

Download Scope And Challenges Of Rural Marketing In India Pdf

Indian Marketers on rural marketing have two understanding (i) The urban metro products and marketing products can be implemented in rural markets with some or no change. (ii) The rural marketing required the separate skills and techniques from its urban counterpart. Rural Marketing in India: Definition and Features of Rural Marketing! Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The rural market has been growing steadily overThis paper has highlighted the need, scope and marketing strategy for Rural Tourism in the Indian context. At the end, we have also discussed some of the issues and challenges of Rural Tourism and ...This paper is an attempt to provide some mettle solutions to these challenges as it studies and follows some successful rural marketing strategies of modern times. This is particular in context of ...