

ANALYSING INDIAN FOOD SUPPLY CHAIN: TRADITIONAL AND MODERN PERSPECTIVE

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ABSTRACT

Food supply chain system is getting high attention in developing countries. One of its major components, agriculture marketing system, requires more attention from policy makers to improve its application. Traditional APMC has issues associated with supply chain efficiency. Private companies like ITC and Reliance, representing modern system, have also faced various issues and difficulties in spite of having advantages over traditional APMC. National APMC system seems to be better system. But it is yet to prove its potential benefiting all the stakeholders. Anyhow India needs to identify the mechanism which best caters to the need of the sector.

KEY WORDS: Traditional and Modern food supply system, national APMC