

Agricultural Marketing

It has been established with fair degree of accuracy the role of agrometeorology in agricultural marketing system and its rapid transformation across the country in SAR and ultimately huge potential of agricultural market for national interest This is new and emerging area. It is required to capacitate the service provider in the process data for farmer and other users and linking to market Private companies would be roped into the system. A national policy might be framed on Public Private Partnership (PPP) mode for greater participation of private sectors in this system so that the objective of the government of the member countries would be fulfilled. Additionally, the use of manpower, knowledge pool, dissemination technology including touch screen could be used to communicate the information in local languages and their own languages from producers to the users.