

## Agricultural Marketing - Alternate Approach

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### Abstract

*Indian agriculture has been markedly defined by a preponderance of small holdings with low marketable surplus. However, large numbers are dependent directly and indirectly on agriculture for sustenance. The situation has been further exacerbated by poor distribution of value due to inefficient and iniquitous value chain. The paper aims to analyse the problems in the present system and suggest an alternate approach for small producers to seek buyers directly through intermediation of a corporate operating on facilitation model which can alter the value sharing and improve the economic condition of the farmers. Such models can force a rethink on the other mechanisms to ensure farmers ability to seek better price.*

**Keywords:** Agriculture marketing, Value chain.

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