



## A STUDY ON THE MARKETING OF AGRICULTURAL SEEDS WITH SPECIAL REFERENCE TO QUALITY MANAGEMENT IN NAGAPATTINAM DISTRICT

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### ABSRTACT

*The district is occupied by the delta region of the river Cauvery the farmers of the district are adopting traditional method and old technology for cultivating mostly paddy and cereals like black gram and green gram. Even though they have been engaging in agriculture for long period the output per acre is not appreciable. The improper use of quality seed may be one of the reasons for the low output. This article highlights a study on the marketing of agricultural seeds with special reference to quality management in Nagapattinam district.*