

Success Story of a Whole Sale cum Retail Trader at Cochin Market

Nageemon,

Ernakulam

Kerala

mobile: 08089114249



I am Nageemon, a whole sale cum retail vegetable trader from Ernakulam in Kerala. I am 30 years old, with high school level of educational qualification. For the past 3 years, I am doing this trading. The working days are throughout the week. My business hours are between 6 AM to 9 PM, though the peak transaction is between 8-10 A.M and 4-7 PM. Usually on Saturdays arrival will be more. I am sourcing the commodities from commission agents in Tamil Nadu and Kerala. My customers mostly include retailers, small scale vendors and hoteliers. Consumer level trading is also done by me.

For years, I was getting market information over mobile phone communication with the commission agents from Tamil Nadu and Kerala. Occasionally, personal visits were also made to them for trade related activities. Through the visit of the market analyst, I came to know about DMI, and I enrolled for DMI service to know the upto date price data at various markets. The DMI service is an innovative effort. It is very useful. It is helping me to improve my marketing as I am getting new contacts and enquiries. Hope, this dynamic market information service through net and SMS services can bring more contacts of farmers and traders in future, so that I can expand my volume of business.