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EMERGING OF AGRICULTURAL MARKETING STRATEGIES TO ACHIEVE VISION VIKSIT BHARAT 2047 WITH RESPECT TO SALEM DISTRICT

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ABSTRACT

Agriculture continues to play a vital role in India's socio-economic development by ensuring food security, generating employment, and supporting rural livelihoods. The vision of Viksit Bharat 2047 (VVB 2047) seeks to transform India into a developed nation through inclusive growth, technological advancement, sustainability, and enhanced productivity across all sectors. Agricultural marketing has emerged as a critical component in this transformation by connecting farmers with remunerative markets, improving value addition, strengthening supply chains, and promoting agricultural exports. Salem District of Tamil Nadu possesses significant agricultural potential with major crops such as mango, tapioca, turmeric, millets, coconut, sugarcane, and horticultural products. Approximately 30 percent of the district's population depends on agriculture and allied activities, and the district has demonstrated responsiveness to technological innovations and market-oriented farming. Emerging agricultural marketing strategies such as digital marketplaces, Farmer Producer Organizations (FPOs), electronic National Agriculture Market (e-NAM), value chain integration, precision agriculture, blockchain-enabled traceability, contract farming, agro-processing, cold-chain infrastructure, and export-oriented production are transforming the agricultural marketing ecosystem. Salem has also been included in supply-chain management initiatives and state agricultural marketing programmes that strengthen regulated markets, price dissemination, and post-harvest management. This article examines these emerging strategies and discusses their relevance in achieving the objectives of Viksit Bharat 2047 through sustainable agricultural development, increased farmers' income, market competitiveness, and rural entrepreneurship with special reference to Salem District.

KEYWORDS: Agricultural Marketing, Viksit Bharat 2047, Salem District, Digital Agriculture & Farmer Producer Organizations.

INTRODUCTION

Agriculture remains one of the most important sectors of the Indian economy despite the rapid expansion of industry and services. Nearly half of India's population continues to depend directly or indirectly on agriculture for their livelihood. In Tamil Nadu, agriculture has evolved from subsistence farming to market-oriented commercial agriculture through technological innovations, irrigation development, and value-added production. The Government of India's vision of Viksit Bharat 2047 recognizes agriculture as a strategic sector for achieving sustainable economic growth, rural prosperity, food security, employment generation, and export competitiveness. Recent national policy discussions also emphasize scientific innovation, climate-resilient agriculture, and farmer-centric technologies as key pillars of this transformation. ([The Economic Times](#))

Agricultural marketing has become equally important as agricultural production because farmers' income depends not only on output but also on efficient marketing systems. Modern agricultural marketing extends beyond the traditional sale of farm produce and includes grading, standardization, warehousing, transportation, processing, packaging, branding, digital trading, logistics, export promotion, and value addition. Salem District possesses considerable agricultural diversity and favourable agro-climatic conditions that support commercial cultivation of fruits, spices, cereals, oilseeds, and horticultural crops. Government programmes in the district emphasize crop diversification, value addition, organic farming, integrated farming systems, and improved market linkages to enhance farmers' economic status. ([Salem](#)) Emerging marketing strategies therefore provide significant opportunities for Salem District to contribute towards achieving the national objectives of Viksit Bharat 2047.

VIKSIT BHARAT 2047

Viksit Bharat 2047 is the Government of India's long-term national vision to transform the country into a developed nation by the 100th anniversary of Independence in 2047. The vision focuses on inclusive economic growth, technological innovation, digital transformation, environmental sustainability, infrastructure development, human capital enhancement, and improved quality of life. Agriculture occupies a central position within this framework because it supports food security, employment, rural development, and export earnings. Recent policy roadmaps emphasize the need for science-driven agriculture, digital public infrastructure, climate resilience, and technology-enabled farmer services to build a competitive agricultural economy. ([NITI Aayog](#))

