

REVIEW ON FRUITS AND VEGETABLES RETAILING IN INDIA

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ABSTRACT

Retailing of Fruits and Vegetables in India is a rapidly growing platform. Retailing has its own sheer beauty in making the produce available to the consumers. There are two main types of Retailing. The Retailers follow the Organized and Unorganized retail sector strategies in making the produce available to the end user and also inefficient handling and waste management. The current debate on organized retail of fresh fruit and vegetables is highly skewed in terms of its effect on traditional small retailers. Safeguarding the interests of small retailers is necessary, but the producers who outnumber different market intermediaries should also get equal consideration. Public sector extension needs to be proactive and engage with organized retailers to design extension programmes that could enhance the capacity of the farmers and producer groups. There are various challenges faced by the retailers in handling fruits and vegetables like Inefficient supply chain management, Red tape, Cultural disparity, Frauds in the retail sector and so on.

KEYWORDS: Fruits & Vegetables, Public Sector, Retailing, Organized Retailers, Unorganized Retailers

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