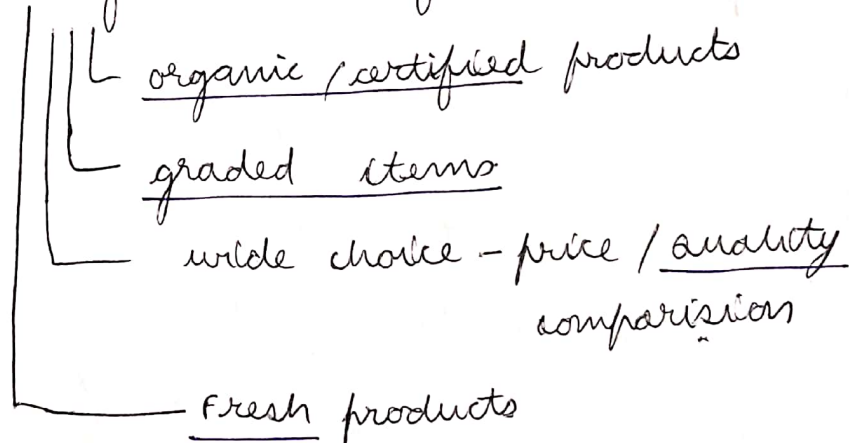


Examine the role of supermarkets in supply chain management of fruits, vegetables and food items. How do they eliminate number of intermediaries

Supermarkets are wholesale establishments who offer products to customers at discounted prices because of economies of scale.



Supermarkets are essential as 40% of food produced in India is wasted almost what UK consumes. Reason is

fragmented land

no inputs /
irrigation / seeds

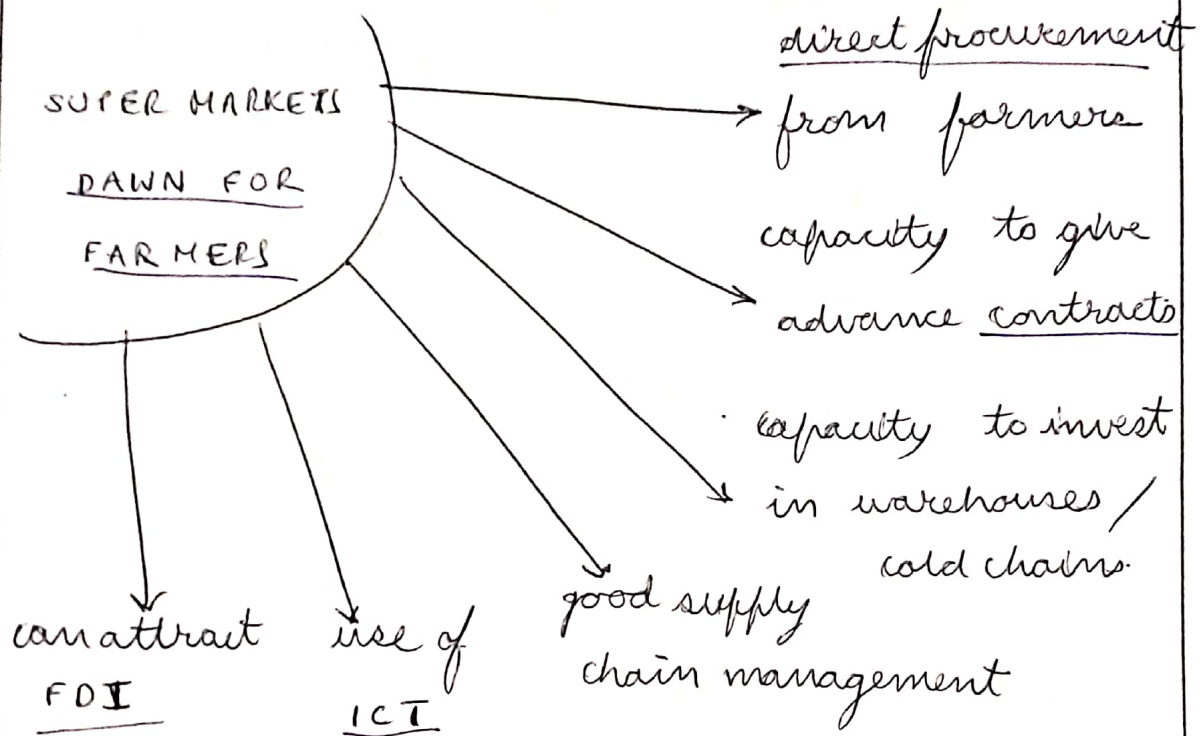
↓
dependant on rains → produce → shortage

wastage
↑
no storage
↑
excess
↑

customer
exploited.

↑
mediators
benefit

Supermarkets have potential to eliminate intermediaries by—



Government should abolish APMC's act and should play role of only a regulator to avoid control passing completely in hands of private players and protect farmers.