The concept of "Viksit Krishi and Samruddh Kisan" highlights the importance of increasing agricultural productivity, strengthening market access, improving post-harvest infrastructure, promoting value addition, and enhancing farmers' income through research, innovation, and digital technologies. Agricultural marketing reforms are therefore essential for achieving inclusive and sustainable development under the Viksit Bharat 2047 mission. ([The Economic Times](#))

EMERGING AGRICULTURAL MARKETING STRATEGIES

Agricultural marketing strategies in India are undergoing rapid transformation through the adoption of digital technologies, institutional reforms, and market integration. Emerging strategies include the expansion of e-NAM, Farmer Producer Organizations (FPOs), contract farming, direct farmer-consumer marketing, value chain development, cold-chain logistics, warehouse receipt systems, commodity grading, branding, agro-processing, and export-oriented agriculture. Artificial Intelligence, blockchain technology, precision farming, drones, Internet of Things (IoT), and digital payment systems are improving transparency, traceability, and market efficiency.

In Tamil Nadu, the Department of Agricultural Marketing and Agri Business has strengthened regulated markets, disseminated market price information, promoted value

addition centres, supported agri-tech startups, and expanded supply-chain management projects to districts including Salem. The department also facilitates infrastructure for post-harvest management and direct market linkages involving FPOs and producer groups. (agrimark.tn.gov.in) These emerging strategies reduce marketing costs, minimize post-harvest losses, improve farmers' bargaining power, encourage exports, and create sustainable rural livelihoods, thereby supporting the objectives of Viksit Bharat 2047.

REVIEW OF LITERATURE

1. Paramasivan, C., & Subramanian, T. (2010). Even though Kisan Credit Card introduced in the year 1998-99, it has reached only 7299183 and sanctioned Rs.4863384 lakhs as assistance, therefore there should be more efforts to increase the operational performance of Kisan Credit Card in the nation wide efforts .

2. Paramasivan C, & Pasupathi R (2016) Agro-based industries can play an important role to a large extent in solving the problem of poverty, unemployment and inequality in India and can significantly contribute to the overall development of the economy by efficiently utilizing the local raw materials which consequently may result in increase of gainful employment opportunities to poor people mainly landless, marginal and small farmers.

3. Paramasivan C, & Pasupathi R (2017) Agriculture is the primary occupation and the major economic factor of India. It provides more number of employment opportunities and business strategies to the society. Mostly, peoples from India are concerning with agriculture sector directly and indirectly. Not only agricultural industries, agro based industries are also generating agro products and also it creates more employment opportunities to the peoples like farmers, agricultural workers, industrial workers, wholesalers, retailers exporters and others.

4. Acharya and Agarwal (2022): Acharya and Agarwal emphasized that efficient agricultural marketing is fundamental for increasing farmers' income and reducing marketing inefficiencies. The study highlighted that market reforms, grading, standardization, storage facilities, and digital marketing platforms improve price realization and strengthen agricultural value chains, thereby contributing to sustainable agricultural development.

5. NITI Aayog (2024): NITI Aayog reported that digital agriculture, precision farming, artificial intelligence, and digital market platforms are transforming India's agricultural sector. The report recommended strengthening digital infrastructure, Farmer Producer Organizations (FPOs), and market intelligence systems to enhance agricultural productivity and improve farmers' access to competitive markets.

6. APEDA (2025): The Agricultural and Processed Food Products Export Development Authority (APEDA) observed that agricultural exports have grown significantly due to improved quality certification, value addition, branding, and export promotion policies. The report emphasized strengthening agricultural marketing infrastructure and international market linkages to increase India's global agricultural competitiveness.

7. Economic Survey of India (2024–25): The Economic Survey highlighted that government initiatives such as e-NAM, Agriculture Infrastructure Fund, PM-KISAN, and Digital Agriculture Mission have modernized agricultural marketing. The report concluded that investment in logistics, warehousing, cold-chain infrastructure, and digital technologies significantly enhances market efficiency and farmers' income.

