

Success Story Of A Fruit Trader

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I am Mohamed Ibrahim, running a Fruits whole sale 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. Unlike vegetables, fruits are coming from various parts of Tamil Nadu and even from other states of India. Also some fruits are imported from foreign countries. Considering these entire factors price fixation for fruits is not easy one and to fix the price we refer the nearer big markets like Madurai, Virudhunagar.

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. Most of the fruits are coming from long distance with an advance booking. Some of the seasonal fruits arrive in huge amount. During season time the prices usually decline and during other periods there is a hike. Since no storage facility is available here, the purchased products have to be sold within a day to two. Hence the prices cannot be changed and is regulated by the previous days and present day's market prices.

By all these means, this service is very useful to us and farmers. In future we expect that, this service will give me the market prices from all over India.

Thank you very much.