

IMPACT OF PRICING POLICY ON DOMESTIC PRICES OF SUGAR IN INDIA

Kavita*, R.K. Grover, Sunita and Raj Kumar

Department of Agricultural Economics, CCSHAU, Hisar-125004, Haryana
Email: kavitayadav230@gmail.com

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Abstract: The present study is based on secondary data collected from the various published sources, viz. various issues of Cooperative Sugar, Indian Sugar, Published by Indian Sugar Mills Association, Statistical Abstract of India, Indian Agriculture in Brief and Agriculture Prices in India, Data on various aspects including domestic prices of sugar, production of sugar and sugarcane, prices of sugarcane, consumption of sugar, stocks of sugar, quantity of sugar exported and sugar imported for the period 1947-48 to 2013-14 were collected. The main objective of paper is to analyses the impact of price policy on domestic prices of sugar in India. Multiple regression function was used to ascertain the impact of pricing policy on domestic prices of sugar. The study revealed that the increased sugar production had a negative impact on price of sugar. Positive and significant impact of sugarcane price on sugar was observed for all periods under study.

Keywords: Consumption, Export-import, Multiple Regression, Price policy, Sugar prices

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*Corresponding Author