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Title: TO STUDY THE PROCUREMENT AND MARKETING OF VEGETABLES IN VEG FRESH, RANCHI

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**Abstract:** A study on procurement and marketing of vegetables in Veg Fresh, Ranchi was carried out under the Department of Centre for Agribusiness Management in Birsa Agricultural University in Ranchi district of the (Jharkhand) state with objectives. (1) To study supply chain for procurement and marketing of vegetables in retail outlets of Veg Fresh. (2) Identifying new possibilities in supply chain of vegetables for Veg Fresh. In today's competitive market place the pressure on organizations to find new ways to shape and deliver value to customer grows ever stronger. Gradually, in emerging economies as well as development markets, the power of the seller has overtaken that of the customer. Supply chain Management (SCM) not only helps in cutting costs, but also adds to maintain and improve the quality marketing of vegetables. In marketing vegetables, which are perishable in nature, supply chain plays a crucial role. The very nature of land holding by the farmers, varied climate conditions, production spread over wide geographical area, mainly in remote villages, diversified consumptions patterns and poor infrastructure makes SCM for vegetables complicated. In India, SCM is at its growing stage in marketing of fruits and vegetables. Marketing of vegetables is challenging because of the perishability, seasonality and bulkiness and consumption habits of the Indian Consumers. In addition to this, poor infrastructure, poor equity in SC and conventional small scale unorganized retailers, make state of the art supply chain challenging in the present scenario. The Indian retail market is mainly dominated by unorganized retailers. Recent development in retailing is the entry of large number of organized retailers including Veg-Fresh. The study makes an attempt to examine the functioning of VEGFED and its role in vegetable marketing system. The selection of study area has been made on the basis of large potentiality of vegetables. Ranchi is one of the District in plateaue region of Jharkhand which has the largest potential of vegetables. VEGFED has come up with retail outlets called Veg Fresh for selling vegetables at cheap prices thus sparing the residents from hassles of visiting markets and haggling with unscrupulous vendors. As per this paper important drawbacks of the current supply chain is not proper demand, high level of wastage, quality degradation, poor infrastructural facilities and high cost, etc. Lastly it is suggested that Veg Fresh should come up with more attractive promotional schemes along with better sale service to promote its business.

**Description:** TO STUDY THE PROCUREMENT AND MARKETING OF VEGETABLES IN VEG FRESH, RANCHI

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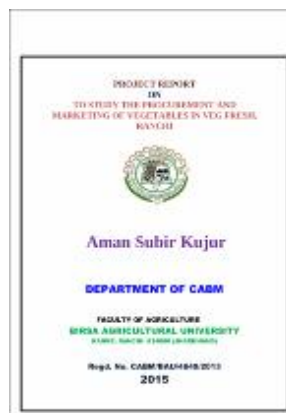
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