

Case Study of Traders Vegetables

Name: Mr.Batcha

State: Tamil Nadu

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My name is Batcha, I am a good Businessmen having 20years of experience in running a coconut shop in Mettupalayam market for selling Exclusively Coconuts both retail and wholesale. Trading is my family business running a shop with my brother Mr.Farook. I learnt all type of business practice from my brother only.

We use to Purchase coconuts from Mettupalayam Market through Auction from Commission agents, and also purchase directly from farmers. We mainly rely on Mettupalayam and Coimbatore Markets for purchase of coconuts.

I met your Analyst in Mettupalayam market, There he explains all the ongoing activities of the Directorate of 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 the traders can buy at a place where they will fetch a more 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 and my brother were enrolled in DMI to get Coconut prices for Coimbatore and Mettupalayam markets.

I have enrolled for your SMS service for two markets Mettupalayam-Coimbatore for Coconuts. I request all the Traders 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 tour service and all the official staffs who working behind the DMI.