A EXPLORATORY STUDY ON VALUE ADDED BASED TECHNOLOGICAL CULTIVATION METHODS FOR AGRICULTURAL PRODUCE MARKETING

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ABSTRACT

Since many researchers highlighted the importance of agricultural. Agriculture is the backbone of the country and creates employment opportunities. Due to monsoon failure, lack of infrastructural facilities, storage facilities, price mechanism and political system policies will affect the productivity. Agricultural production system should be modernized and value added services essential to compete with global standards.

KEYWORDS: