

EFFICIENCY OF VEGETABLE MARKETING

The sun shines for a country, if smile appears in the farmers' face, a hard truth for the country like India. So many administrators and decision makers have been replaced the seat of path-finder in the above regard, but it has not clearly been shown till date that which path leads to farmers' smile? So many mechanisms and machineries has developed to address the issue of farmers in India. Most of the time these mechanisms are uni-dimensional in nature i.e., either from the farmers' angle or from the customers' view point. Rarely both of the dimensions have been integrated to shine the India with greenery scene, which is the main contribution of this research work being published as the book entitled "Efficiency of vegetable marketing: A study with the role of RMC". The above said path has been suggested in this book (research results) in the form of 'consumers positive orientation to words the vegetable shopping' and 'farmers-cum-businessmen happiness in their current profession' with the critical role of RMC (Regulated market Committee) keeping in view the vegetable products. The underlying factors of the above two dimensions, if can be integrated strategically, then the sun for India can really shine, as found out in the present research (this book). On the context this book will be helpful not only for the researchers and academicians but also for the decision makers, planners and strategists in Indian sub-continent.



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A STUDY WITH THE ROLE OF RMC



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