs. 1130 per quintal. Thus, it has benefitted the farmers to the tune of Rs. 3.00 lakhs in a span of just 2 months. The market information sent by KVK was found to be very useful in enabling farmers to get the remunerative price for their produce.