

Author's Profile



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Present Designation: Assistant Professor, Gauhati Commerce College, Guwahati.

Education:

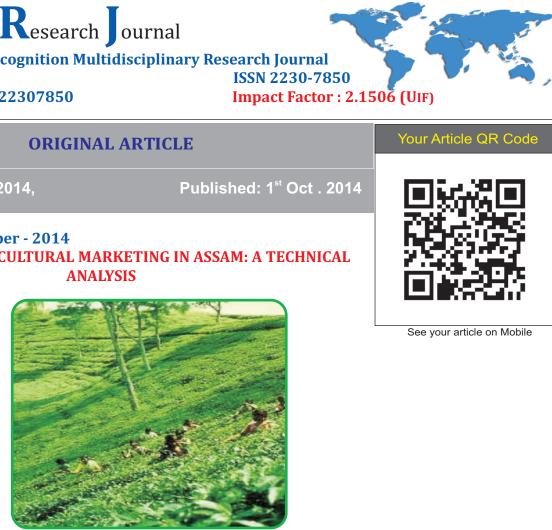
M.com., UGC-NET, SLET.

Short Profile:

Sultan Shamim Ahmed is working as an Assistant Professor in Gauhati Commerce College, Guwahati.He has completed M.com., UGC-NET, SLET. He has published research papers on A Study on Customer Satisfaction in Banking Services: A Comparison Between SBI and HDFC Bank with Special Reference to Guwahati, A Study on The Analysis of Insurance Habit of The People in Guwahati.







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Article Review Report



ABSTRACT:

Assam, being an agro-based economy needs a well organized market for its agricultural products. But since inception, the economy is suffering from proper marketing arrangements. Guwahati, being the gateway of the north eastern region, attracts the sellers from various places to sell their products.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

The concept agricultural marketing consists of two terms: 'agriculture' and 'marketing'. The word 'agriculture' denotes that it is associated with agriculture industry and its various products. The word 'marketing' denotes that the requirements of consumers must be understood and the agricultural products must be supplied accordingly so that the maximum satisfaction is achieved at minimum cost.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

The researchers have made the study on the basis of both primary and secondary data and information. The research is basically descriptive in nature in the form of a pilot survey. The sample units are farmers, traders, transporters, wholesalers, retailers and consumers. The information has been collected from them by observation and interview method.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Must add result in your article.

Result Report: Results are as per aims and objective and useful to further research .

CONCLUSION:

In order to have a proper agricultural marketing in Assam, it is necessary to start right from the day of planning for sowing the crops. Proper product planning, proper demand forecasting, proper cooperation, proper supply chain, proper infrastructure and information, proper finance.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- Kothari, C.R. "Research Methodology: Methods and Techniques" NEW AGE INTERNATIONAL **PUBLISHERS**
- ISSN 2249-8516 Review Article PROBLEMS AND PROSPECTS OF AGRICULTURAL MARKETING IN INDIA: AN OVERVIEW by A. Vadivelu and B.R. Kiran
- Agricultural Marketing System in Assam: A Report, by Hema Yadav, Director, National Institute of Agriculture Marketing, Jaipur

Reference Report: There are Places where the Author Sultan Shamim Ahmed Need to Cite a Reference, but Have Not

2

SUMMARY OF ARTICLE

. Interest of the topic to the readers
2. Originally & Novelty of the ideas
B. Importance of the proposed ideas
. Timelines
5. Sufficient information to support t Issertions made & conclusion drawn
5. Quality of writing(Organization, Cl Accuracy Grammer)
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FUTURE RESEARCH SUGGESTIONS

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This Article can expand further research for MINOR/MAJOR Research Project at UGC



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Sultan Shamim Ahmed