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Traditional Marketing System of Potato Farming in India

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Abstract

Over the past twenty years, the export volume has grown at an impressive compound annual growth rate of 14.1%. The advertising techniques in potato in India, their weaknesses, and how that can improve them. State-level development, and possibilities of India's potato and other associated product exports are additionally evaluated. The critical role of potatoes in India's agriculture, food security, and economic development. It highlights that India is the second-largest producer globally, with significant contributions from states like Uttar Pradesh, West Bengal, and Bihar. The paper emphasizes that despite its importance, the potato marketing system faces numerous challenges, including high marketing costs, price fluctuations, inadequate storage infrastructure, and lack of a long-term export policy. To overcome these hurdles, it advocates for strategic interventions such as investing in modern infrastructure like cold storage facilities, promoting Farmer Producer Organizations (FPOs), and leveraging digital market information platforms like AGMARKNET. The adoption of contract farming, direct marketing, and advanced processing technologies are also recommended to improve market efficiency, reduce post-harvest losses, and increase farmers' income. the global scenario where potato production and processing are rapidly growing, with China leading worldwide., a source of income for farmers, and a route to expanding India's export market, ultimately contributing to food security and rural development.

Keywords: traditional marketing, Marketing Channels, Marketing Related Schemes,

Introduction

After rice, wheat, and maize as the most important food crop, tubers (*Solanum tuberosum* L.) are contributed to global food and nutritional security. A compound annual growth rate, or CAGR, of 3.5% will be projected for the potato business at 2025 to 2030, to an estimated US 119.79 billion in 2025 to USD 142.27 million by 2030. More than over 200 wild species of this tuber crop, that comes to the Solanaceae family. Without the potato, an Indian vegetable basket is not complete. From the dry matter, Potato is a staple food and a nutritionally superior vegetable in this country as well as the world due to their edible energy and edible protein content. It is now an essential part of breakfast, lunch, and dinner in many countries. In comparison with cereals like rice and wheat, it produces more dry matter, edible energy, and edible protein in a shorter amount of time because it is a short-duration crop. As a result, potatoes could be a crop which helps ensure this nation's nutritional security. India's use of potato has grown substantially in the past decade as the result of its various culinary possibilities and value addition. Usually, potato is able to use in a number of Indian dishes. It has many uses for it, include producing chips, wafers, flakes, granules, flour, pan cakes as a process food, potato custard powder, starch, and thickening substances for stews or gravies. The biological value of potato protein is higher than that of cereal proteins and even higher than that of milk protein. An egg and potato combine has a better biological value than an egg by itself. Therefore, potato can be added to meat and dairy products to improve the tastes, reduce energy intake, and lower the cost of food. Based on standpoint of nutrition, the potatoes serve as a nutritious veggie which must be distributed through the country as a potentially high-quality food and vegetable crop. The potato's pattern cultivation and consumption is rapidly changing in spite of the altered worldwide climate. These modifications provide numerous possibilities that could be taken advantage of with a well-designed extension system. Applying modern information and communication technology (ICT) to raising awareness is essential in the modern era.

Through doing away with the intermediate routes which lead to information distortion, this would allow us to communicate directly with end users. Additionally, in order to motivate entrepreneurship among potato growers with regard to potato production and selling, market-based extension measures must be designed.

Objective

1. To study traditional marketing system of potato Farming in India.
2. To study production and exports in India.
3. To study Marketing Channels in India.
4. To study the marketing problems faced by farmers and the scheme.

Research Methodology:

Prepare the research paper to Secondary materials have been used. This includes daily newspapers, fortnightly, research articles, magazines, News, Internet, Available Information, available Books, various websites etc. Secondary The material has been used

Global Potato Scenario

The market of potato processing is projected as being around USD 29.28 billion in 2019 and will continue to grow through 2023 and 2031 at an average annual growth rate (CAGR) of 5.42 percent. USD 38.74 billion to USD 46.99 billion. Around a third of the world's cultivation of potatoes is produced in China and India, putting China the biggest manufacturer in the world. In total, 376 million metric tons of potatoes were produced nationally in 2021, compared with 333.6 million tons in 2010, according to FAO expectations. The global the best ten potato-producing countries in 2023. It's definitely than China will be growing the largest amount of potato in the entire world in 2023, which represents 38% of all world production. India ranks second in the world in the amount of potato production, had an average share of 22%. As reported by FAOSTAT (2023), Ukraine came in at 8%, followed by the U.S., Russia, Germany, Bangladesh, France, Poland, and the country of the Netherlands.

