

## RECENT TRENDS OF INFORMATION TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF INDIAN AGRICULTURE INDUSTRY

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### ABSTRACT

India is the second largest producer of agriculture products such as fruits and vegetables. One of the key issues, which require research, is the method by which we can reduce the post harvest loss, which is quite substantial at present. This would need design of cost effective, efficient, environment friendly storage system. Also, there is need for value addition to agricultural produce to maximize the agriculture return. India is likely to become the food basket to the world considering 52% of total land under cultivation as compared to global average of 11%. India is also having the labor cost advantage; organized research is growing very speedily. Because of these developments, farmers would get latest market prices and various products, weather reports and best farming practices. This paper discusses importance of Information Technology to enhance effective supply chain management systems in improving agro business in Indian economy.

**KEYWORDS:** Supply Chain, Logistics, Information Technology, Retail Outlets