

## **Agricultural marketing**

The agricultural marketing system carries the Agricultural products from the farmers to the market for sale. It is composed of many procedures like assembling of crops storage, transportation, sale and distribution.

### Classification of Agricultural marketing in India

Agricultural marketing in India can be classified into 4 groups

1. Village hats
2. Wholesale market or mandis
3. Retail market
4. Fare

### Problems and defects of Agricultural marketing

The basic defects of Agricultural marketing system in India

1. Low quality products
2. Presence of intermediaries
3. Scattered production system
4. Inappropriate transport system
5. Absence of institutional facilities
6. Unawareness of the farmers
7. Lack of storage facilities
8. Poor unfavourable condition of loans
9. Distress sale.

### Measures taken by the Government of India to improve agricultural marketing

The various measures taken by government of India to improve agricultural marketing are

1. Setting up of regulated market
2. establishment of directorate of marketing and inspection
3. grading and standardization
4. godowns and storage facilities
5. establishment of cooperative farming
6. future trading

## **New agricultural policy of India 2000**

### Objectives

1. Annual growth rate of over 4% in the agricultural sector
2. Growth that is based on efficient use of resources and conserve soil water and biodiversity.
3. Growth with equity that is growth which is widespread across regions and farmers.
4. Growth that is demand driven and caters to domestic markets and maximize benefits from exports of Agricultural products in the face of the challenges arising from liberalisation and globalisation.
5. Growth that is sustainable technologically, environmentally and economically.