

Success Story of a Wholesale Vegetable Merchant in Cochin Market

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My Business Profile



I am Sami 28 yrs old, graduate. I am having 10 yrs experience. The market name is Ernakulam Market located at Basin Road, Ernakulam in Kerala state. The nature of trading is both wholesale and Retail. I am part of an association called 'Ernakulam Market Stall Owners Association' at Basin Road, Ernakulam. The market / shandy days are Monday and Friday. The working days are from Monday to Saturday and the weekly holiday is falling on Sunday. The working/ market hours are between 5 AM and 2 PM for wholesale and upto 9 PM for retailers. About 25 loads (truck load with an average of 12 tonnes) of vegetables used to reach the Ernakulam market daily. Supply may be dipped if there is decrease in production of vegetables in Coimbatore, Ooty, Mettupalayam and Sathyamangalam. The approximate number of trucks arriving on shandy days are from; Mettupalayam (6-8), Ottanchathiram (5-7), Puliampatti (4-6), Ooty/ Mysore and Bangalore (4-7), Tomato from Hosur/ Nachipalayam (2-3) and Bellary onion from Pune (2). The arrival time/ unloading time is in peak during 2 – 7 AM. However, the arrival depends on the clearance at check post/ traffic. The infrastructural facilities such as the approach road, shelter, communication, transportation, labour facilities are available. The logistic facilities like the trucks, mini trucks, mini vans, three wheelers are available in plenty. The buyers include retailers, small scale vendors, hoteliers and general consumers.

Wide Network of Contacts Enabled Through DMI

I used to get the commodities mostly from Mettupalayam, Ottanchathiram, Bangalore, Hosur, Nachipalayam and Pune. I used to get the commodities through commission agents, middlemen from various procurement centres in these places. But, now, after the launching of the portal on Dynamic Market Information, I have got wide network of contacts with producers as well as buyers. I am able to know the price of the fresh fruits in various markets. Nowadays, I am getting calls from the primary producers, i.e., the farmers from various states and they are ready to supply the commodities at better prices, which are mutually beneficial to them as well as to me. Even some retail buyers and general public are contacting me for direct trading. Thanks to DMI for facilitating better contacts, which also helps in speedy transaction, time saving, better service and of course, better price.