

## Case Study of Vegetable Traders Mettupalayam

Name :Mr.Zaheer

Age :37Years

Profession :Trading all vegetables

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My name is Zaheer. I am running a vegetable shop in Mettupalayam Anna Retail Market for past 17years. Trading is my main profession. I learnt all type of business practice from experience only.

We use to Purchase vegetables from Mettupalyam through Auction. We mainly rely on mettupalayam Market and rely on Coimbatore and ottanchathram markets.

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), 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](http://www.indg.in/india/market_information) and TNAU website called [www.tnau.ac.in](http://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 myself in DMI-Indg to get Vegetable prices for Coimbatore and Ottanchathram market.

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.