

Case Study of Betelvine Traders

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My name is Amanulla.I am selling all varieties of Betelvine, and Various types Arecanuts in Mettupalayam Market,. Business is my main profession. We are running our shop for past 25years. I learnt all type of business practice from my father only.

We use to Purchase Betelvine and Arecanuts from Coimbatore, Mettupalyam and Karur. We mainly rely on Coimbatore Markets for purchase Betelvine. I met ur Analyst in Mettupalayam market, There he explains all the ongoing activities of the Directorateof Extension Education, TNAU, Cbe. And 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 farmer. The SMS data's are available with two markets. This helps to compare the price of two near markets. So we can Purchase at a place where he will fetch a very high profit.

This is the first time in my lifetime I heard this kind of website running for farmers. With the help of the market analyst, now I have enrolled myself in DMI to get Betelvine prices for Coimbatore and Madurai markets.

I have enrolled for your SMS service for two markets Madurai-Coimbatore .I request all the traders to enroll their mobile number in the DMI service. This helps us to Improve business. My Sincere thanks to all the official staffs who working behind the DMI.