Role of traditional marketing systems of potatoes

Local Markets: Traditional marketing systems involve selling potatoes directly to consumers at local markets, providing an essential platform for farmers to connect with buyers.

Wholesalers and Commission Agents: Wholesalers and commission agents act as intermediaries between farmers and retailers, helping to distribute potatoes to various parts of the country.

Cooperative Societies: Cooperative societies, such as those in the dairy industry (e.g., Amul), have been successful in marketing agricultural products, including potatoes, and can serve as a model for potato marketing.

Benefits

Employment Opportunities: Traditional marketing systems provide employment opportunities for people involved in the potato supply chain, from farmers to wholesalers and retailers.

Food Security: By ensuring the availability of potatoes in local markets, traditional marketing systems contribute to food security in India.

Economic Growth: The potato industry generates significant revenue for farmers, traders, and other stakeholders, contributing to India's economic growth.

Challenges

Inefficiencies: Traditional marketing systems often suffer from inefficiencies, such as high marketing costs, information asymmetry, and lack of transparency.

Limited Market Access: Small-scale farmers may face challenges in accessing markets, leading to lower prices for their produce and limited bargaining power.

Post-Harvest Losses: Inefficient marketing systems can result in significant post-harvest losses, reducing the overall profitability of potato farming.

Opportunities for Improvement

Integration with Digital Marketing: Combining traditional marketing systems with digital platforms can enhance market access, reduce costs, and improve efficiency.

Infrastructure Development: Post-harvest losses may be reduced and the general efficacy of the potato marketing system improved by investing in infrastructure, such as cold storage facilities and transportation networks.

Farmer Producer Organizations: Promoting farmer producer organizations (FPOs) can empower farmers to negotiate better prices, improve market access, and enhance their bargaining power.

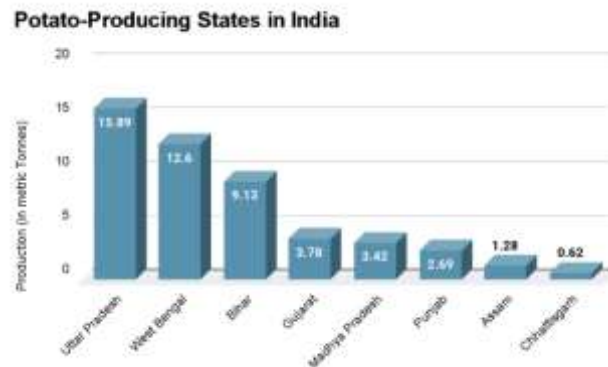
Potato Production in India

In fiscal years 2023–2024, India is projected to produce around 59.74 million tonnes of potatoes. This represents a growth of more than three million metric tonnes above the fiscal year before it. The vast majority of Indian potatoes are grown in the far northern part of Uttar Pradesh. The Ministry of Agriculture and Farmers Welfare reported the nation produced 59.74 million metric tonnes of potatoes in the fiscal year 2022–2023.

The main Indian potato-producing states are the following:

Potato-Producing States in India	Production (in Metric Tonnes)
Uttar Pradesh	15.89 million
West Bengal	12.6 million
Bihar	9.13 million
Gujrat	3.78 million
Madhya Pradesh	3.42 million
Panjab	2.69 million
Assam	1.28 million
Chhattisgarh	0.62 million

Source: Ministry of Agriculture and Farmers Welfare reported ([potato export data](#) for 2023-24)



The Ministry of Agriculture and Farmers Welfare reported that during the FY 2022-2023, India cultivated 59.74 million tonnes of potatoes. With 15.89 million metric tonnes harvested, Uttar Pradesh is the largest cultivator of potatoes in India. With respective production of 12.6 and 9.13 million tonnes, West Bengal and Bihar ranked behind.

