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INDIAN AGRICULTURAL MARKETING

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ABSTRACT

“National Commission on Agriculture”, defined agriculture marketing as a process which starts with the decision to produce a saleable farm commodity and it involves all aspects of market structure of system. Both functional and economics considerations and includes pre and post harvest operations assembling, grading, storage, transportation and distribution. The capability of the agriculture sector in helping the country monetary development and destitution assuagement needs to be fortified in India. The expanded liberalization, privatization and globalization of world farming markets make tremendous open doors and difficulties which need to be attention. Proper marketing strategies are crucial to upgrade the intensity of different yields to make the Indian farming market's survival and development.

KEYWORDS: Agriculture Marketing, Agrarian Nation, Agribusiness, Traditional Production.