

Case Study of Vegetables Trader Mettupalayam

Name : Mr.Sabir
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Profession : Trading all vegetables
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My name is Sabir. I am running a Vegetable shop in Anna Daily Market selling all vegetables both retail and wholesale for past ten years.,. Trading is my main profession. I involve in marketing too. I learnt all type of business practice from experience only.

We use to Purchase vegetables from Mettupalyam through Auction. We mainly rely on mettupalayam Markets for purchase of vegetables. But all Nilgiris vegetables are available here itself.

I met our Analyst in Mettupalayam market; there he explains all the ongoing activities of the Directorate of Extension Education, TNAU, and Coimbatore.I came to know that DMI is the collaborative project run by TNAU (Tamil Nadu Agricultural University), Coimbatore & C-DAC (Centre for Development of Advanced Computing), Hyderabad. At present DMI contains 13 major markets functioning in and around Tamil Nadu. From the selected market, the analysts have to collect the price structure for each and every commodity and they have to update the information in the INDG website. The updated information is available in the INDG website called www.indg.in/india/market_information and TNAU website called www.tnau.ac.in. The uploaded market information is also sent in the form of text message to the mobile number of each and every Trader. The SMS data's are available with two markets. This helps to compare the price of two near markets. This is the first time in my lifetime I heard this kind of website running for farmers and Traders. I have enrolled for Our DMI-Indg SMS service for two markets Mettupalyam-Coimbatore for Brinjal.

I request all the Traders and my friends to enroll their mobile number in the DMI service. This helps us to market the harvested produces to suitable market to fetch premium price for your hard work.

My Sincere thanks to all the Scientists, official staffs who working behind the DMI.