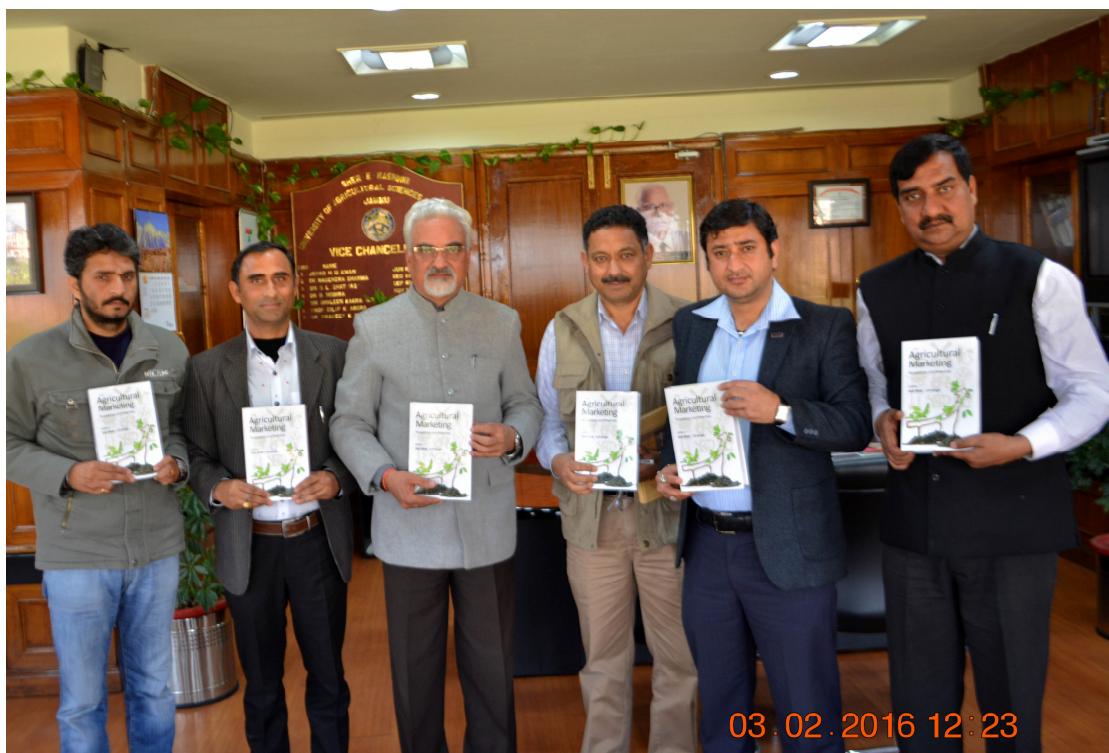


Book on Agricultural Marketing Released



VC Dr. PK Sharma, President-TAJ Dr. Vikas Sharma and others releasing Book at Main Campus Chatha on Wednesday

Jammu, February 03: Vice Chancellor SKUAST-Jammu Prof. Pradeep K Sharma today released book on **“Agricultural Marketing: Perspectives and Potential”** at Main Campus Chatha. The book is authored / edited by **Dr. Anil Bhat and Dr. S. P. Singh, Assistant Professor (s) in the division of Agricultural Economics and ABM.** Dr. Sharma while congratulating the authors advocated that marketing in agriculture sector is a support and confidence building mechanism to small farmers. It also ensures reasonable returns to the farmers and looking at the situation, agricultural marketing has a crucial role to play wherein produce after harvest can be delivered to the consumer without damage, with less cost and within a short time. Dr. T.A.S. Ganai, Director Education was of the opinion that the topic is very important to create awareness among the society regarding the agricultural marketing and its perspective as well as potential in India. Author of the book, Dr. Anil Bhat said that the book is quite valuable for the researchers, policy makers and administrators in generating awareness about the marketing of agricultural commodities. He said that about 25-30% of the produce is destroyed due to inefficient marketing of the produce. Dr. Bhat expressed hope that the book would prove to be a big storehouse of knowledge and would help to reduce post harvest loss and problems associated with marketing of produce. He said that fifty four scientific authorities in Agricultural Marketing throughout the nation have contributed to this book. Dr. S. P. Singh, co-author of the book gave a detailed report about the work mentioned in these books and emphasized on the marketing of agricultural commodities in a proper way. **President-SKUAST-TAJ Dr. Vikas Sharma and General Secretary Dr. Vivak Manohar Arya were also present on the occasion.**