I. INTRODUCTION

Concept of pricing and marketing, Importance of fruits and vegetables for masses in India, Justification and objectives of the study, Limitation of the study.

II. REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

(A). Review of literature: In this part a review of existing literature will be made regarding the pricing methods, marketing channels, marketing charges and marketing margins of the produces under study.

(B). Research methodology: This part will cover the description of sample design, collection of data, tabulation and interpretation of facts etc.

(C). Hypotheses: In this part a hypothesis will be developed regarding the proposed research work which will be tested later on through appropriate statistical tools.

III. PRICING METHODS AND PRICE TRENDS

In this chapter various pricing methods will be studied in the context of fruits and vegetables. Also an analysis will be
made regarding the price trend and price fluctuations of the produces under study.

IV. MARKETING STRUCTURE OF FRUITS AND VEGETABLES
   In this chapter a deep study will be conducted regarding the Marketing structures of fruits and vegetables at Local, National and International levels.

V. ANALYSIS OF MARKETING CHARGES AND MARGINS
   In this chapter a detailed study will be made about marketing charges incurred at different levels of selling fruits and vegetables and marketing margins at different levels starting from growers to ultimate consumers.

VI. FACTORS AFFECTING PRICING AND MARKETING OF FRUITS AND VEGETABLES
   In this chapter various factors related to Pricing, Marketing structure, Marketing Channels, Marketing Charges and Marketing Margins in the context of Fruits and Vegetables will be studied deeply.

VII. GOVERNMENT POLICIES AND INTERVENTION
   This chapter is related to the role of government regarding the price fixation and promotion of marketing of Fruits and
Vegetables at Local, National and International levels.

VIII. CONCLUSION AND SUGGESTIONS
In this chapter logical conclusion will be drawn from the proposed research study and constructive suggestions will be given in the light of the conclusion of the study.

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JUSTIFICATION OF THE STUDY

Fruits and vegetables have an immense importance in the lives of human beings but these are becoming dearer and dearer day by day. The main reasons of such a phenomenon are lack of proper knowledge of growers about the marketing of these produces at local, national and international levels; involvements of a large number of marketing intermediaries due to which a huge amount is to bear by ultimate consumers in the form of marketing expenses and margins at different levels; expensive transportation; defective marketing system and seasonal and perishable nature of Fruits and Vegetables. Due to the above features these produces are going far away from the reach of the masses. In such circumstances it seems necessary to conduct a research study in this direction so that the pricing and marketing problems which are being faced by growers and ultimate consumers of these perishable produces may be analyzed at roots. For this purpose the researcher selected the topic entitled “AN ANALYSIS OF PRICING AND MARKETING OF CONSUMER PERISHABLE GOODS (A CASE STUDY OF FRUITS AND VEGETABLES IN DISTRICT MEERUT)”. It is believed that the suggestions made on the basis of this research study would prove helpful in solving the defects prevail in the pricing and marketing systems of Fruits and Vegetables in the area under study and would attract the attention of Government officials, growers and marketing intermediaries involved therein.

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OBJECTIVES OF THE STUDY

The main objectives of the study are given below:

1. To study the concept of pricing and marketing.
2. To study the importance of Fruits and Vegetables for masses in India.
3. To study pricing methods and price trends of Fruits and Vegetables.
4. To study the marketing structure at Local, National and International levels.
5. To analyze marketing charges at different levels of selling.
6. To analyze marketing margins at different levels of marketing.
7. To study the factors affecting marketing of Fruits and Vegetables.
8. To study Government policies regarding pricing and marketing of Fruits and Vegetables.
9. To draw conclusion and to propose suggestions in the light of the study.

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HYPOTHESIS

This research study was based on the following presumption:
1. The pricing structure is not stable and systematic in case of fruits and vegetables.
2. The marketing structure of fruits and vegetables is not up to mark at local, national and international levels.
3. Marketing charges and margins are too high in case of fruits and vegetables.
4. Government is not sincere for the promotion of marketing of fruits and vegetables.
5. Marketing charges and margins may be reduced by improving marketing system of the produces under study.

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RESEARCH METHODOLOGY
The following methodology will be adopted to conduct the proposed research work:

1. **Sample Design:** To conduct the survey five Fruits and five Vegetables mandies will be selected taking in view that these are from different places of the district and are of different sizes. Total 400 i.e. 200 fruit and 200 vegetable merchants will be selected i.e. 80 from each mandi at random basis.

2. **Period of Study:** The proposed research work will be conducted at both macro and micro levels. For macro level study the period from 1995-96 to 2003-04 and for macro level study the year 2003-04 will be taken.

3. **Collection of Data and Information:** The proposed study will be based on both primary and secondary data. Primary data and information will be collected through the questionnaire which will be prepared for this purpose and the secondary data will be obtained from office records of the related departments.

4. **Tabulation, analysis and interpretation of data and information:** The collected data will be arranged in tabular form and will be analyzed using required statistical tools.
After completing analysis work the results will be interpreted in a systematic manner.

5. **Conclusion and suggestions:** In the end findings of the research study will be given with appropriate suggestions so as to make pricing and marketing system of fruits and vegetables more systematic and logical.

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