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**“ORGANISATION AND FUNCTIONS OF AGRICULTURAL
MARKETING IN NORTH-EAST INDIA: A STUDY”**

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
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By

Warisha Begum

B.com 6th Semester

Roll No. :-09

D.U. Registration No. :- 14030449

Department of Commerce

Amguri College, Amguri

Sivasagar, (Assam).

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CERTIFICATE

I have the great pleasure in certifying that Miss Warisha Begum (B,com 6th Semester) a student of Department of Commerce, Major in Marketing ,Amguri College,Amguri has prepared her project report Entitled * **ORGANISATION AND FUNCTIONS OF AGRICULTURAL MARKETING IN NORTH-EAST INDIA: A STUDY**”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 her all success in life.


Parag Gogoi

Place - Amguri

Date - 12-04-2017

Assistant Professor
Department of Commerce
Amguri College, Amguri, Sivasagar (Assam)

PREFACE

The term agricultural marketing is composed of two words— agriculture and marketing. Agriculture, in the broad sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. But, generally, it is used to mean growing and/or raising crops and livestock. Marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all the activities involved in the creation of time, place, form and possession utility.

According to Thomson, the study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm produced foods, raw materials and their derivatives, such as textiles, from the farms to the final consumers, and the effects of such operations on farmers, middlemen and consumers. This definition does not include the input side of agriculture.

Agricultural marketing is the study of all activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farms to the consumers. The agricultural marketing system is a link between the farm and the non-farm sectors. It includes the organization of agricultural raw materials supply to processing industries, the assessment of demand for farm inputs and raw materials, and the policy relating to the marketing of farm products and inputs. The study has tried to attempt the Organisation and Functions of Agricultural Marketing in the north eastern region.

Date: - 12-04-2017
Place - Amguri

Warisha Begum
Warisha Begum

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Warisha Begum

Warisha Begum

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