DIRECT MARKETING: AN EFFECTIVE WAY OF LINKING RURAL FARMERS TO MARKET FOR GETTING FAIR PRICE

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ABSTRACT

In agricultural marketing agricultural produce are moved from farms where it is produced to the consumers or manufacturers. In India, there is ample scope for bringing reforms in the existing system of marketing and the structure of the market for commodities, so that remunerative prices can be ensured for the producers. Farm venture’s profitability and sustainability can be enhanced by assisting farmers in improving marketing practices, expanding market access, and reducing the price spread between the producer and the consumer. Solution to this problem is farm direct marketing, which provides a link between urban consumers and rural farmers. The paper mainly focuses on direct marketing, its benefit to farmers and forms of direct marketing. In direct farm marketing farm products or services are sold directly to consumers without using an intermediary. Direct marketing helps in ensuring higher remuneration to the farmers and improving the satisfaction level of the consumers. It also contributes to the rural economy by providing alternative marketing channels. The paper highlights the importance of direct marketing. The author hopes that this article succeeds in its mission of illustrating the importance of direct marketing in linking rural farmers to market for getting fair price.

KEY WORDS: Agriculture, Marketing, Direct Marketing, Farmers, Agri Produce; Price.

References


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