

A Study on Expanding Global Market Reach of Farmers with Special References Sankarankovil TK

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Abstract: *Many rules and regulation have been introduced to make farmers markets more structured and systematic. In this farmers production they produced paddy rice, farming land, field crops and horticulture crop, etc. To provide the farm land there is a lot of profitability and at the same time there is risk management also. The farmers to adopted eco- friendly practices on agricultural and improve awareness and benefits of biodiversity. Its is concluded technical course and the information sharing meeting may be a inactivate to farmers to know about the benefit of eco agriculture practices. The creation of statewide agricultural produce marketing infrastructure, comprising of various market yards, purchase centers, link roads etc. The study of farming land to local markets distances, change of the field crop with horticulture crop, and changing rice varieties every year appear as significant determinants of farmers perception of crop losses. The market research to identify potential global markets for the agricultural product from Sankarankovil Taluk and Analyze consumer preferences and understand the scope of potential for the farmers produce.*

Keywords: Profitability, farmers income, updated markets, farmers employment, risk management.

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