

## COIMBATORE MARKET

### Dynamic Market Information Service – A Life Enlightening Service

**A.M. Latheef**  
**(Ginger, Yam, Potato & wholesale Vegetable Trader)**  
**Coimbatore Ginger Trading Company (CGT),**  
**Shop No. 54, Mettupalayam Road,**  
**Near CTC, Coimbatore – 641 043**  
**Ph: 0422-2442280**  
**MOBILE : 9443373660**



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Myself A. M. Latheef, a small trader involved in trading ginger for the past 15 years at Coimbatore Market. This is our traditional business which my father, grandfather and forefathers were involved in for years. Since I am a middle class trader, I couldn't afford to invest more money on trading. I felt bored in this profession and it is very risky though I couldn't leave it because this is the only profession I know and this is our traditional profession too. The price fluctuation couldn't be judged because of lack of market information, demand and supply. We fix the price with some assumption which may either fetch profit or loss, but loss happens more than profit. Our standard of living was static and risky for many years without any upliftment.

Later, I came to know about the Dynamic Market Information Service of Directorate of Extension Education, Tamil Nadu Agricultural University through the project analyst of our Coimbatore market. The market information can be accessed through [www.tnau.ac.in/www.indg.in](http://www.tnau.ac.in/www.indg.in) and the registered user could receive the information as SMS at free of cost through mobile. In the beginning I misunderstood that this service will only uplift the rich traders, but later by analyzing the trend I could fix the price which is affordable to me as well as to the farmer and consumer without loss. In addition to trading in Coimbatore market, I had a wide network with traders at Bangalore and Cochin too. This is all because of the Dynamic Market Information service of Tamil Nadu Agricultural University.

Apart from the market price and other details, we could also get the information of trader's profile of South India, by which I could have a regular network with traders at Bangalore and Cochin. Depending upon the supply there will be a price fluctuation. Once the price fluctuates down at cheaper rate, I will analyze the trend of other Southern India market and supply Ginger to the market which has more demand over ginger. In the past I restricted trading with ginger alone, but now I have widened my trading profession to other commodities like yam, potato and wholesale vegetables.

To be frank Dynamic Market Information Service has enlightened my life and uplifted my standard of living. Now I have become a respectable trader in this market and my interest towards this trading profession has increased. My sincere thanks to the effort DMI and TNAU in enlightening the life of traders like me.