Description of various channels and intermediaries

Marketing Channels

A marketing channel refers to the path through which goods move from producers (farmers) to final consumers. These channels may be short (direct sale) or long (involving multiple intermediaries).

Types of Channels:

1. Direct Channel (Farmer → Consumer)

Farmers sell directly to consumers in local markets, weekly haats, or through door-to-door sales. Benefits: Farmers get better prices;

Structures like APMCs, mandis

consumers get fresh produce at lower cost. Limitations: Limited reach, small quantities.

2. Farmer → Retailer → Consumer

Farmers sell to retailers (shopkeepers, vegetable vendors, supermarkets) who then sell to consumers. Retailers provide accessibility and convenience to consumers. Common in urban and semi-urban areas.

3. Farmer → Wholesaler → Retailer → Consumer

Farmers sell in bulk to wholesalers, who further distribute to retailers. Wholesalers help in aggregation, storage, and bulk breaking. Common in large mandis (regulated markets).

4. Farmer → Commission Agent (Arthiya) → Wholesaler → Retailer → Consumer

Farmers bring produce to regulated mandis where commission agents facilitate sales to wholesalers. Commission agents earn a fixed percentage commission. This is the most traditional channel in India.



Regulation (APMC Act)

Traditionally, potatoes have been transported to wholesale markets by different channels of marketing, following that they go to consuming markets or centres. The act of marketing gets carried by a collection of market intermediaries, comprising wholesalers, retailers, commission agents, forwarding agents, and field procurement/assembling agents. Of those, wholesalers and commission agents can undertake action more than again. The marketing efficiency of the process is usually low due to is less produce traveling through a particular marketing chain. In this case, a majority of small retailers calculate their marketing margins as up to 100% of their purchase price for the purpose to achieve their average daily revenue goal of Rs 200. The APMC Act's amendments make it achievable for big businesses to get into the retail agricultural sector. The new business model became profitable for big firms due to their enormous marketing margins under traditional advertising technique.

Constraints in the Traditional System

1. Inefficient Supply Chain

Long Supply Chain: The traditional system involves a long supply chain with multiple intermediaries, **leading to increased costs and reduced profits for farmers.**

-Lack of Transparency: The supply chain lacks transparency, making it difficult for farmers to track their produce and receive fair prices.

2. Limited Market Access

Limited Market Information: Farmers found it impossible to make sound decisions around pricing and sales as they have limited access to market information.

Limited Market Opportunities: Small-scale farmers may face challenges in accessing markets, leading to limited market opportunities and lower prices for their produce.

3. High Marketing Costs

High Transportation Costs: The traditional system involves high transportation costs, which can reduce the profitability of potato farming.

High Commission Charges: Commission agents charge high fees, further reducing the profits of farmers.

4. Post-Harvest Losses

Lack of Cold Storage Facilities: The lack of cold storage facilities can lead to significant post-harvest losses, reducing the overall profitability of potato farming.

Poor Handling and Storage: Poor handling and storage practices can also contribute to post-harvest losses.

5. Limited Bargaining Power

Limited Negotiating Power: Small-scale farmers may have limited negotiating power, making it difficult for them to secure fair prices for their produce.

Dependence on Intermediaries: Farmers may be dependent on intermediaries, which can limit their bargaining power and reduce their profits.

Marketing cost and margins

The true costs associated with transporting potato from the farm gate to the consumer are referred to are marketing costs. It is composed of all the following.

- Controlling charges at nearby places
- Costs related to assembling
- transportation, and storage
- Handling costs the retailers and wholesalers charge consumer.
- Charges for ancillary services such as risk management, financing, and market research.
- Profit margins extracted by various organizations.

1. Market fee:

Buyers, not sellers, were those that collect it. In particular states, like Gujarat and Maharashtra, the Agricultural Produce Market Committees set the market charge rates; in the majority of states, nonetheless, based on the State Marketing Regulation Acts right now in effect, these are defined for the entire state.

2. Commission charges:

There are also commission agents that collect charges for specific regulated markets.

