

**PROBLEMS AND PROSPECTUS OF THE MIRCHI GROWERS
MARKETING PROCESS, WITH SPECIAL REFERENCE TO THE
GUNTUR AGRICULTURAL MARKETING COMMITTEE,
ANDHRA PRADESH.**

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ABSTRACT

Guntur is the hub for the various commercial crops like Chilli, Turmeric, and Tobacco and so on. Guntur Mirchi yard is the world largest chilli trading centre. About 46% of the total chilli production is coming over from this state itself. Though the farmers are yielding the good crop, they are unable to get the good price for their products. This paper analyses the present model of the Mirchi board Guntur, the marketing problems in the existing model. It also explains the marketing process of the chillis. Apart from the existing model, this paper suggested a new model, that which may be useful for the farmers as well as the small and medium scale mirchi vendors. It also suggested the various solutions for the problems like, transportation, mirchi storage at the yard, marketing process, disbursing the amount, safety and security issues at the mirchi yard. This alternative model may be helpful to integrate the relationship between the farmers, mirchi vendors and the Guntur Agricultural Market yard.

KEY WORDS: Guntur mirchi yard, Commercial crops, Chillis, Mirchi vendors, Marketing process, Marketing model, Small and Medium Scale vendors.
