

Case Study Mettupalayam Trader

Name: Kumar

State: Tamil Nadu

Place: TNC Commission Agency,
156 Nellithurai Road, Mettupalayam.

District: Coimbatore

Mobile: 09443722319



Profession: Trading Nilgiris Vegetables.

My name is Mr. Kumar. 47 years old male of Mettupalayam. Basically I done Bsc Chemistry from Sri Ramakrishna Vidyalaya .After finishing my studies I was working in Gujarat [Chemical Plant] for 10years. I quit my job, and for past 20 years I am doing my family business. Basically we are commission agents for Nilgiris Vegetables. The Auction takes between 10.00AM to 2.00PM. I Proud to say that my father only introduce weighing machine in this market..

One day I met an officer in Mettupalayam, he told me about the DMI. I enrolled my number with the help of TNAU Project analyst M.Venkat he told me about DMI in detail. It helps me to get the market price with more ease and so I registered to DMI.

In my office your analyst explained 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. It is very much useful to us.

My Sincere thanks to all the official staffs who working behind the DMI.