PROBLEMS ENCOUNTERED BY AGRICULTURAL MARKETING:
A THEOROTICAL ASPECT

CHERRY ARORA
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS
ARYABHATTA COLLEGE, UNIVERSITY OF DELHI, DELHI.

ABSTRACT
India is an Agricultural country and one third of population depends on the Agricultural. Agriculture remains as the main stay of the Indian economy since times immemorial Indian agricultural contribution to the National Gross Domestic Product is about 25 percent with food being the crowning need of mankind, much emphasis has been on commercialization of agricultural products for this reason adequate production and even distribution of food has become a high priority global concern. This paper analysed the features of Agricultural marketing and the problems encountered by agricultural marketing.

KEYWORDS: Agricultural, Commercialization, Marketing.

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