3. Market charges:

The costs include services such loading, unloading, weighing, brokerage, cleaning, as well as more. The costs vary from market to market and are decided by the market committee. The operational costs including sanitation, unloading, Farmers or sellers are charged with preparing the lot for sale and sometimes funding for the weighing. The customers and traders are on the hook for paying the expenses for operation that follow weighing. In most managed market places, the vehicle must shell out an entry fee.

4. Marketing Margins

The difference between the real price which a consumer buys and the price which a farmer obtains for the same quantity and grade of potatoes is known as the potato marketing margin. The price spread employed in a particular instance might be used to explain it. Research on Price spreads or marketing margins indicate when market functionaries expand in number, they lower the cost of something in the marketing channel, which lower the producers' share of the consumer rupee.

Marketing Constraints

The following problems hamper the country's potato marketing:

i) High marketing costs & margins : To reduce the price disparity between growers and consumers, producer organizations need to be promoted in potato-growing countries.

ii) Wide price fluctuations: To avoid excess situations and market price crashes, The primary countries that grow potatoes have to forecast the area under production in advance and develop arrangements for export or divert the potatoes to places that require them.

iii) Bottlenecks in storage facilities: Potato remain in about ninety percent of the countries cold-storage centres, almost all among which are found in major towns and marketplace. consequently, new cold storage spaces need to be built in since these are restricted, particularly in the countryside.

iv) The lack of a long-term export plan to market Indian potato.

v) Deficiency of potato utilization avenues: Larger quantities of potatoes have to be utilized by the processing industries to try to increase processing efficiency and minimize the cost of processing and finished goods. New techniques for dehydrated potatoes are helping the processing industry in in addition to guarantee farmers obtain their cash back.

Marketing Information

Information concerning agricultural marketing involves collecting, analysing, and collecting pertinent data as well as delivering appropriate data for those that need the same in the right manner, at the appropriate moment, and at an appropriate place. Data on markets serves an essential part in a marketing system in improving decisions concerning marketing while controlling competitive market mechanisms and processes. Farmers found it useful in commodities planning, production, and marketing. In a marketing system, it is also essential to improving pricing and operational efficiency. By improving the quality and productivity with their cultivation, small and marginal potato producers ought to migrate beyond traditional farming to modern market/export-oriented farming in the present global agricultural environment. Farmers, entrepreneurs, and processors ought to utilize market data as well as technology (IT) to rethink their potato operations for the following objectives:

- Developing strategies for production which focus on the marketplace.
- Making produce prepared for selling.
- Adoption of current techniques for storage.
- Taking the most relevant alternatives to transportation
- Conducting research into the market to get low prices.

Almost all state and U.T. government agencies participate in particular regular activities

for the benefit of farmers, traders, producers, exporters, and consumers with the goal to efficiently convey market-led information. Thus, through the Directorate of Marketing and Inspection (DMI) and its website, AGMARKNET, the Ministry of Commerce of India created the "Market Research and Information Network" (MRIN) Scheme to try improve the whole thing. In addition, there are more organizations who strive to communicate understanding of agricultural commodities' marketplaces.

1. Direct Marketing

In addition to helping farmers meet the unique needs of wholesalers, merchants, and consumers based on their choices from their inventory of graded and certified food, the direct marketing method also allows farmers to benefit from favorable costs. Farmers are encouraged to classify, grade, and indicate quality on their farms via this approach. This approach has been implemented for fruits and vegetables under the appellations of Rythu Bazars in Andhra Pradesh and Apni Mandi in Punjab.

2. Contract Farming

Under a predetermined buy-back arrangement with a trading or processing agency, farmers market the commodity under the "contract marketing" system. In contract marketing, a producer will produce sufficient outstanding create and distribute it to the contractor at a set cost based on the contracted acreage and predicted production. The agency providing technical guidance and input supply under this agreement. Additionally, the business bears responsibility for all transaction and marketing expenses. By signing a contract, the agency lowers the chance of shortages of materials and the farmer lowers the risk of price fluctuations. Improved seed, credit, fertilizers, pesticides, equipment for agriculture, technical guidance, extension, and product marketing are among the inputs and extension services offered by the corporation. One strategy used by producers, particularly small farmers, to engage in the production of high-quality potatoes and increase returns is marketing. Through contract farming, producers can implement innovative technology to guarantee the most access to new international markets and value addition. Additionally, it guarantees effective post-harvest processing and satisfies client needs. Under such a contract, the buyer—who could be an exporter or a processing facility—usually contributes funds, technical know-how, and inputs. Consequently, both buyers and sellers share the risk. It is a strategy that can help farmers earn more money, sponsors reduce the danger of unfavorable price fluctuations, and sponsors boost their profitability. Numerous businesses have signed agreements with farmers to produce and market agricultural products, such as potatoes.

