

Case Study- Trader

Name: P. Suresh Kumar

State: Tamil Nadu

District: Dindigul

Village: Oddanchatram

Phone.No: 09842896956



My name is Mr. P.Suresh Kumar. I am 27 years old male of Oddanchatram. There are ten members in my family including me. I am having two brothers. Ours is a joint family.

We are doing retail flower business. We own a flower shop. We buy flowers from dindigul whole sale market. As my grandfather and father were doing this business, now we three are practicing this flower business.

Experiences related to DMI

My brother and I came to know about the TNAU-DMI service from Oddanchatram project analyst two months back. She told about the service in detail. We both are having separate mobiles. So we both enrolled our mobile numbers for DMI service. It helps us to get the market price and fix the prices accordingly.

We have enrolled my number for the commodities Jasmine, Tuberose and Hybrid-Rose for Kovai, Chennai, Madurai and Hosur markets.

We used to buy flowers from Dindigul market only. By use of this everyday service, we are buying flowers from Coimbatore, Chennai, Madurai, and Hosur markets in the function and festival times and also whenever we feel that the commodities are not good and fresh in Dindigul market. This facility is helping us to fix the retail prices according to the market trend.

As I got benefited by the DMI service I felt it will be useful for other traders. Therefore I have recommended this service to other traders and my friends. If the DMI service is avail in voice mail in domestic language, it will be of much helpful to the farmers and traders. Finally I wish my sincere thanks to the DMI and I wish all success to the team.