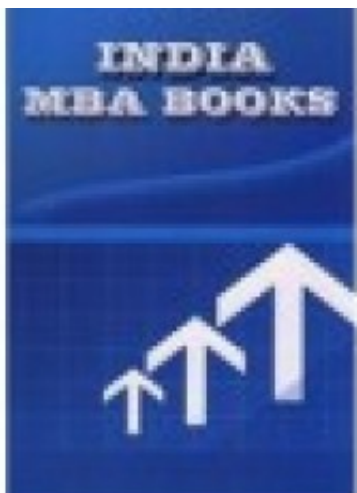


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UNIT – II

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.

UNIT – III

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, pulses, oilseeds, fruits and vegetables in Indian Economy; Production and utilization of major cereals, pulses, oilseeds, fruits and vegetables; Present status of food industry in India and emerging scenario; Factors affecting post-harvest losses, Problems in marketing of processed foods, Government Policy, BIS standards for various processed products, Quality standards for domestic and international trade

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