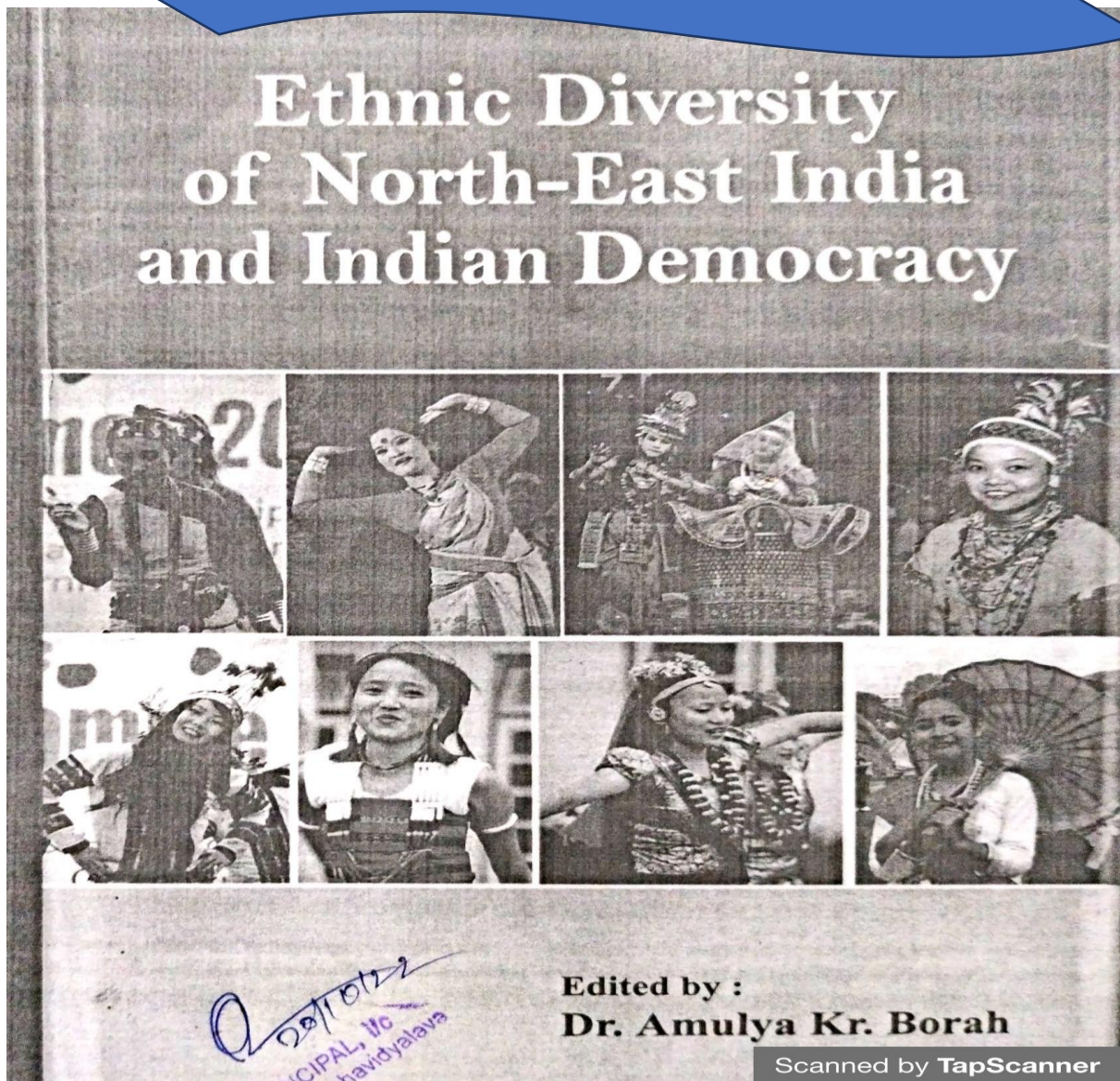


2020-2021

Full Papers in Conference Proceedings

1. Pallabi Saikia

Identity of Crisis- special Reference to Mishing ethnic Group in Assam



The proceedings volume released on the occasion of ICSSR sponsored
National Seminar on ETHNIC DIVERSITY OF NORTH EAST INDIA
AND INDIAN DEMOCRACY (held on 8th & 9th November, 2019)

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First Edition: November, 2020

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ISBN : 978-93-82976-55-4

Price : 500/-

Printed at : Angik Prakashan, GNB Road, Panbazar, Guwahati-1
Email : dibakarhaz@gmail.com

Published by: **Saraswati Prakashan**, Golaghat on behalf of **Furkating College**.

