

**S.S.M.16. RAMASWAMY V.S.—A Study of the Marketing of Fertilizers in India—1984—Dr. N. Parameswaran Nair**

The thesis starts with an overview of Indian agriculture and the Indian fertilizer industry and stretches on to various aspects of fertilizer marketing like the fertilizer marketing system in the country, fertilizer transportation, fertilizer warehousing, pricing of fertilizers, distribution channels, marketing costs.

This study which covers all the different types of chemical fertilizers that are marketed in India is an all India study. It covers all the major aspects of fertilizer

marketing such as product-wise, logistics, distribution promotion, prices and subsidies and distribution margins and marketing costs. The main thrust of the study, however, is on the following core aspects of fertilizer marketing, namely, logistics, marketing costs and distribution margins.

The study also evaluates the various policies that have been enforced by the government from time to time on the marketing and distribution of fertilizers in the country.