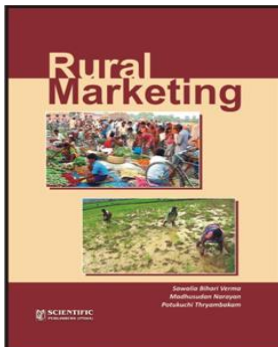


Rural Marketing

Sawalia Bihari Verma, M. Narayan & P. Thryambakam



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Blurb

The venture has been made to provide a comprehensive knowledge and background on Rural Marketing in India. It makes recent feed-back available to the readers and policy maker, marketer and so on. The venture highlights the following important aspects: Rural marketing: Issue and Challenges Rural Marketing and Rural Development Boosting Rural Marketing System Rural Marketing: The Mantra for sustainable growth Rural Marketing in India Corporate Strategies Changing face of Rural Marketing Rural Marketing in India: An Empirical investigation Management of Rural Fair price sheps Impact of information Technology on Rural Marketing Challenges faced in communication by Rura Marketing Changing face of marketing cooperatives Co-operative marketing: A Rural prospective Marketing cooperatives in Agriculture: Emerging challenges Social Marketing and their relevance Changing Scenario of Rural Marketing Emerging Trends and strategies in Tourism Marketing.

Table of Contents

Part - A: A Profile of Indian Rural Marketing

1. Issues and Challenges in the Rural Marketing– Dr. A. Selvaraj
2. Challenges in Rural Marketing – Prof. P.N. Singh, Prof. S.B. Verma, Madhusudan Narayan & P. Thryambakam
3. Rural Marketing: Perspective and Issues – Prof. L.P. Singh
4. Rural Marketing : Challenges in new Millennium– Keshav Sharma & Deepak R. Gupta
5. Rural Marketing and Rural Development– Huchhe Gowda
6. Develop Rural Marketing System– Sivamurugan
7. Rural Marketing - The Mantra for Sustainable Growth– Pinaki Ghosh
8. Rural Markets : Miles to Go– Naren N. Joshi
9. Rural Marketing in India Corporate Strategies– D. Satish & B. V. Subramaniam
10. Changing Face of Rural Marketing– C. Rajendra Kumar & Sanjay S. Kaptan
11. Rural Marketing in India : An Empirical Investigation– Dr. Yogesh Upathyay & Dr. Shiv Kumar Singh
12. Kaleidoscope of Rural Marketing– K. Rajamohan
13. Management of Rural Fair Price Shops– K. Raji Reddy & V. Pavan Kumar
14. Education in Rural Marketing : Some Suggestions– Dinesh Kumar, A. P. Pandey & A. Mohamed Jaffar
15. Education in Rural Marketing: Some Key Issues– Anil Chandhok
16. Impact of Information Technology on Rural Marketing in India– C. Rajendra Kumar & Sanjay S. Ciptan
17. Challenges Faced in Communication By Rural Marketing– Amit Banerji
18. Rural Retail Markets: Opportunities for India's Business and Commercial Houses– Dr. Amrit Patel
19. The Changing Scenario of Rural Marketing Environment under different Phases-An-Empirical Study– Dr. Vijay Pareek

20. Rural Marketing under LPG Era: Perspective and Challenges– A. K. Malviya & Anand Kumar

21. Marketing Paradigms for Rural India– Dr. Thomas T. Thomas

22. Corporate-SHG Linkages for Rural Markets– Vivek kumar Tripathi & Tanu Marwah

Part - B : Status of Rural Marketing in India

23. Fabindia : Marketing Handloom Fabrics– Savita Modak

24. Changing Landscape for Survival of Handloom– Aruna Verma

25. Marketing Handlooms : Increasing Competitiveness – Adarsh Kumar

26. Enhancing Product Range and the Value for Customer Enjoy– Poonam Bir Kasturi

27. Altering Dominant Market Norms and Changing the Nature of Market Transactions– B. Syama Sundari

28. Handlooms : A Tradition of Skills– B. K. Sinha

29. Handlooms: Needs and Challenges– Seemanthini Niranjana

30. Continuing Crisis in Handlooms– Dharma Raju Palli

31. Changing Face of Marketing Co-operatives– Prof. L. P. Singh

32. Cooperative Marketing in India– Prof. L. P. Singh

33. Co-operative Marketing: A Rural Prospective– C. Rajendra Kumar & Dr. Sanjay S. Kaptan

34. Marketing Co-operatives in Agriculture: Emerging Challenges– P. K. Mishra

35. Social Marketing and their Relevance– M. Samgadharan & Hena Naqvi

36. Social Marketing and Rural Development– K. A. Raju

37. Online Marketing in the Hospitality Industry– R. Venkatesh

38. Cost Effective Marketing through SMS and Internet – Mohit A Parekh

39. Online Shopping in India Finding from a Consumer Research– T. Sai Vijay & M.S. Balajit

40. Virtual Socialisation Services: Cyber Currency of the Future– K. P. Naachimuthu

41. Emerging Trends and Strategies in Tourism Marketing– T. R. Nagesh & Srikanta Kumar Pathi

Part - C : Rural Marketing and Consumer Welfare

42. A Framework for Sustainable Marketing– Ross Gordon; Marylyn Carrigan & Gerard Hastings

43. Marketing to the Indian Rural Consumers– Annapurna M. Y.

44. Customer Satisfaction for the Rural Banking Services– Ashish Mathur

45. Consumer Protection and Welfare– Prof. S.B. Verma & Dr. Potukuchi Thryambakam

46. Consumer Protection : An Overview– Yashwant Bhawe & Rajender Chaudhary

47. Consumer Redressal System in India– Bupinder Zutshi, Sapna Chadah & Pushpa Girimati

48. Growing Consumerism in Rural India– Dr. Sheeta Kapoor & Dr. Mohindra Singh

49. Market and the Rural Consumer– Suresh Mishra

50. Rural Market – A Gold Mine for the Entrepreneurs– Dr. S.B. Verma & Madhusudan Narayan

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