

Success Story Of A Commission Agent
(D.Pachaiyappa Mudaliyar son - Onion commission mundy)

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After completing M. Sc (Maths) in new college Chennai, my aim was to start a business in leather industry or textile industry. But I continued my family business of selling small onion, which was being run for three generation from 1930's. My Grandfather was a whole seller and retailer for all vegetables and my father set foot in the business as a small onion whole seller in Kothavalchavadi Parrys market. We are the leading agents in selling small onion in parrys market, while at Koyambedu market we face many competition.

I entered the business during 1990 and taking care of it for the past 19 years. Though I learned the business when I used to come with my father and help him during my vacations, I lacked the practical knowledge about it. I faced different problems and had to cross all those till I became a successful entrepreneur.

When I set foot in the business I computerized all my work to reduce the dependency on manual work. I came to know about DMI a Year before with the internet facilities available with us with which we could access the market rates at all five markets. Recently it was updated with the mobile service and this is also useful for us to access the exact rates prevailing in all the other markets. It is beneficial to all the others who are running similar kind of business.

Mostly I deal with the market prices of Trichy and Coimbatore districts. During the past years I was totally dependent on gathering the market information manually, which most of the time went wrong. But since last year I have been using the internet online services for market information. India Development Gateway has hosted a site and is collecting prices on day to day basis in major collection centres and the same is being hosted in their database. The prices collected by TNAU from major centres across Tamil Nadu are very reliable and informative. This further helps us to understand the price behavior at various centres and utilize the same in Chennai market.

In a business cycle, evaluating the market price of our produce is a tough job. This has been made easier by the online market information service provided by TNAU. The price valuation collected from different markets help us to know the prices prevailing at different markets of Tamil Nadu. I wish that the service be continued for the welfare of all of us.