

# Indian Agriculture & New Agriculture Acts

Volume II

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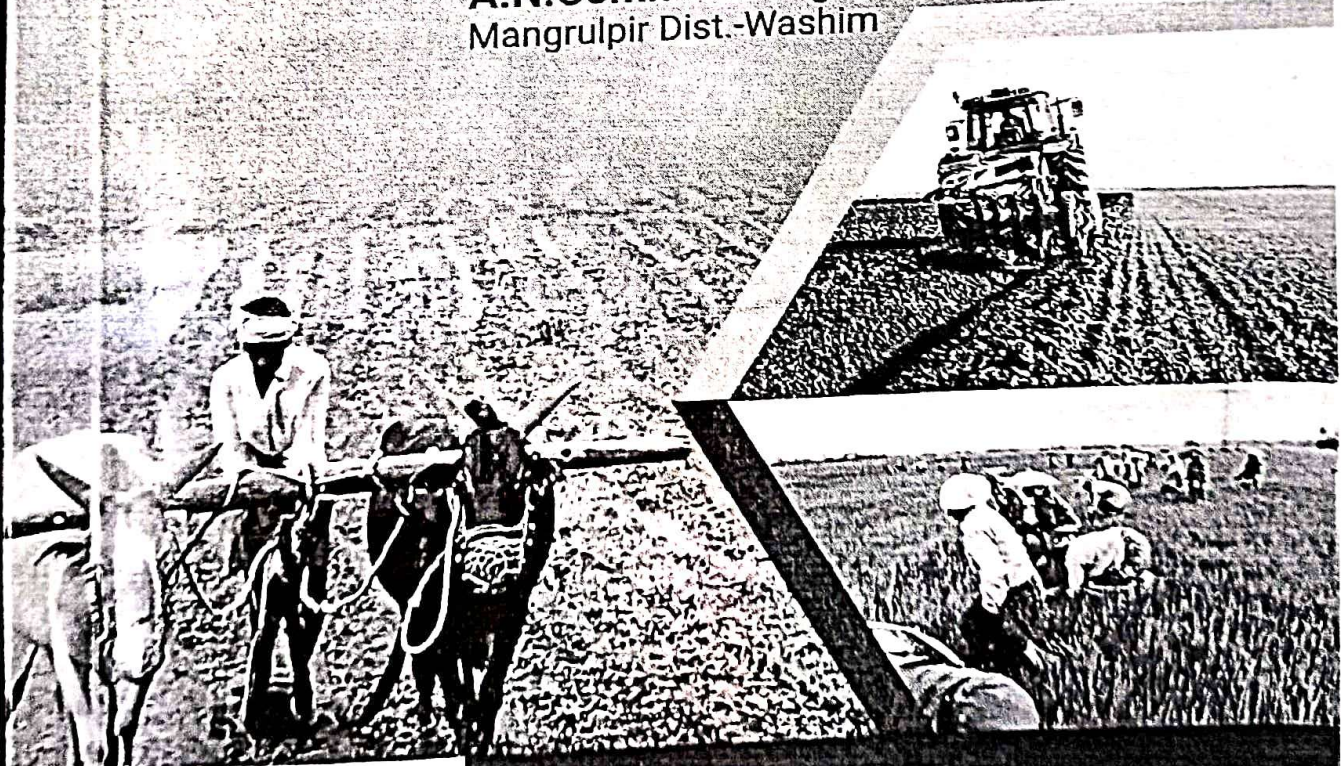
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Volume II

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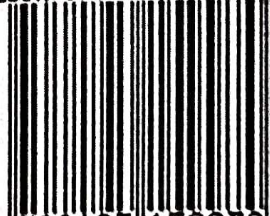
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## Agricultural Marketing and Rural Development through Direct farm marketing and Government Schemes

### Author

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### Agricultural Marketing and Rural Development through Direct farm marketing and Government Schemes :

As we all know that India is a country mainly agriculture oriented. One third population of the country is engaged in farm based activities. India is a country of villeges also. Rural development is directly related to Agriculture Marketing. In a highly urbanized society, direct farm marketing provides a link between urban consumers and rural food producers that can be valuable in developing sustainable communities. This tool can boost up Agriculture Sector. Farmers, extension workers, and government officials look to direct marketing as a means of identifying alternative income sources, preserving small farms, strengthening economic and social ties between farms and urban residents, and as an outlet for organic and specialty farm products. Direct sales to consumers can benefit small farms and rural communities in general by channeling a larger share of urban residents' spending on food and recreation back to the communities where food is grown.

Direct purchases from farmers provide city residents with a source of inexpensive fresh produce and an opportunity to get in touch with their rural roots. Growing Interest by Consumers and Producers Direct selling was once a common marketing method in the United States, but declined in importance as the Nation urbanized and increased its consumption of processed foods. Today, most food moves from the farm gate to the consumer through a highly efficient food marketing system that takes advantage of scale economies and specialization to keep processing and distribution costs low.

Most farmers are content to devote their limited time to what they know best - planting, growing, and harvesting food - and leave the processing and marketing to agribusinesses, but selling directly to consumers seems to be gaining popularity among farm producers. Several reasons may account for this renewed interest in direct farm

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