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## Indian Streams Research Journal

International Recognize Multidisciplinary Research Journal

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Sultan Shamim Ahmed Topic:- Problems Of Agricultural Marketing In Assam: A Technical Analysis College:- Assistant Professor, Gauhati Commerce College, Guwahati. The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of October Year 2014.



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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

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**ORIGINAL ARTICLE**

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**PROBLEMS OF AGRICULTURAL MARKETING IN ASSAM: A TECHNICAL ANALYSIS**

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## 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 co-operation, 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

## SUMMARY OF ARTICLE

	Very High	High	Average	Low	Very Low
1. Interest of the topic to the readers		✓			
2. Originally & Novelty of the ideas	✓				
3. Importance of the proposed ideas		✓			
4. Timelines	✓				
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)		✓			
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

**This Article is Innovative & Original, No Plagiarism Detected**

## FUTURE RESEARCH SUGGESTIONS

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

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3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce  
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