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Problems and Prospects of Rural Marketing in North-East India

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Abstract:

Of the 121 crore Indians, only 37.7 crore stay in urban areas while 83.3 crore live in rural areas. Since ancient times, Indian villages had the concept of village markets and presently the rural market has been growing steadily over the past few years and is now larger than the urban market. The north-east part of India which comprises of eight states, i.e, Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura; with 80% of total population living in the rural area is sharing a large size of rural market with great potentialities. However, the rural marketing is largely unorganized in the north-east region and dominated by the private traders. The north-eastern states are seen to have high production of fruits, spices and cashew in the recent past, but could not obtain market price to the farmers at par with the markets in the other states. Besides, there are various constraints present in the path of success in rural marketing of north-east region, which are trying to be analyzed in this paper. Some of the major constraints are related to infrastructure, procurement practices, marketing approaches and processing facilities and also the social and cultural taboos etc. In north-east India, every state has their unique ethnic items such as ethnic clothes, food, jewellerys etc along with various natural resources which have the capability of forming a large market in India. But, to achieve this, constraints have to be removed through government

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national income of a country like India and agriculture enjoys significant portion in export business, too. Thus it can boost the economy of the country.

2. Employment Generation:

Rural marketing have potential to generate more attractive employment opportunities to rural and urban people. Growth of rural marketing leads to increased business operations, professional activities, and services, that can generate a lot employment opportunities.

3. Improved living standard:

Due to rural marketing, rural people get a source of income. Besides, rural buyers can easily access needed standard goods and services at fair prices as well as they get improved infrastructure, which ultimately leads to improved living standard.

4. Development of Agro-based Industries:

Rural marketing pave the way for investment by various private companies due to its availability of fruits, vegetables, cereals, pulses etc, which are used as raw-materials. It leads to set up of Agro-based processing industries.

5. Optimum utilization of Rural Untapped Resources:

As there are unlimited business opportunities exist in rural areas, through rural marketing, untapped and underutilized resources can be utilized at optimum level and that can further accelerate overall economic growth.

6. Improved rural infrastructure:

Growth of rural marketing leads to improved transportation, insurance, banking, communication and other facilities. Due to availability of basic infrastructural facilities, business units can easily reach the targeted rural buyers.

7. Price Stability:

Due to better infrastructure and communication, agricultural products can be systematically marketed throughout the year. Huge gap between demand and supply can be minimized and, as a result, prices of most of commodities remain more or less stable.

8. Balanced industrial growth:

The gap between rural and urban development can be reduced gradually through development of rural marketing.

Thus, rural marketing have spread affect, which can contribute to the development of the rural area as well as to the development of the country.

4.2. Current Scenario of Rural Marketing in North-East India:

From time immemorial markets in north-eastern region have been playing a vital role in social and economic life of the people. They were the places where agricultural and other produces were being exchanged and sold. Since the economy of the north-east region is essentially agro-based having 77 per cent of the working population engaged in agricultural operations, the development of agricultural marketing system bears considerable importance. Rice is the principal food grain crop of the North Eastern hilly ecosystem followed by maize, occupying 3.51 million hectares which accounts for more than 80% of the total cultivated area of the region and 7.8% of the total cultivated area of the region. However, a very small quantity of marketable surplus is sold in the regulated markets.

The existing marketing system is three-tier as in other parts of the country and among these, the primary markets are held periodically at village level, wholesale assembling markets at block level and terminal markets located at towns and at the places from where the goods could be transported. It has been seen that the trade is

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