

Case study of a Whole Sale cum Retail Trader

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District: Ernakulam, Cochin

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I am K.K.Ashraf, a whole sale cum retail vegetable trader from Ernakulam in Kerala. I am 35 years old with higher secondary level of educational qualification. My mobile number is 9847410007. For the past six years, I am in marketing of vegetables. The working days are throughout the week. My business hours are between 6 AM to 2 PM, though the peak transaction is between 8-10 A.M. Usually on Saturdays arrival will be more. I am getting the commodities from Tamil Nadu, Kerala and Karnataka with the help of middlemen or some commission agents. My customers mostly include retailers, small scale vendors and hoteliers. Consumer level trading is very rare, except those who are in need in bulk for occasions like parties and marriages.

For the past six years, only through telephonic communication with the commission agents or middlemen, the market information was received. Through the same mode, I was communicating with my customers too. But, I came to know about DMI, through the visit of the market analyst. For the past one year, I am regularly watching the dynamic market information of vegetable prevailing at various markets in Tamil Nadu, Kerala and Karnataka. The reliable market information are readily available, hence there is very rare chances of not knowing the current competitive prices in the various markets. I too enrolled for SMS service to know the upto date price data at various markets. My profile as a whole sale trader is also available in the DMI site, which has facilitated my access to the farmers. Even farmers from Tamil Nadu are calling up me, and ready to send the commodities directly to me, so that I can purchase directly from them at a price lower than that what I am getting through commission agents. It is very useful. It is helping me to improve my marketing as I am getting new contacts and enquiries. I also feel that some more markets in Southern India have to be covered under DMI. The profile of progressive farmers can also be given in the site, so that I too can contact them directly.