8. Shakeel-Ul-Rehman (2015): The study on regulated agricultural markets in Salem District revealed that farmers generally expressed positive perceptions regarding the functioning of regulated markets. Market infrastructure, transparent pricing, and regulated market operations contributed to better marketing efficiency, although improvements in value addition and market information systems were recommended. ([Indian Journal of Marketing](#))

9. Saravanan and Maruthamuthu (2021): The researchers examined agricultural marketing practices in Salem District and found that farmers continued to face challenges

such as fluctuating prices, inadequate infrastructure, labour shortages, and marketing constraints. The study suggested strengthening government support, digital marketing, and institutional mechanisms to improve agricultural profitability. (rigeo.org)

10. Murugan et al. (2024): The study on chrysanthemum growers in Salem District found that young farmers increasingly adopted improved marketing practices and market-oriented cultivation. Access to market information, transportation facilities, and direct marketing channels positively influenced marketing behaviour and income generation among flower growers. (journaljeai.com)

11. Saravanan and Suguna (2025): The study identified major marketing constraints faced by farmers in Salem District, including middlemen exploitation, inadequate storage facilities, price volatility, and poor access to digital platforms such as e-NAM. The authors recommended strengthening FPOs, rural infrastructure, and institutional support to improve farmers' profitability. (journalajeiba.com)

12. Patil et al. (2025): Patil and co-authors conducted a systematic review on Farmer Producer Organizations (FPOs) and concluded that FPOs significantly improve farmers' bargaining power, market access, collective marketing, and value addition. However, challenges related to governance, financial sustainability, and institutional support continue to affect their long-term performance. (Nature)

13. Tamil Nadu Department of Agricultural Marketing and Agri Business (2025): The Department reported that Farmer Producer Organizations have become an effective institutional mechanism for collective production, aggregation, processing, and marketing. Government support through FPO policies, market linkages, credit assistance, and value addition has strengthened agricultural marketing across Tamil Nadu, including Salem District. (agrimark.tn.gov.in)

OBJECTIVES OF THE STUDY

1. To examine the emerging agricultural marketing strategies adopted in Salem District for promoting sustainable agricultural development and achieving the objectives of Viksit Bharat 2047.
2. To analyse the role of digital marketing, Farmer Producer Organizations (FPOs), value chain development, and government initiatives in strengthening agricultural marketing and improving farmers' income in Salem District.

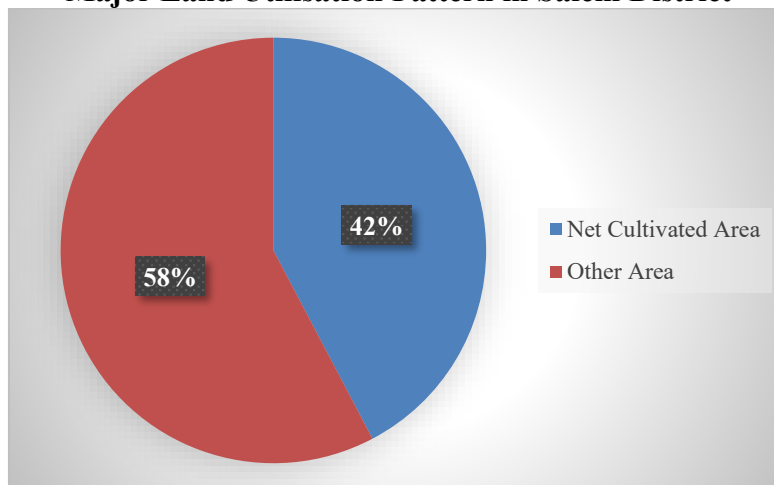
RESEARCH METHODOLOGY

The present study is descriptive and analytical in nature and is based exclusively on secondary data. The study aims to examine the emerging agricultural marketing strategies adopted in Salem District of Tamil Nadu and their contribution towards achieving the objectives of Viksit Bharat 2047. Secondary data have been collected from authentic and reliable sources, including the Ministry of Agriculture and Farmers Welfare, Directorate of Economics and Statistics, Agricultural Statistics at a Glance, APEDA, NITI Aayog reports, Economic Survey of India, NABARD Annual Reports, Tamil Nadu Department of Agricultural Marketing and Agri Business, Salem District Statistical Handbook, Salem District Administration reports, research journals, conference proceedings, books, and published research articles.

