



AEZ and Export Marketing of Agri Products in India: Export Marketing of Mango Pulp from Chittoor District of Andhra Pradesh, India (Paperback)

By Gadhamsetty Suresh Babu

LAP Lambert Academic Publishing. Paperback. Condition: New. Language: English . Brand New Book. Today India is the leading producer of fruits, vegetables, milk, marine products etc. Due to inadequate facilities for storage, transportation and processing, the post-harvest losses amount to 25-30 percent causing a monetary loss to the tune of several thousand crores. Food preservation and processing help in the proper utilization of the horticulture produce during glut and make it available during off-season. It plays an important role in enhancing the shelf life of the predominantly perishable commodities and in producing a diversified range of value-added products. With the primary objective of boosting the exports of fresh and processed agricultural produce from the country, the Government of India (Gol) announced a policy of setting up of Agri Export Zones (AEZs) across the country. These zones would be a part of the effort to provide improved access for India s agricultural and allied products in the International market. with a view to provide remunerative returns to the farming community in a sustained manner and also for the purpose of developing and sourcing raw materials and their processing/packaging leading to final exports.



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