

## Case Study - on Trader Manogaran

### Personal profile

#### Address

- State: Tamil Nadu
- District: Krishnagiri
- Place: Bagalur
- Mobile: 9443910217



My name is Mr. Manogaran. Am 34 years old male and belong to Hosur, Krishnagiri District. Having flower shop in Hosur, near hosur Bus stand. Totally 4 members in our family 1 adults, he and his wife,his father. The Flower Sales is the main source of income for my family.

I sell four types of flower Jasmine, Cock's comb, Crossandra, and Marigold. I get the flower from different places like Vaniyambadi, Ambur, Thiruvanamalai, Thalli and other nearby places in and around hosur. I get the flowers in the noon and sell all those within evening and there will be a good sales on Fridays and other festival days. Thesr wont be any wastage of flowers for me. If so ill be over within night of that day. Or it will be taken by the small vendors for a less rate.

### Experiences related to DMI

I was not aware of the DMI. I enrolled my number with the help of Hosur Market analyst Sugirtha.R she told me about DMI in detail. It helps me to get the market price and no need to go market often so I registered to DMI.

I have enrolled my number for the commodity in Hosur market and Bangalore KR Market . I don't know how to check all the information about DMI through net but none of any members in my family are access to the internet. I am lucky that I am getting the information on my Nokia 1100 cell phone. I felt good when I first time heard about DMI as I am going to get daily market information so I was excited. The DMI useful as it is giving daily market information about the different perishable commodities. Therefore we can harvest our produce accordingly and get higher prices. I can say that it has helped me indirectly and I have gained financially.

As I got benefited by the DMI I felt it will be useful for other traders also therefore I have disseminated this information to some of my trading friends. There is no other service like DMI I have not come across any of such marketing information as like DMI. I can rate this service as good. Still there is a scope for improvement in the DMI service by giving the quantity of commodities which is daily arriving in the market; it will be much helpful to the users. As I am getting the information in English, I am not fully comfortable, if it comes in regional language (Tamil) it will be much better as all of my family members can access to the information given by DMI. You can make it more popular by advertising it in News paper and other Medias. I am very happy that I am getting such a valuable information and I am ready to pay for this service if I get a information on particular commodities which is on my demand. Finally I Wish my sincere thanks to DMI.