3. Co-operative Marketing

The process by which a group of farmer group together to keep doing some or all the procedures required for moving goods from producer to consumer is commonly referred to as cooperative marketing. take it differently, it is a collective of growers and farmers with the goal to support them in marketing their produce for greater profit than the private market system.

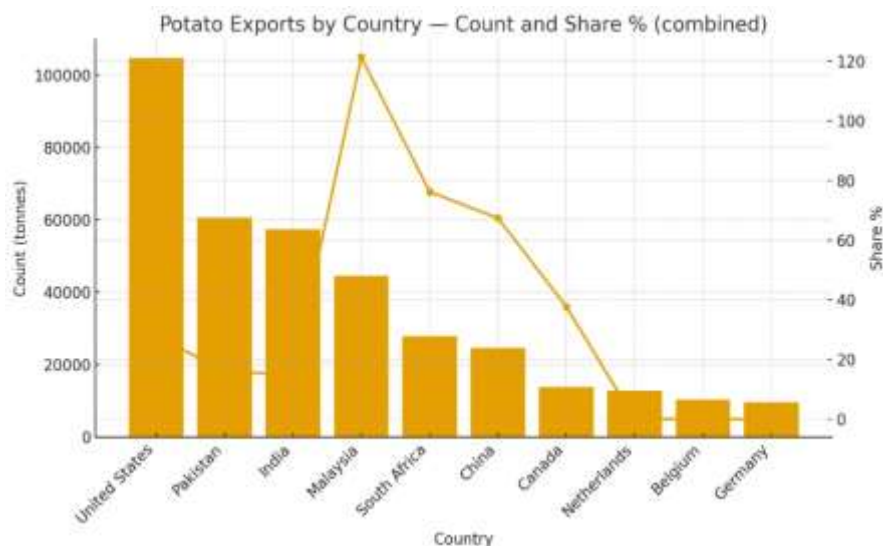
4.Function

A potato cooperative society's members obtain an advance as they sell the society their extra crops. The society either processes the potato or sells it to processors or in markets after getting it from the member. Sometimes the society preserves the produce and sells it later at an advantageous cost in response to undesirable market prices. The society rewards the farmers as soon as the produce is sold.

Potatos Exporting Countries

Rank	Expoeting Countries	Count	Share %
1	United States	104,745	28
2	Pakistan	60,642	16
3	India	57,385	15
4	Malaysia	44,498	121.4
5	South Africa	27,946	76.26
6	China	24,688	67.37
7	Canada	13,814	37.7
8	Netherlands	12,807	0.03
9	Belgium	10,347	0.02
10	Germany	9,540	0.02

Data Source: Volza Export Trade Data



The table presents a ranking of the top ten countries exporting potatoes globally, based on export volume. The United States leads significantly with 104,745 units exported, making it the largest exporter. Following are Pakistan with 60,692 units and India with 57,385 units, indicating their strong presence in the international potato trade. Other notable exporters include Malaysia, South Africa, China, Canada, the Netherlands, Belgium, and

Germany, with export volumes decreasing accordingly. This data highlights the prominence of North American, Asian, and European countries in the potato export market, reflecting regional agricultural strengths and trade dynamics. The information is sourced from Volza Export Trade Data, emphasizing the competitive landscape of global potato exports.

5.E-NAM

In order to create a single national market for agricultural goods, the National Agriculture Market (E-NAM), a pan-India trading web, links the present APMC mandis. The main body in charge of E-NAM development is the Small Farmers Agribusiness Consortium (SFAC), which operates under the guidance of the Indian government's Ministry of Agriculture and Farmers' Welfare. By eliminating information asymmetry between buyers and sellers, expediting processes across integrated markets, and fostering real-time price discovery based on supply and demand, E-NAM aims at standardizing agriculture marketing.

