

A CASE STUDY OF ABHINAV FARMERS GROUP:- A DIRECT MARKETING MODEL OF MSAMB IN PUNE DISTRICT

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ABSTRACT

Agricultural marketing covers the services involved in moving an agricultural product from the Farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro -and food processing, distribution advertising and sale. Some definitions would even include “the acts of buying supplies, renting equipment, (and) paying lab our”, arguing that marketing is everything a business does. Such activities cannot take place without the exchange of information and are often heavily dependent on the availability of suitable finance (Penn State College of Agricultural Sciences Agricultural Marketing, 2012) Marketing systems are dynamic; they are competitive and involve continuous change and improvement.

KEYWORDS: Direct Marketing Model of MSAMB