CONSUMER PREFERENCE AND SATISFACTION TOWARDS UZHAVAR SANDHAI WITH REFERENCE TO COIMBATORE CITY

*MRS. L.A. RAZIA FATHIMA
ASSISTANT PROFESSOR, PG AND RESEARCH DEPARTMENT OF COMMERCE WITH CA, HINDUSTHAN COLLEGE OF ARTS AND SCIENCE, COIMBATORE, TAMIL NADU, INDIA.

**DR. R. KAVITHA
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, NIRMALA COLLEGE FOR WOMEN, COIMBATORE, TAMILNADU, INDIA.

ABSTRACT
Agriculture is the backbone of an agricultural country, like India. It plays an important role in the economic development of a country. But unfortunately, in India, the middlemen enjoy the cream at the cost of disability, illiteracy etc, of the poor Indian farmers. A small part of price paid by buyers reaches the farmers while the big part is sucked by the middlemen. Farmers are handicapped mainly in securing a fair and reasonable price for their produce. Today, agriculture being modernized, leads to manifold productions. The farmers are greatly benefited with the introduction of Uzhavar Sandhai by Tamilnadu government.

KEYWORDS: Uzhavar Sandhai, Farmer’s Market, Customer Preference, Problems etc.,

BIBLIOGRAPHY
- Gupta S.P., Statistical Methods, New Delhi, Sultan Chand & Sons.
- http://www.wikipedia.com
- www. Farma. Org.uk/