The cultivation of Potato received a sharp boost in West Bengal nearly two decades ago and since then there had been a steady increase in the acreage and production of Potato in West Bengal. As a commercial and food crop potato plays a vital role in the economy of the state. The increasing importance of the crop and the problems faced by the growers and the consumers of Potato, however, received till now little attention from the Government despite its considerable potentialities. The progress achieved in the extension of potato cultivation and its marketing had so far been made mainly at the initiative of the growers as well as of the traders. The problems faced by the potato growers are many and are of varied nature requiring urgent attention of the Government.

The present study aims at an analysis of the existing structure and functions of the marketing organisation relating to potato in West Bengal. It emphasises the institutional aspects of marketing and attempts to describe the relevant institutions critically. A representative sample of the growers and traders engaged in potato production and marketing at the various stages has been interviewed for the first time and their views on a number of important marketing problems. The
study has probably made a significant contribution on a vital issue which has been the subject of acute controversy in recent years. A thorough analysis of this question alone would probably have justified an independent study. The study also focuses attention to the changes in the structure of marketing and the problems connected with it that have affected the traders.

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