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**“RURAL MAREKETING PROBLEMS AND SOLUTIONS: WITH
SPECIAL REFERENCE TO INDIAN RURAL MARKET”**

A project report submitted to the Amguri College, Amguri in partial fulfillment of
requirement for the award of the Degree of Bachelor of commerce in Marketing
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CERTIFICATE

I have the great pleasure in certifying that Shri Umesh Karmakar (B.com 6th Semester) a student of Department of Commerce, Major in Marketing ,Amguri College,Amguri has prepared his project report Entitled “ **RURAL MAREKETING PROBLEMS AND SOLUTIONS: WITH SPECIAL REFERENCE TO INDIAN RURAL MARKET** ” under my guidance and supervision .

Neither the whole nor any part of this project has been submitted to any other college/ University related to a similar requirement.

I wish him all success in life.

Parag Gogoi

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Place - Amguri

Date - 12-04-2017

PREFACE.

Rural marketing facilitate flow of goods and service from rural producers to urban consumers at possible time with reasonable prices, and agriculture inputs/ consumer goods from urban to rural. Rural marketing referred to selling of rural products in rural and urban areas and agricultural inputs in rural markets. It was treated as synonymous to 'agricultural marketing'.

Rural development is the prioritized objective of every state of India. Economic development is measured by the strength and efficiency of the linkages established in various sectors of the economy and business cycle. These are backward and forward linkages constituting financial assistance, technology extension services, marketing, transport and communication network for mobility of output in various trade channels.

The present study was an attempt to identify the problems faced by retailer and pointed out the solutions during the course of starting and managing their enterprise.

Date: 12/04/2017
Place Amgwei

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