

**A project submitted to the Amguri college, Amguri in partial fulfillment  
of requirement for the award of the Bachelor of Commerce Degree in  
Marketing under Dibrugarh University.**



**BY  
PRERANA GOGOI**

**6th Semester**

**ROLL NO : 11**

**DEPARTMENT OF COMMERCE**

**AMGURI COLLEGE**

**2019**



## CERTIFICATE

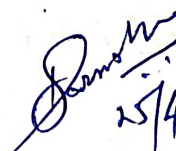
I have the great pleasure in certifying that ~~Miss~~ Prerana gogoi (B.com 6<sup>th</sup> Semester ) A student of department of commerce, Major in marketing, Amguri college Amguri has prepared her project report entitled "**ORGANISATION AND FUNCTIONS OF AGRICULTURAL MARKETING IN NORTHEAST INDIA**" under my guidance and supervision.

Neither the whole nor any part of this project is submitted to any college/university related to similar requirement.

I wish her success in life.

Place : Amguri

Date : 28.04.2019

  
25/4/19  
Biswajit sarmah

Assistant professor  
Department of Commerce  
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## PREFACE

The term agricultural marketing is composed of two words – agriculture and marketing agriculture, in the broad sense, means activities of production. But generally, it is used to mean growing and raising crops and live stock. 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 agriculture and marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm produced goods, raw materials

and their derivatives, such as textiles, from the farms to the final consumers, and the effects of

such operations on farmers, middle men 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 agriculture 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 organisation 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:-

Place:-

Prerana gogoi

## **ACKNOWLEDGEMENT**

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**Prerana Gogoi**

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