

Case Study of Vegetable Merchant

Name: Shanmugam

State: Tamil Nadu

Address: Annaji Rao Street,
Anna Daily Market,
Mettupalyam-641 301



Mobile No: 095978 24924

My name is Shanmugam. I am selling all varieties of Vegetables in Anna Daily Market, Mettupalayam Market,. Business is my main profession. We are running our shop for past 30years. I learnt all type of business practice from my practice only.

We use to Purchase all vegetables from Coimbatore, Mettupalyam Market. We mainly rely on Coimbatore Markets for purchase Vegetables and rely Maidanam for purchase all English vegetables. 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 and traders. 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 we will fetch a more margin.

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. I request all the traders to enroll their mobile numbers in the DMI Improve business. My Sincere thanks to all the official staffs who working behind the DMI.