ABSTRACT
India is a second largest country in the world. The Indian rural market is observed as a high potential market across the world. The purpose of research paper is present the development of rural markets in India. India has 70% population live in rural areas maximum persons connect with agriculture and marketing, in which movement of products from farmers to customers. Growth of India overall and economy development deepened on rural market. Due to green revolution the rural areas are consuming a large number of quantity of industrial and manufacture products. The way of rural marketing gives the opportunities in the form of increase the living standard, growth of literacy rate, increases skills and knowledge, large scope of penetration, highly income etc. The development of rural marketing provides benefits of rural and urban customers without any support of rural and marketing cannot be change future growth of any area and country.

Keywords: Rural Market, Development, Agriculture Marketing, Customers, Economy

INTRODUCTION
The term of Rural Marketing used to be an umbrella who deals with rural people in one way. Marketing of agricultural inputs is basically a process of delivering manufactured or processed inputs or services to rural producers, the demand for which is basically a derived outcome. India’s national economy is reflected in the very high proportion of its population living in rural areas. The composition of rural population comparatively urban population is very high. They were with more than 700 million people living in rural areas in some 5,80,000 villages and about two thirds of its workforce was engaged in agriculture and allied activities with a contribution of 29 percentage of India’s Gross Domestic Product (GDP). According to social group ST 13.40%, SC 16.30%, OBC 45.40% and others 24.90 participate in agriculture. Rural Market of India brings in bigger revenues for the country. It has two major area marketing of agricultural products from rural to urban areas and marketing of manufactured of goods and services in rural areas. India’s farmer suffers various types of problems in agriculture activities but they manage and improve growth of production of India.

DEFINITION OF RURAL MARKETING
According to National Commission on Agriculture
“Rural Marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional based on technical economic considerations and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution”
The movement of goods from rural to urban areas, whereas the rural market also need agriculture inputs like seeds, fertilizers, pesticides, cattle feed and agricultural machinery as well as of the rural population needs consumables consumers and service also.

Rural and Urban Composition

Diagram- 1

The percentage of rural persons is highly comparatively urban persons and maximum rural persons depended on agriculture activities. All the urban activities connected and based on rural area. Any economy either developed or developing is a market. Marketing plays an important role in the development of rural and allover areas. Rural Marketing broadly involves reaching the rural customers, understanding their needs and wants supply of goods and services to meet their requirements carrying out after sales service that leads to customer’s satisfaction and repeat purchase.

Population of India

Population of India is 1.34 billion in 2017. India is a largest second country of the world. In which the maximum part of rural population live in country. They also depended on marketing and agriculture.

<table>
<thead>
<tr>
<th>Years</th>
<th>% of Rural Population</th>
<th>% of Urban Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>68.72</td>
<td>31.28</td>
</tr>
<tr>
<td>2012</td>
<td>67.63</td>
<td>31.63</td>
</tr>
<tr>
<td>2013</td>
<td>68.00</td>
<td>32.00</td>
</tr>
<tr>
<td>2014</td>
<td>67.63</td>
<td>32.37</td>
</tr>
<tr>
<td>2015</td>
<td>67.25</td>
<td>32.75</td>
</tr>
</tbody>
</table>

Diagram- 1.1

The diagram 1.1 and table 1 shows the actual condition for rural and urban areas of people. The urban population comparatively rural population continuous highly, but Table 1.1 show the rural population 2012 is low comparatively 2011 after then 2013 high and 2014 and 2015 both are years decrease population in country.

OBJECTIVES OF THE STUDY

1. Know the total, rural and urban population of India.
2. To know the total rural population related with agriculture of India.
3. To know the connection of rural and urban areas with the agriculture marketing.
4. To know the growth of agricultural marketing in India.
5. To know about the dimensions of agriculture in this time.
6. To find the problems related with agriculture in the country.

The purpose of paper presentation is, I want the population of rural and urban based on marketing, growth of marketing of India related with rural markets, agricultural scenario of India because without rural marketing cannot be improve urban or marketing.

RESEARCH METHODOLOGY

This Paper totally based on secondary sources or elements like that Newspapers, Magazine, Research Papers, Books, Google and other various web sites of internet related with marketing or rural marketing etc.

Agricultural scenario in India

Rural and Agriculture households condition of year 2012-13 in India.

