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## Promotional Strategies for International Markets with respect to Agricultural Products

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### Keywords :

#### Introduction:

Now a day, farmers are suffering from various problems regarding climate/weather due to global warming. Also they are not acquainted with recent International Strategies regarding their supply of agricultural products in International Market. By considering this situation I am suggesting some methods/strategies to promote agricultural product of India in International Market. The methods or strategies suggested are regarding market survey before cultivation for demand and supply, during cropping for selling the agricultural products and searching proposed customers. Further, some strategies are suggested like how to get information about Import-Export Government Policies, Excise Duties, Subsidies, Transportation way and Tax structure.

#### Features:

- 1) Farmers can market at International level.
- 2) Farmers will be aware of literacy for marketing their product at International level.
- 3) Global Markets can use the limited land and limited sources of water with the help of green houses and modern methods of agricultures.
- 4) Farmers can get more information regarding Government Policies and Subsidies for International Marketing from Ministry of Foreign Affairs and Industries.
- 5) An international Marketing is necessary as India has much more land, manpower and other sources which are useful in producing agricultural products like fuel, natural fertilizing, modern equipments of fertilizing like tractors, harvesting machines etc.
- 6) In the concept of International Marketing, we can use our education up to optimum level in producing best quality of agricultural product so that unemployment can obviously reduce.
- 7) Farmers can use internet, mobile technologies and various modes of communications for promotional strategies for International Market with respect to Agricultural Products.
- 8) Farmers can use international promotional strategies for their Agricultural Products.
- 9) Farmers can ensure to get income from Agricultural Products.

#### Process of International Market:



#### 1) Market Survey for Pre-cultivation:

Farmers will try to find the product that can be marketed, which has all time demand but there is no supply.

#### 2) Market Survey for selling the product and searching proposed:

Farmers also make the survey during season to sell the final product and make a search for proposed customer. He will explain the quality of his crop, process of cropping and comparing his product with the exiting product in the market. The low price factor will have to be convincing to the proposed customer.

#### 3) Market Chain Global to Local:

The final produced product can be taken to the local market and through it via district market, capital centered market to the international market. He will require proper help of Government bodies regarding the policy of export and subsidies given for the product. The farmer will have to establish their own mode of transportation by considering the tax structure for the same product. He will reach the global market with the help of middleman and the merchants. The structure of payment will have to be decided with the mutual understanding between these merchant and farmers considering the policy of both trading nations.

#### 4) Market Chain Local to Global:

Once the product is introduce, advertise and established in the international market, automatically the customer in international market will approach the farmer at the local level. This will help in eliminating the middleman and merchants and also increase the profit share.

#### 5) Modes of Communication:

The farmer will have to increase his communication skill regarding primary sense of business activities. The mode of communication can be adopted by taking help of Indian embassy in that particular nation.

#### Advantages:

- 1) Standard of living will increase.
- 2) It is able to retain money as compared to local markets because yield cost is higher as compared to production cost.
- 3) Improvement in quality and quantity of Agricultural Product.
- 4) An International Market helps in reducing poverty in developing and undeveloped nation.
- 5) Farmers can develop their skills to sell any products in local as well as International Market.

#### Risk:

- 1) The behavior of International Market may not suit the farmer in the initial stage.
- 2) Developing contacts with the International Merchants may be risk factor at initial stage.
- 3) Lack of communication system and language may be the

- barrier in marketing at initial stage.
- 4) The middleman chain may cause some difficulties in network marketing.
  - 5) The financial misconcepts and less knowledge of exchange system may lead to risk due to unknown policies.
  - 6) Non-cooperation from Government bodies at local level, state and national level is also a risk increasing factor.

**Conclusion:**

In coming year's agriculture sector will become more valu-

able as compared to industrial and service sectors, so it is necessary to improve the production of agricultural products and sell them in international markets through local markets. Therefore promotional strategies for international markets become essential. Each and every individual should try to achieve international markets for his agricultural product. This may help the farmers to become financially stable and fulfill their needs and also help in increasing the foreign exchange of the nation's economy.

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