

## TIRUNELVELI MARKET

### SUCCESS STORY OF A VEGETABLE TRADER

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I am Gurusamy, running a vegetable commission shop in Tirunelveli whole sale market. As a whole sale merchant of all type vegetables I am also one of the responsible people to fix the daily price for vegetable. Even though number of auctions, government orders is being practiced, the whole sales merchants are responsible to fix the prices.

There is no thumb rule to fix a price. According to the availability and demand of a particular commodity the prices are being fixed. The prices of vegetables in Tirunelveli depend on Thachchanallur market, which is a oldest market of Tirunelveli.

The price fixation for vegetables is a complicated one. To fix the price we have to refer the nearby markets like Madurai and Virudhunagar. We receive the hill vegetables like carrot, beetroot and potato are from Kodaikanal, Ooty and Coimbatore. So to fix the price fox these vegetables we need to refer the hill station markets. It is practically very difficult to us to know the market rates in these areas for which we are dependent on the merchants from these areas.

Under this situation, we came to know about the dynamic market information service developed by the Directorate of Extension of Tamil Nadu Agricultural University. Even though, this service was started for farmers we are also utilizing it. When we came to know about this service by their project Assistant, we were really happy for having what we expected for a long period.

The market is working from evening 6 PM to Morning 6 AM. During night hours we need the prices of other market at about 4 pm. It is a boon to

us as through DMI we receive the prices of commodities from all major markets of Tamil Nadu around 2 PM.

This service is very useful to us and farmers as some farmers are demanding for better price by comparing other market prices. We also offer better prices for the benefit of the farmers. By making available all markets prices to farmers and merchants the real factor is known and the relation between merchants and farmers is also very smooth.

I am very thankful to TNAU for providing this service to us.