

Dramatic change by Dynamic Market Information

J. SENTHIL,

Vegetables Wholesale dealer

Oddanchatiram market,

Dindigul Dt.

Phone: 9750579517



I am J. Senthil and I am a whole sale dealer of vegetables at the Oddanchatiram market of Dindigul Dt. My business is to get the vegetables from farmers and sell them at Oddanchatiram market itself. I was not aware of the price of vegetables in other markets till I came to know about Dynamic Marketing Information. This is a best project developed by the Department of Extension Education of Tamil Nadu Agricultural University.

I came to know about DMI through the market analyst at Oddanchatiram market. The information I gained through DMI has dramatically changed my business and I am earning higher profits than earlier. Previously without knowing the prices of commodities sold in other markets I sold mine at lower cost as quoted in our market alone. But, through DMI I came to know about the market rates for the commodities at the nearer markets like Madurai, Tirunelveli and Coimbatore.

I have registered my mobile number with DMI and presently I am receiving the market rates of brinjal at Madurai and Tirunelveli markets through SMS. Through DMI, many numbers of farmers are contacting us after knowing the

price of commodities at our market. Last time, a farmer from Dharapuram area contacted me and asked about the price of lablab in our market. As lablab was fetching a good price at that time when compared to other markets, he was eager to sell it to me. After the business terms, I got lablab from him at the price that was profitable to both of us. He was very happy that he has earned a good profit.

I am also selling my produce in the nearer markets like if the market price is favourable to me. This has been achieved only because of DMI project. Now I have got a very clear idea about marketing and I am also aware of when, where and how to sell my produce and at what price. DMI has dramatically changed my business and I am also getting other benefits like knowing the traders data base and the commodities sold at other markets.

I am thankful to Tamil Nadu Agricultural University for introducing me to DMI service. My heartfelt thanks to the Scientists who developed this project.