Abstract
India is an agricultural country and one third population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stay of the Indian economy since times immemorial. Indian agriculture contribution to the national gross domestic product (GDP) is about 25 per cent. Agricultural marketing is mainly the buying and selling of agricultural products.

Keywords: Classification of agricultural products, features, Agricultural products in India, Benefits, Drawbacks.

Introduction
Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Marketing systems are dynamic. They are competitive and involve continuous change and improvement. Businesses that have lower costs, are more efficient, and can deliver quality products. Those that have high costs, fail to adapt to changes in market demand and provide poorer qualities are often forced out of business. Marketing has to be customer-oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. This requires those involved in marketing chains to understand buyer requirements, both in terms of product and business conditions.

Meaning
Agricultural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure or systems both functional and institutional based in technical and economic consideration and include pre and post harvest operations.

Classification of agricultural products
Agricultural products, on the basis of demand, may be divided into the following groups:
1. Raw materials, and
2. Consumer goods

Raw materials
Raw materials are further classified into foods and fibers. Raw materials are meant for industrial buyers and require further processing before they are marketed for ultimate consumption.

Consumer goods
Consumer goods are products which move directly into consumption without being processed. Milk, poultry and eggs need no processing. Other kinds of agriculture products are to be processed; the process being long in some cases like the conversion of sugarcane to sugar, conversion of paddy into rice, etc.

Features
The agricultural products are of different nature than industrial products. So the features of products can be divided in three major types on the basis of production, marketing and consumption.
1. Production-related features of agricultural goods
   The production related features of agricultural products are as follows:

   a. Seasonal production
      Most of the agricultural goods are produced only in certain season. The food crops such as
      maize, paddy, wheat etc.; cash crops such as sugarcane, tobacco, jute and vegetables, potato and fruits
      are produced in certain suitable seasons. But some products such as fish, dairy products, eggs etc. can
      be produced in all seasons. Everything cannot be produced in all seasons. So, seasonal products affect
      agricultural market.

   b. Scattered Production
      Except some limited goods most of the agricultural goods are produced in all parts of the
      country. As farmers live scattered in different parts of the country, middlemen collect agricultural
      products and supply to markets.

2. Marketing-related features of agricultural goods
   The major marketing related features of agricultural goods are as follows:

   a. Perishable products
      Most of agricultural products are of perishable nature, but all are not equally perishable within
      same duration of time. Some perish within shorter time and some others remain usable for little longer.
      Fish, milk, meat, fruits, vegetables etc. remain fresh only for shorter time, so they are quick perishable.
      Such products should be supplied to market as quicker and possible. Special cold storage is needed to
      keep such goods safe and fresh. Food crops/grains such as rice, wheat, mustard etc, remain usable
      relatively for long time.

   b. Bulky products
      Most of the agricultural products are weighty and bulky. So, transport and storage cost rises
      higher than the value of these products.

   c. Quality and quantity variation
      Quality and quantity of agricultural products become different according to the productivity of
      land, season and climate. The quality of seeds, use of fertilizers etc. also causes difference in quality.

3. Consumption-related features of agricultural goods
   The consumption features of agricultural products are as follows:

   a. Continuous consumption
      Agricultural products are very important to meet daily needs of people. So, it is necessary to
      have regular supply of agricultural products such as food grains, fish, meat, milk, fruits etc to satisfy
      daily demand.

   b. Inelastic demand
      The demand for agricultural products remains relatively less elastic. Demand for such products
      does not decrease or increase due to rise or fall of prices. The consumers are compelled to meet their
      daily needs at minimum level, even if the price of agricultural products rises up.

   c. Price fluctuation
      The price of agricultural products remains unstable. It fluctuates time. The price of agricultural
      products is easily affected by supply and demand.
Agricultural products in India

The agricultural products in India are:

Cereals
India is the world's second largest producer of Rice, Wheat and other cereals. The huge demand for cereals in the global market is creating an excellent environment for the export of Indian cereal products. India had imposed ban on export of rice and wheat etc to meet domestic needs. Due to the huge demand in the global market and country's surplus production, Country has lifted the ban, but only limited amount of export of the commodity are allowed. The important cereals are - wheat, paddy, sorghum, millet, barley and maize etc. India is not only the largest producer of cereal as well as largest exporter of cereal products in the world. The major importing countries of India's cereals during the period were Iran, Saudi Arabia, Indonesia, UAE and Bangladesh.

Fresh Fruits & Vegetables
India's diverse climate ensures availability of all varieties of fresh fruits & vegetables. It ranks second in fruits and vegetables production in the world, after China. As per National Horticulture Database published by National Horticulture Board, during 2012-13 India produced 81.285 million metric tons of fruits and 162.19 million metric tons of vegetables. The area under cultivation of fruits stood at 6.98 million hectares while vegetables were cultivated at 9.21 million hectares. India is the largest producer of ginger and okra amongst vegetables and ranks second in production of Potatoes, Onions, Cauliflowers, Brinjal, Cabbages, etc. Mangoes, Walnuts, Grapes, Bananas, Pomegranates account for larger portion of fruits exported from the country while Onions, Okra, Bitter Gourd, Green Chillies, Mushrooms and Potatoes contribute largely to the vegetable export basket. The major destinations for Indian fruits and vegetables are UAE, Bangladesh, Malaysia, UK, Netherland, Pakistan, Saudi Arabia, Sri Lanka and Nepal.

Organic Products
Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases. India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market.

Processed Foods
Food processing sector is one of the largest sectors in India in terms of production, growth, consumption, and export. India's food processing sector covers fruit and vegetables; spices; meat and poultry; milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups like confectionery, chocolates and cocoa products, soya-based products, mineral water, high protein foods etc. India's geographical situation gives the unique advantage of connectivity to Europe, the Middle East, Japan, Singapore, Thailand, Malaysia and Korea. One such example indicating India's location advantage is the value of trade in agriculture and processed food between India and Gulf region.

Benefits
The some of the benefits are as follows:
- Improvement in operational and managerial efficiency;
- Greater participation in global supply chain and high-value products;
- Environmental benefits of erosion reduction and soil improvement;
- Health benefits;
- Food security, including that of the rural poor (small farmers);
- Economic benefit: price premiums.
- Transition difficulties potentially affecting yields;
- Investments in time and learning;
- Higher operating costs for more complex processes.

**Drawbacks**

The following are some of the common defects agricultural marketing

1. Lack of organization
2. Forced sales
3. Presence of middlemen
4. Numerous market charges
5. Market malpractices
6. Lack of standard weights and measures
7. Inadequate storage
8. No standardization of price and quality
9. Lack of marketing finance and
10. Want of proper market information.

**Conclusion**

Selling on any agricultural products depends on some couple of factors like the demand of the product at that time, availability of storage etc. The products may be sold directly in the market or it may be stored locally for the time being. Moreover, it may be sold as it is gathered from the field or it may be cleaned, graded and processed by the farmer or the merchant of the village. Sometime processing is done because consumers want it, or sometimes to conserve the quality of that product. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders or to village traders.

**References**

1. Dr. N. Rajan Nair Sanjith R. Nair Sultan Chand & Sons ISBN 81-7014-164-8
2. C.B. Gupta & Rajan Nair Marketing Management
3. Dr. R.L. Varshney Marketing Management
6. Journal of Research
7. Journal of Marketing
8. www.google scholar.com