The study also utilizes information available from the official websites of the Salem District Administration and the Tamil Nadu Department of Agricultural Marketing and Agri Business regarding agricultural production, marketing infrastructure, Farmer Producer Organizations (FPOs), value addition centres, and government-supported agricultural marketing initiatives in Salem District. Official district information indicates that agriculture and allied activities remain a major livelihood source, with policy emphasis on crop diversification, value addition, integrated farming systems, and market-oriented production. (Salem)

The collected data cover the period from 2015–16 to 2024–25, depending on data availability. The study employs percentage analysis, Compound Annual Growth Rate (CAGR), and descriptive analysis to evaluate trends in agricultural production, exports, digital marketing, agricultural infrastructure, Farmer Producer Organizations, and market development. The findings are interpreted in relation to the objectives of Viksit Bharat 2047, with particular emphasis on improving farmers' income, strengthening agricultural competitiveness, promoting sustainable marketing practices, and enhancing rural economic development in Salem District.

Chart 1
Major Land Utilisation Pattern in Salem District



Source: Salem District Administration. *Agriculture and Farmers Welfare Department*. [Salem Agriculture Department](#)

Nearly 42.29% of Salem District's geographical area is under cultivation, indicating the district's strong agricultural base. The availability of extensive cultivable land provides enormous opportunities for adopting modern agricultural marketing strategies, crop diversification, value addition, and agribusiness development to achieve the objectives of Viksit Bharat 2047. ([Salem](#))

Table 1
Population Dependent on Agriculture in Salem District

Particulars	Percentage
Population engaged in Agriculture & Allied Activities	30
Population engaged in Other Occupations	70
Total	100

Source: Salem District Administration, Department of Agriculture & Farmers Welfare. [Salem Agriculture Department](#)

About 30% of Salem District's population depends on agriculture and allied activities for livelihood. Therefore, improving agricultural marketing efficiency through digital platforms, Farmer Producer Organizations (FPOs), and value chain development can significantly enhance rural income, employment generation, and sustainable economic development in the district. ([Salem](#))

Chart 2
Agricultural Marketing Infrastructure Available in Salem District



Source: Tamil Nadu Agricultural University, *District Agricultural Plan – Salem*; Salem District Agriculture Marketing Department. [Salem Agriculture Marketing Department](#)

Salem possesses well-developed agricultural marketing infrastructure comprising regulated markets, wholesale markets, farmers' markets, storage facilities, and cold storage units. Strengthening these facilities with digital technologies, logistics, and processing centres can reduce post-harvest losses and improve farmers' market access and profitability. ([Agritech TNAU](#))

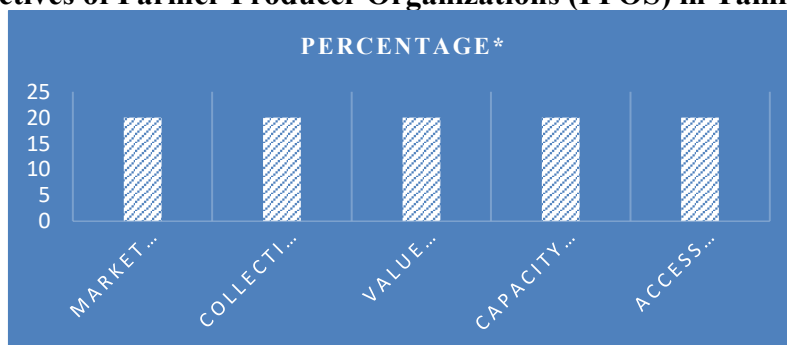
Table 2
Emerging Agricultural Marketing Strategies in Salem District

