

AGRICULTURAL MARKETING AND TRADE



Mustfa Hussain • Sunil Kumar • Ashutosh Singh

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Ludhiana-141 001 • Ph. : 0161-2760031, 2745756

E-mail : kalyanibooks@yahoo.co.in • **Website** : www.kalyanipublishers.co.in

Administrative Office

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Preface

The book "Agricultural Marketing and Trade" is a comprehensive exploration of the vital aspects of agricultural marketing, effectively bridging foundational concepts with contemporary practices in the field. This book spans a wide range of topics crucial for understanding the dynamics of agricultural marketing. These include the basics of agricultural marketing, business economics for agripreneurs, market classification, strategic approaches to marketing, branding of agricultural produces, and the significant role of government initiatives in promoting sustainable agricultural marketing practices.

The chapters of this book delve into the nuances of market segmentation, the principles of demand and supply analysis, marketing efficiency, and the various institutional frameworks that govern agricultural trade. A distinctive feature of this book is incorporation of current examples and contemporary developments in agricultural marketing. Examples such as e-NAM (electronic National Agriculture Market), the operational framework and growth of Farmer Producer Organizations (FPOs), initiatives like Pradhan Mantri Fasal Bima Yojana, and the increasing use of digital platforms in marketing are woven into the text. These examples help readers to connect theoretical concepts with real-world applications, enhancing the learning experience & interest and providing practical insights into the field of agricultural marketing.

Joint efforts were made for addressing both traditional and modern approaches to agricultural marketing, this book aims to equip a diverse audience including students, researchers, and professionals with a thorough understanding of the complexities and opportunities that exist within the agricultural marketing sector. The blend of theoretical foundations with practical, current examples ensures that readers are well-prepared to navigate the challenges and leverage the opportunities in agricultural marketing and trade.

It is expected that the present book will serve as a valuable resource for those engaged in agricultural marketing and trade, fostering informed decision-making and contributing to the growth and sustainability of agricultural practices in a rapidly emerging market landscape.

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About the Authors

Dr. Mustfa Hussain is an Associate Professor and Coordinator of MBA Agribusiness Management Department of Agriculture, IIAST, Integral University, Lucknow. He has earned his Ph.D. in Management from G.B. Pant University of Agriculture and Technology, Pantnagar, Uttarakhand. Dr. Hussain has been teaching various courses like Agribusiness Environment and Policy, Marketing Management, and Strategic Rural Marketing. Dr. Hussain has guided around 45 MBA/MBA Agribusiness students while guiding 2 Ph.D. students in Agribusiness Management. He has published 18 research papers and 8 book chapters. He has already authored a book in agribusiness field.



Dr. Sunil Kumar is an Associate Professor in Department of Agriculture, IIAST, Integral University, Lucknow. He has received his B.Sc. & M.Sc. (Ag.) Degree from CSAUAT Kanpur in the field of Agriculture Extension and Ph.D degree from SVPUAT Meerut. He is actively engaged in Agricultural extension works at village level. Dr. Kumar has published 26 research papers, 22 research abstracts, 01 newsletter and 12 popular extension articles and 05 book chapters. Besides, he has published 03 edited books pertaining to agricultural extension fields. Dr. Kumar has organized various training programs, kisan pathshala and goshtis for farmers.



Dr. Ashutosh Singh is a Professor and Head in the College of Agribusiness Management, GBPUA&T, Pantnagar, with 25 years of experience. He has been teaching postgraduate students, guides PG and doctoral fellows, develops curricula, and engages in research, extension, and consultancy. Dr. Singh led the establishment of PANTCOM, a university's commercial wing, and serves as Dy. Nodal Officer under the Agrilclinic & Agribusiness Centers Scheme. Dr. Singh has guided over sixty MBA projects and three Ph.D. theses. He authored/presented over twenty research papers nationally/internationally. Dr. Singh developed course materials for postgraduate programs in agribusiness and HRD for open universities. He was nominated as Domain Expert for e-uparjan Project spot verification under the Prime Minister Award.



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