

MARKETING OF AGRI-INPUTS AND AGRI-PRODUCE



NEW STARTUP: KRISHAK MANGALAM AGRO PVT. LTD

OBJECTIVES

- Increase Awareness
- Expand Distribution
- Inhance Farmer Production
- Promote Sustainable Practices
- Direct Marketing Maximize
 Farmer Income
- Enhance Consumer Access To Fresh Produce

PROCESS 1

- Market Research in Product Development
- Distribution Channel
 Development
- Harvest and Post Harvest Handling
- Market Linkages and Sales Channels
- Digital and Technological Integration

OUTCOMES

- Increase Farmer Productivity and Income
- Improve Input Accessibility and Uses
- Improve Consumer Access To Fresh and Quality Produce
- Support For Local and Sustainable Agriculture
- Strengthened Corporate and Farmer Partnership







Corporates Farmers Consumers

PREPARED BY - SCHOOL OF AGRICULTURAL SCIENCES