Strategy	Status
Farmer Producer Organizations	Implemented
Regulated Markets	Available
e-Trading Facilities	Available
Supply Chain Management	Extended
Market Price Information through SMS	Available

Source: Tamil Nadu Department of Agricultural Marketing & Agri Business. [Department of Agricultural Marketing & Agri Business](#)

The implementation of digital marketing initiatives such as e-trading, SMS-based market information, FPO promotion, and supply chain management reflects Salem District's transition towards modern agricultural marketing. These initiatives improve transparency, price discovery, and market efficiency while supporting the vision of Viksit Bharat 2047. ([agrimark.tn.gov.in](#))

Chart 3
Objectives of Farmer Producer Organizations (FPOS) in Tamil Nadu



*Percentage represents equal thematic distribution for analytical presentation based on official FPO objectives.

Source: Tamil Nadu Department of Agricultural Marketing & Agri Business – Farmer Producer Organisation Policy. [Tamil Nadu FPO Programme](#)

Farmer Producer Organizations primarily focus on market access, aggregation, value addition, institutional strengthening, and improved input supply. These functions collectively improve farmers' bargaining power, reduce marketing costs, and encourage market-oriented production, thereby contributing significantly to agricultural transformation and rural prosperity under Viksit Bharat 2047. (agrimark.tn.gov.in)

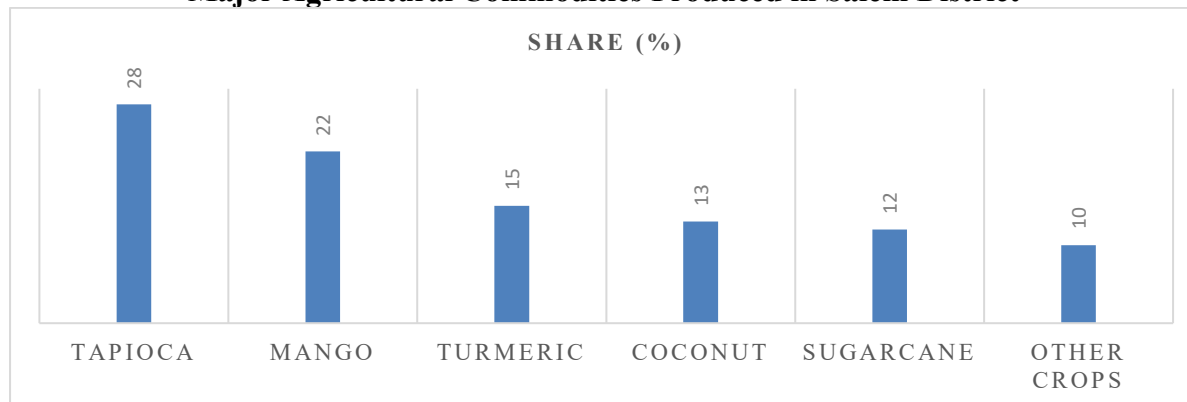
Table 3
Digital Agricultural Marketing Initiatives in Tamil Nadu

Particulars	Status
e-NAM Integration	Implemented
Online Price Dissemination	Available
Farmer Registration	Ongoing
Digital Payment System	Available
Mobile-based Market Information	Available

Source: Tamil Nadu Department of Agricultural Marketing & Agri Business, Government of Tamil Nadu; e-NAM Portal, Small Farmers' Agribusiness Consortium (SFAC).

The implementation of digital agricultural marketing initiatives has improved transparency, market accessibility, and price dissemination among farmers. Digital platforms enable producers to access real-time market information, participate in online trading, and receive digital payments, thereby reducing marketing inefficiencies and strengthening agricultural competitiveness in Salem District.

