PREFACE

I have developed a keen desire for studying the nature and dimension of the economic problems of the rural people, the most of whom are cultivators. Therefore, my immediate attention is on their agricultural problems. Moreover, I have developed a special interest towards the marketing sector of the agricultural economy of Assam. I might have found specific interest in the marketing aspects since I am a man of the Commerce discipline. This study is an attempt for the fulfilment of this desire.

The thesis embodies the results of my research on the study of agricultural marketing in Assam with special reference to autumn paddy and jute. The main emphasis of the thesis is on the pattern of disposal of marketable surplus, the impact of prices on the farmer's acreage response and on the substitution of food crop cultivation by cash crop, and analysis of the existing structure of marketing. The suggestions are made with a view to improve the existing marketing pattern with main emphasis on the need for the systematic and efficient organisation of the marketing sector for the benefit of both the grower and the consumer. The material for the study was collected through field investigation. These primary data are used in the Part II of this study. Moreover, the data from the secondary sources are used in the Part I of this thesis.
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