

Success Story of a Wholesale Flower Merchant –Coimbatore

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Introduction

I am Mohammed Salim, 35 years old and doing the business for the past 10 years at Panner Selvam market, Coimbatore. Many small farmers and traders are buying flowers from me and selling the produce on their local places through which they are getting benefit.

I am collecting and buying the flowers from many places, known farmers and sometimes from other markets. During the festival time, I will get the special order and make the necessary arrangements to reach the customer at the right time. But many times, I face losses due to unawareness about market places.

About- DYNAMIC MARKET INFORMATION

But, now Tamil Nadu Agricultural University and C-DAC jointly developed the Dynamic Market Information (www.indg.gov.in) which provides accurate price information to farmers and stockholders on daily basis. In which, they have covered 13 major markets including Coimbatore; thereby I am able to know the flower prices of different markets. So, during the festival time, I can procure the flowers from various kind of places and markets apart from regular farmers.

I am very happy that I am getting the price data from DMI and based on that, I will contact the person who pays better price for my produce. We can also

access the transport charges of various markets from the destination which is highly useful to us for marketing the produce at the right time.

Advantages of DMI

I can access all the 13 market information from my home itself. We can enjoy the fruitful gain by eliminating the middlemen involvement. The price details are highly accurate because of the direct involvement of the market analysts for collecting the data on daily basis from the hot spot itself. Availability of all details about the stockholders is useful for communication and transaction. Not only for big traders, DMI is very helpful for even Small merchants and Retail merchants also. Because of DMI, we can send flowers to other merchants at accurate time without delay. Also with the use of DMI, there is no place for monopoly as the Business World is very broad and is growing as a very successful one with lots of people entering in to it.

I conclude that this market information is very much useful to not only me but also to farming communities. I will also share this information with farmers which is highly useful for them to get better price. I place my hearty thanks to DMI of TNAU and C-DAC for giving this valuable information.