

A Study on Agricultural Marketing with Special Reference to Salem District.

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- **Abstract:** The agriculture sector is the cornerstone of every economy, since it defines the operations of all other industries. As agriculture expands, so does the economy as a whole, hastening the elimination of poverty in both rural and urban areas. The primary cornerstone in the overall economic policy is a solid and lively agricultural system. In this context, agriculture faces challenges such as erratic weather, uncertain rainfall, shrinking land area, dwindling water supply, declining soil productivity, spreading uncontrollable pests and diseases, rising production costs, residual chemical impacts, labour shortages, and fluctuating consumer prices. The Tamil Nadu government is working hard to overcome these obstacles. India's agriculture sector remains inefficient and hindered by restrictions, resulting in slow farm sector development. The aim of this paper is to explain some of the constraints faced by farmers in Salem District, such as government funding and marketing issues. It also aims to illustrate farmers' perspectives on performing agriculture in the current environment.
- **Keywords:** cornerstone, industries, elimination, cornerstone, residual, obstacles, inefficient, illustrate.