

## Case Study of Vegetables Trader Mettupalayam

Name : Mr.Sathik

Age: 25Years

Profession:Trading

Address: Girls High School Road,

Mettupalyam-641 020

Mobile: 09942949120



My name is Sharuk. I am running Vegetable shop, having 10 years of experience in running a shop in High school road selling all vegetables both retail and wholesale.,. Trading is my family's main profession. I involve in marketing too. I learnt all type of business practice from experience only. We use to Purchase vegetables from Mettupalayam through Auction. We mainly rely on mettupalayam Markets for purchase of vegetables. But all Nilgiris vegetables are available here itself.

I met our Analyst in Mettupalayam market; there he explains all the ongoing activities of the Directorate of Extension Education, TNAU, and Coimbatore.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](http://www.indg.in/india/market_information) and TNAU website called [www.tnau.ac.in](http://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. With the help of the market analyst, now I have enrolled myself in DMI to get Vegetable prices for Coimbatore and Mettupalayam markets. I have enrolled for Ur SMS service for two markets Mettupalayam-Coimbatore for Bendi.I request all the Traders and my friends 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.