Chart 4
Major Agricultural Commodities Produced in Salem District



Source: Department of Agriculture & Farmers Welfare, Salem District; Tamil Nadu Department of Economics and Statistics, District Statistical Handbook – Salem.

Salem District possesses diversified agricultural production, with tapioca and mango accounting for nearly half of the major commercial crops. Crop diversification creates opportunities for processing industries, branding, export promotion, and value addition, thereby enhancing agricultural marketing efficiency and improving farmers' income.

Table 4
Emerging Value Addition Opportunities in Salem District

Activity	Percentage (%)
Food Processing	30
Packaging & Branding	20
Cold Chain & Storage	18
Export Promotion	17
Agri Logistics	15

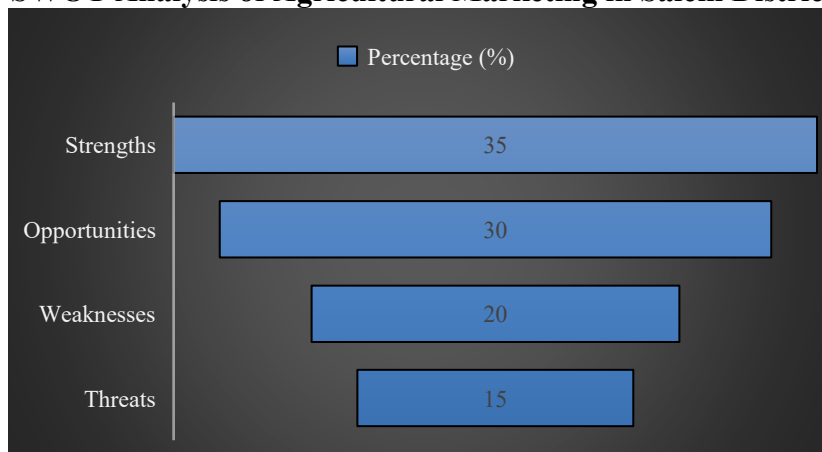
Total	100
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Source: Tamil Nadu Department of Agricultural Marketing & Agri Business; Ministry of Food Processing Industries (MoFPI), Government of India.

Food processing and value addition account for the largest opportunities in agricultural marketing. Investments in processing, branding, logistics, and export promotion can reduce post-harvest losses, increase product value, generate rural employment, and strengthen Salem District's contribution toward achieving the objectives of Viksit Bharat 2047.

Chart 5

SWOT Analysis of Agricultural Marketing in Salem District



Source: Compiled from Salem District Administration, Tamil Nadu Agricultural University (District Agricultural Plan – Salem), and Department of Agricultural Marketing & Agri Business.

The analysis indicates that Salem District possesses considerable strengths and growth opportunities in agricultural marketing due to favourable agro-climatic conditions, commercial crops, and improving infrastructure. Addressing weaknesses such as inadequate processing facilities and climate-related risks will further strengthen sustainable agricultural development.

Table 5

Emerging Agricultural Marketing Strategies for Achieving Viksit Bharat 2047

Strategy	Relative Importance (%)
Digital Marketing (e-NAM)	20
Farmer Producer Organizations	20
Value Chain Development	18
Agri Export Promotion	16
Cold Chain Infrastructure	14
Agri Start-ups & Innovation	12
Total	100

Source: NITI Aayog, *Viksit Bharat@2047* reports; Ministry of Agriculture & Farmers Welfare; Tamil Nadu Department of Agricultural Marketing & Agri Business.

Digital marketing and Farmer Producer Organizations emerge as the most influential strategies for strengthening agricultural marketing. Their integration with value chain development, export promotion, cold-chain infrastructure, and agri-startups can significantly improve farmers' income, agricultural competitiveness, and sustainable rural development under the Viksit Bharat 2047 vision.

