

PROBLEMS OF AGRICULTURE MARKETING: PRODUCTION, PRICING, DISTRIBUTION, PROMOTION AND PROCESSING

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ABSTRACT

India is an agriculture based country but in the present era we can find several problems faced by the agriculture sector. For a healthy mind a healthy food is essentially required. The paper focuses on the problems that agriculture sector is facing at every step from production till it undergoes to processing and then consumption.

The paper undergoes an exhaustive literature regarding agriculture products and their marketing strategies. The objective of the study is to study the problems of agriculture marketing starting from production to processing. The paper has explored the agriculture marketing through extensive literature review and few secondary data taken from ministry of agriculture and annual reports.

The paper is highly relevant in the present era to find out the loop holes in agriculture marketing which has led it to be surrounded by several problems making it a major topic of concern. The study is significant in modern era where people have solved the problems of food scarcity to some extent but is yet trying to improve the quality of food. The paper constitutes the process from production till value addition. This paper comes out with several gaps which have to be improved till the food comes from production to consumption. The paper focuses on several challenges which agriculture products has to face through and such challenges must be overcome soon to make the country rich in food.

KEYWORDS: Production, Promotion, Processing, Agriculture, Marketing, Agriculture, Marketing Products