Marketing Problems of Potato Growers in India

1. Price Fluctuations

- Potato is a highly perishable crop with seasonal production.
- Prices crash during peak harvest season due to oversupply.
- Farmers often face distress sales while traders benefit from later price hikes.

2. Lack of Cold Storage Facilities

- Limited cold storage capacity compared to production volume.
- Small and marginal farmers cannot afford high storage charges.
- Forced to sell immediately after harvest at low prices.

3. Dominance of Middlemen

- Marketing is largely controlled by commission agents and traders in mandis.
- Farmers have weak bargaining power.
- A large share of profit is taken away by intermediaries.

4. Inadequate Infrastructure

- Poor rural roads and transport increase post-harvest losses.
- Lack of processing units reduces value addition.
- Inadequate market yards and grading facilities limit efficient marketing.

5. Lack of Market Information

- Farmers have little access to real-time prices and demand trends.
- Dependence on middlemen for price knowledge.
- Unable to plan storage, sales, or crop area effectively.

6. Credit and Finance Issues

- Farmers often rely on local moneylenders who demand produce in return.
- Institutional credit is insufficient, delayed, or difficult to access.
- This financial dependency reduces marketing freedom.

7. High Post-Harvest Losses

- Perishability of potato leads to wastage during storage and transport.
- Lack of scientific handling, packaging, and cooling systems.

8. Limited Market Access

- Most farmers sell in nearby local markets with limited demand.
- Lack of farmer cooperatives and direct marketing platforms.
- Limited access to modern retail chains and export markets.

Marketing Related Schemes

Growing production and marketable surplus are outpacing the post-harvest marketing infrastructure and procedures for marketing. This

has demonstrated how crucial it is to offer farmers access to competitive markets with sufficient facilities like cold chain logistics, so that they can benefit from higher costs on the one hand, while providing nutritious foods for clients at consistent, reasonable prices on the other. All the Central Sector programmes focused on promoting the agricultural marketing sector have been consolidated under the "Integrated Scheme for Agricultural Marketing (ISAM)" with the aim toward this target. The following subschemas form a component of the ISAM:

1. Agricultural Marketing Infrastructure (AMI) [the schemes of Grameen Bhandaran Yojana (GBY) and Development/ Strengthening of Agricultural Marketing Infrastructure, Grading and Standardization (AMIGS) merged as AMI]
2. Marketing Research and Information Network (MRIN)
3. Strengthening of Agmark Grading Facilities (SAGF),
4. Agri-Business Development (ABD) through Venture Capital Assistance (VCA) and Project Development Facility (PDF) and 5. Choudhary Charan Singh National Institute of Agriculture Marketing (NIAM).

Conclusion

India's potato marketing system requires immediate attention to be upgraded and modified to allow it to fully capitalize on its nutritional and economic benefits. Inadequate infrastructure, the prevalence of middlemen, a lack of market understanding, considerable post-harvest losses, and limited market access for small and marginal farmers are a few of the issues confronting the farming sector at the moment. Both producers and consumers are impacted by these challenges, which prevent farmers from getting reduced prices and lower the supply chain's overall efficiency. The research proposes a broad approach that includes institutional assistance, policy reforms, technological integration, and development of infrastructure to address these issues. To lower post-harvest losses and guarantee that potatoes reach markets in good condition, expansions to infrastructure like cold storage facilities, transportation networks, and marketing infrastructure are needed. By improving their negotiation positions, facilitating cooperative marketing, and offering access to financing and technical help, promoting Farmer Producer Organizations (FPOs) can empower farmers. By removing out middleman and their associated expenditures, direct marketing channels that involve farmer-to-consumer sales, contract farming, and e-marketing platforms may additionally significantly boost farmers' profit margins. Between India's high production volume and the growing demand for potatoes

internationally, there are countless export prospects that may increase farmers' incomes and support the expansion of the national economy. A robust, competitive, and inclusive potato marketing system in India requires a concerted effort that includes infrastructure development, support from governments, technological adoption, and farmer empowerment.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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