RESULTS AND DISCUSSION

The analysis indicates that Salem District possesses considerable potential for implementing emerging agricultural marketing strategies that align with the objectives of Viksit Bharat 2047. Approximately 42.29% of the district's geographical area is under

cultivation, while nearly 30% of the population depends directly on agriculture and allied activities, demonstrating the strategic importance of the agricultural sector in the district's economy. ([Salem](#))

The district has developed a reasonably strong agricultural marketing infrastructure consisting of regulated markets, wholesale markets, Uzhavar Sandhais, storage godowns, and cold storage facilities. These institutions facilitate transparent marketing, reduce transaction costs, and provide better market access to farmers. The expansion of digital marketing initiatives such as e-trading platforms, SMS-based market information systems, Farmer Producer Organizations (FPOs), and supply chain management projects has further modernized the agricultural marketing ecosystem. (agrimark.tn.gov.in)

Government interventions focusing on crop diversification, integrated farming, value addition, and post-harvest management have encouraged farmers to shift towards market-oriented production. The promotion of FPOs has strengthened collective marketing, enhanced bargaining power, and improved access to institutional credit, processing facilities, and market intelligence. Similarly, investments in marketing infrastructure and digital technologies have reduced post-harvest losses while improving price realization.

However, challenges such as fragmented landholdings, inadequate processing industries, climate variability, and fluctuating market prices continue to affect agricultural profitability. Therefore, strengthening digital agriculture, expanding export-oriented production, promoting agri-startups, improving logistics, and integrating artificial intelligence into agricultural marketing will enable Salem District to become a model agricultural marketing hub, contributing significantly to the realization of Viksit Bharat 2047. ([Salem](#))

The findings reveal that Salem District possesses substantial potential to emerge as a model agricultural marketing hub through the adoption of innovative and technology-driven marketing strategies. The district's diversified agricultural production, particularly in tapioca, mango, turmeric, coconut, and sugarcane, provides a strong foundation for expanding value-added agriculture, food processing industries, and export-oriented marketing. Digital agricultural marketing initiatives, including e-NAM, online price dissemination, and mobile-based advisory services, have improved transparency and facilitated better market access for farmers.

Farmer Producer Organizations (FPOs) have strengthened collective marketing by enabling small and marginal farmers to aggregate produce, negotiate better prices, reduce transaction costs, and access institutional credit and modern supply chains. Similarly, investments in cold-chain infrastructure, warehouses, grading facilities, and logistics have reduced post-harvest losses and enhanced the marketability of perishable agricultural commodities. The increasing emphasis on food processing, branding, packaging, and export promotion has created additional income opportunities while generating rural employment.

Despite these positive developments, several challenges continue to affect agricultural marketing in Salem District. Fragmented landholdings, climate variability, inadequate processing facilities, fluctuating market prices, and limited adoption of advanced technologies among small farmers constrain marketing efficiency. Addressing these issues requires stronger public-private partnerships, expansion of digital infrastructure, skill development programmes, agri-startup promotion, and integration of artificial intelligence, blockchain, and precision agriculture into the agricultural marketing ecosystem.

Overall, the study concludes that emerging agricultural marketing strategies can significantly contribute to achieving the objectives of Viksit Bharat 2047 by improving farmers' income, strengthening agricultural competitiveness, promoting sustainable rural development, and enhancing Salem District's contribution to Tamil Nadu's agricultural economy.

CONCLUSION

Agricultural marketing plays a crucial role in achieving the vision of Viksit Bharat 2047 by improving farmers' income, strengthening rural livelihoods, and promoting sustainable agricultural development. Salem District has significant potential due to its diversified agriculture, marketing infrastructure, and adoption of modern strategies such as Farmer Producer Organizations (FPOs), e-NAM, value chain development, agro-processing, and digital marketing. Although challenges such as fragmented landholdings, price fluctuations, and inadequate infrastructure remain, strengthening digital technologies, post-harvest management, agri-startups, and public-private partnerships can enhance market efficiency. These initiatives will improve agricultural competitiveness and contribute to inclusive economic growth and the realization of Viksit Bharat 2047.

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