

# **Agricultural Marketing in India : Concept & Challenges**

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**In Sacred Memory of  
My Beloved Parents  
Late Baban Prasad Shrivastava  
and**

**Late Smt. Lalmuni**

**Whose noble soul gave me a new life  
as well as**

**Late Dr. Hema Verma**

**my better half,  
whose love, devotion, sincerely and guidance have  
inspired me for higher attainments.**





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### FOREWARD

This book written by Prof. Sawalia Bihari Verma gives a good understanding of underlying "Agricultural Marketing in India: Concept and Challenges" deserves special praise for taking the various aspects of the subject concern. This would certainly enrich the existing knowledge of the subject and would benefit the readers in the field immensely. The strength of the book lies in the comprehensive presentation of the concerned aspects, issues and their applications.

I find book to be an excellent resource for readers. I recommend it fully to everyone interested in the understanding of the Agricultural Marketing.

(M.L. Verma)

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**CA K.K. Choudhary**  
**LL.B., M.B.A., F.C.A.**

This book on "Agricultural Marketing in India - Concepts & Challenges" is a nice presentation on the subject matter. This Text book is result of hard work and scholarly exercise of the author. Diverse concepts have been logically explained in a very simple and lucid manner. The readers can conceptualise the subject seamlessly with clarity. The author has sincerely concerned the spirit of the subject. This book is of immense significance for the policy makers, Researchers and educationists.

Prof. (Dr.) S.B. Verma has really attempted to share with the readers the outcome of his well healed experience in teaching as well as his research for a long period.

I rate this book is a superb accretion of the knowledge on the subject valuable for agriculture sector and as such it will serve a genuine text on the subject.

I hope that those who will read this book will be served a lots of learning on the subject with high passion.

I sincerely congratulate Prof. (Dr.) S.B. Verma who has written this valuable and significant book.

**(CA K.K. Choudhary)**

## **PREFACE**

India is one of the largest agrarian economies of the world. Its agricultural marketing is at the core of economy's purchasing power. Agricultural marketing is one of the manifold problems which has direct bearing upon the prosperity of the cultivators and the country as a whole. The present system of marketing of agricultural produce in India is extremely defective and needs a thorough overhauling.

Ever since "Green Revolution" took place in India agriculture, the demand for supply of farm inputs and sale of farm products has increased tremendously. Consequently, the role of co-operating marketing societies has assumed special significance in this respect owing to their vast network and coverage throughout the country. The co-operating societies undertake functions aimed at assisting the farmers in the field of supply of agricultural produce, inputs, marketing, processing of their produce, supply of consumer articles and storage facilities. It ensures reasonable returns to the producers and as well protects the interests of the consumers.

The National Agricultural Policy (NAP) indicates the need for new demand driven marketing setup. NAP envisages promotion of demand driven agricultural growth catering to domestic as well as export markets. As the efficient agricultural market system lies at the agricultural growth.

The book has been designed keeping in mind the mental horizon of readers, yet it will surely raise a logical aptitude among them. The edition is a precise analysis and author has made a sincere effort to deal the concepts of agricultural marketing. Simplification in the explanation of various agro-problems have tried to bring readers nearer their solution logically and scientifically as well. This makes the book lucid and comprehensive.

Although, I have made every effort to wipeout deficiency in concept. Yet shortcomings and lacking may be possible. A outstanding featrue of the book is the concept review question.

I sincerely hope the book would prove to be very useful to the readers and agricultural marketing policy planners and practitioners. In initiative has been taken to develop the agricultural marketing in the country to meet the challenges and opportunities of economic new order. I eagerly await critical comments and valuable suggestions from

my readers and colleagues for further improvement of the book. That will be welcomed and acknowledged gratefully, my email id is sawaliaverma@gmail.com and I look forward to interact with readers.

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I would like to articulate my deep sense of gratitude to my parents Late Baban Prasad Shrivastava and Late Smt. Lalmuni as well as my better half Late Dr. Hema Verma, Deputy Collector (Magistrate) although they are not alive today but their invisible soul always inspire me to extend when I got struck in shaping the venture.

I am grateful to all such people who talked to me and let us be part of their lives, even if it was for a short-time and those who facilitated these visits.

I would also like to thank my colleagues who have always been supportive of my work as well as to extend my gratitude to the reviewers of the book, whose encouraging comments and valuable suggestions helped me to improve the edition.

I owe my gratitude to the publisher for his indefatigable interest in bringing out this edition in time.

**Sawalia Bihari Verma**



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