

# A Study on Agriculture Marketing Information System Models and Their Implication with Special Reference to Tirunelveli City

T. Krishna karthika<sup>1</sup> and Dr. I. Meenakshi<sup>2</sup>

II M.Com, PG & Research Department of Commerce<sup>1</sup>

Associate Professor, PG & Research Department of Commerce<sup>2</sup>

Sri Sarada College For Women (Autonomous), Tirunelveli, Tamil Nadu, India

Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

**Abstract:** *The main purpose of the study marketing information system (MIS) is to assist businesses and farmers in their marketing decisions and marketing efforts. This necessitates the employment of dependable software that collects and disseminates accurate and valuable information in a farmer-friendly manner. It is not enough to simply provide knowledge; the exercise must also include the ability for farmers to market their produce. In recent years, the production of agricultural goods has become more dependent on farm inputs, such as improved seeds, fertilizers, insecticides, and pesticides, as well as farm equipment, implements, and funding. The importance of agriculture marketing Agricultural marketing is crucial for boosting consumption and production as well as quickening the pace of economic growth. It is the most significant agricultural development multiplier. In this study both the primary and secondary data's has been collected through various journals, websites etc, and the tools which have been used like percentage analysis, chi- square and ranking table to know the marketing information of agriculture.*

**Keywords:** Agriculture, Farmers, Information, Marketing, Source, pre-and post-harvest

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