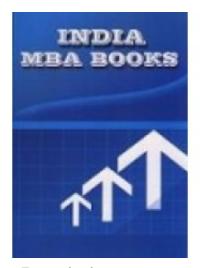
# Agricultural Input Marketing and Post-Harvest Management



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UNIT — I Agricultural input marketing — meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural input and their types — farm and nonfarm, role of cooperative, public and private sectors in agri-input marketing. Seed-importance of seed input; Types of seeds-building and quality seeds: Demand and supply seeds-seeds-building and quality seeds: Seed marketing to seed input; Types of seeds-building and quality seeds: Seed marketing seed-importance of seed input; Types of seeds-building and quality seeds: Demand and supply seeds in agri-input marketing. Seed-importance of seed input; Types of seeds-building and quality seeds: Demand and supply seeds in agri-input marketing.

UNIT - II
Chemical Fertilizers-Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system - marketing channels, problems in distribution, Role of IFFCO and KRIBCO in fertilizer marketing.

Plant Protection Chemicals- Production, export/import, consumption, marketing system – marketing channels; Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines, Agroindustries Corporation and marketing of farm machines / implements/Equipment. UNIT – IV

Importance and scope of post-harvest management of major cereals, putess, oilseeds, fruits and vegetables in Indian Economy: Froduction and utilization of major cereals, putes, oilseeds, fruits and vegetables; Present status of food industry in Indian and emerging scenario; Factors affecting post-harvestiment policy, 180 in marketing of processed foods, 60 ownerment Policy, 180 international trade