

A NEW ERA IN AGRICULTURAL MARKETING IN INDIA

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ABSTRACT

The rural augmentation framework in India is generated-centric, consigning the advertising issues to the back burner. As business sector driven generation is the need of great importance, the expansion framework must be business specific and business driven. In the quest to make the expansion framework completely market driven, at the beginning itself, the center needs to lay horticultural promoting expansion framework and its establishes its substance.

For all of this happen, the agriculturist, in India, needs to understand not just the importance of Agra-marketing, but also needs to be educated on the ways and manners the same can be done. He is also required to get familiar with the benefits that can be reaped out of such marketing activities. These papers aim at introducing the concept of agricultural marketing in India and explain the various costs associated with it. In an IT-driven world, the paper also aims at elaborating the virtual marketing in context to agricultural marketing in India.

KEYWORDS: Generation-Centric, Consigning, Marketing Activities