

## ISSUES AND CHALLENGES OF AGRICULTURAL MARKETING IN CUDDALORE DISTRICT

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### ABSTRACT

The paper focuses light on issues and challenges of agricultural marketing in Cuddalore district. The results revealed that responders differed in problems and prospects of agricultural marketing. A sample of the study year 2001-02 to 2005-06 were studied using the standardized scale technique was adopted. The results revealed that responders differed in problems and prospects of agricultural marketing.

Weak marketing of agricultural produce has been one of the intractable problems of the economy. Hence the researcher's attention has been paid to this aspect of agricultural policy for quite a long time. The belief that increased production is the paramount need has in fact led to a number of market failures affecting the production of several food crops. Poor marketing has been one of the factors for making paddy production rather unattractive, even non- viable as a full time occupation. With the above background in the study was taken up to explore the various problems faced by the farmers of Cuddalore district in marketing paddy and to formulate strategies for the problems identified.

**KEYWORDS:** Farmers market, Agricultural Marketing, Price, Labour, Cost, Market, and Transporting.