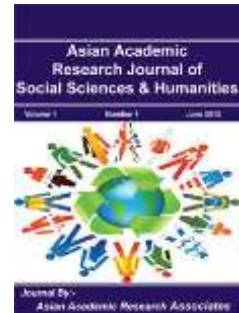




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MARKETING PRACTICES OF PADDY CULTIVATORS- A CASE STUDY

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ABSTRACT

Paddy is one of the principal crops of the country. The farmers of the paddy are facing many marketing problems. They are unable to realize reasonable returns to their investment and efforts due to many problems. Some of them are resorting to the extreme step of committing suicide. In order to save the formers from the disastrous situation it is necessary to understand the issues at the gross root level and initiate necessary policy measures to support paddy farmers. This paper aims to analyze the problems in product development process and marketing of paddy through empirical study. The findings of the study will be useful to the policy makers to understand the key problem areas and to support the farmers in their marketing operations to realize fair returns by way of satisfying the consumers.

Key Words: *Agricultural Marketing, Paddy, Seeds, Fertilizers and Pesticides, Pricing, Distribution, Storage, Marketing information.*