

ODDANCHATIRAM MARKET

Dramatic change by Dynamic Market Information

P. Nagandran,

Vegetable Retailer,

Oddanchatiram market,

Dindigul Dt.

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Dynamic Marketing Information is the Best Project developed by the Department of Extension Education of Tamil Nadu Agricultural University. We came to know about the Dynamic Market Information through the Market Analyst of the Tamil Nadu Agricultural University working in this project. This Project attitude has dramatically changed our business and we got confidence in marketing.

I am P.Nagandran, from Oddanchatiram of Dindigul district. I own a Retail Vegetables Shop in Oddanchatiram Market. I am selling vegetables to the local vegetable shops, hostels and to the local People at low cost since I was not aware of market information like where, when and how to sell and at what price to be fixed based on the quality. Then I got an Introduction to Dynamic Market Information through Oddanchatiram Market Analyst. Though the price of the vegetables were lower or higher, I was purchasing commodities in Oddanchatiram Vegetable Market until recently as I didn't know the Prices of Vegetables in near by market like Madurai and Coimbatore. Also I was not aware of marketing.

After knowing the details about the Dynamic Market Information, I registered my mobile number for getting the market details of 'citron' from

Kumbakonam and Tirunelveli markets. This information gave me an insight about marketing like when, where and how to sell. Presently I am receiving price details through my mobile SMS. Once the price of citron in Oddanchatiram market went upto Rs. 42/- per kg. During the same time, I came to know through DMI that the price of citron and lemon at Madurai market was still lesser. I went to Madurai to purchase citron and lemon based on this and earned a profit of Rs. 4/- per kg, while at Oddanchatram market I would have just got only Rs. 2/- per kg. I achieved this profit only because of Dynamic Marketing Information. Also, due to DMI we are getting lots of benefits like knowing the traders database of a particular market, price list of all commodities at each market and receiving the price details through SMS from other markets.

We express our heartfelt thanks to the scientists of Tamil Nadu Agricultural University for introducing Dynamic Market Information service.