

Case Study of Mettupalayam SV Traders Ramesh

Name : Mr.G.Ramesh

Age: 40Years

Address: SV Traders,

Nilgiris Vegetable Market, Annur Main Road,

Mettupalyam.Mobile number: 09487546226

Educational Qualification: B.Sc

Profession: Trader, Commission Agent for all Nilgiris Vegetables



My name is Ramesh. I am commission agent for nilgiris vegetables. Exclusively marketing all nilgiris vegetables for past 24 years. We purchase all nilgiris vegetable from nilgiris farmers through auction. Trading is my main profession. We were doing business in Gandhi maidan for past 20years, and for past six months back we shifted to our own premises annur road. I learnt all type of business practice from experience only.

We use to sell vegetables by Auction. Based on sales we receive commission from farmers.

I met Ur Analyst in Mettupalayam market; there he explains all the ongoing activities of the Directorate of Extension Education, TNAU, Coimbatore.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 farmers can sell their produce 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, traders, and commission agents like me. With the help of the market analyst, now I have enrolled myself in DMI to get Vegetable prices for Bangalore-KR market and Chennai-Koyambedu markets.

Thanks a lot for you for publish my picture in our website. I request all the traders, Commission agents 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 to all the official staffs who working behind the DMI.