Diagram- 1.4

Source: -NSSO Key indicators

Diagram 1.4 Present the condition of rural persons and depended households on agriculture in India. Different states of India’s are different situations of rural and agriculture households. Maximum situation of rural and agriculture households are UP and the minimum rural households in Andhra Pradesh and agriculture households in Tamil Nadu in India (according to the above mention in states). These diagrams show the minimum rural households in Andhra Pradesh but in which agriculture households are maximum comparatively Tamil Nadu.

Distribution of Agriculture Households over social groups

Pie-Chart- 1

The pie 1 chart present the agriculture households overall social groups percentages in India which is ST 13.40%, SC 16.30%, OBC 45.40% and Others is 24.90% whenever population of India social
group percentage in rural which is ST 47%, SC 37%, OBC 27%, and Others 16%, and Urban is ST 33%, SC 40%, OBC 31%, and Others 16%. Percentage of social group is less comparatively population of India’s rural and urban area.

Changes in employment shares
Diagram- 1.5

Source: - Ministry of Agriculture, FY 2014
According to 1.5 diagram present employment share in which maximum person depended on agriculture then service, manufacture and construction condition in India, so the reason of employment share level of production in India is high comparatively other countries.

Horticultural vs. Food grain production in India, Financial Year 2007 to 2014 (Million Tonne).
Line-Chart- 1

Source: - Ministry of Agriculture, FY 2014
Line chart 1 show the horticultural production is low comparatively food production in India but financial year 2010 to 2012 both production growth are same after 2012 horticultural production is decrease in 2013 and 2014.

State Wise Production of India FY 2014
Line-Chart- 1.1

Source: - GoI, Department of Agriculture& Cooperation, FY 2014
Pie Chart 1.1 present the state wise major and minor producing production in India in which UP and Maharashtra are high level producing capacity is 16% then MP % Andhra Pradesh is 14%, and other
Tamil Nadu 9%, Jharkhand 6%, Gujarat & Rajasthan 4%, Karnataka 3% and others are 14% producing capacity in India.

GOVERNMENT SCHEMES FOR AGRICULTURE

India is biggest country in world, maximum persons of the country depended on the agriculture and its agricultural income suffer own and whole family expenses in life. According to the government launched various types of policies and schemes for the improvement and development of agriculture growth and agricultural trade in India’s people like that RKVY, NFSM, NMSA, NMOOP, NCIP, ISAC, ISAM etc.

PROBLEMS OF AGRICULTURAL MARKETING

There are several problems in the agricultural marketing system. The position of agricultural marketing in India is deplorable. The Indian farmer is very poor, illiterate and ignorant; as a result he will face a lot of problems in marketing his agricultural produce. The problems faced by the farmers are as follows.

1. Defective crop planning: The major problem is in the crop planning itself. In India a variety of crops are grown, but due to lack of knowledge or information about the demand and supply conditions about the commodities a large number of farmers generally sow the seeds for the crop, which have good price in the market in current year. After harvesting, the supply will become more than the demand so the prices of those commodities will get affected immediately.
2. Lack of Organization among cultivators: Agriculturists in India have not yet fully realized and appreciated the value of joint action, for the purpose of bargaining on equal terms with buyers, who have a powerful organization of their own.
3. Forced sales: The village in common place where most of the farmers sell their produce just after the harvest and hence they get a very low price. All of these force him to sell the produce to the money lenders, merchants, landlords and itinerant merchant and borrow before and during sowing period.
4. Inadequate Storage facilities: Lack of proper storage facilities farmer suffer the wasting of material and his losses.
5. Inadequate means of transportation facilities: Till the date some of the villages are not even connected by the roads, so the farmers find difficulty to transport their produce to the storehouses and to the markets, because of these a part of the produce is spoiled and lost in transportation.
6. Insufficient grading and standardization: A large numbers of farmers have little knowledge of grading their produce and usually mix up good and poor quality of product into a single lot, which secure them lower price.
7. Superfluous Middlemen: A long chain of middlemen in between the producers and customers.
8. Multiplicity of Market Changes: Various types of charges pay the framers in different types of markets.
9. Malpractice in the Market: Malpractices are common as most of them do not have any committee set of rules and regulations of conducting business. Hence they cheat and exploit the poor farmers.
10. Lack of Market Information: Absence of market information about the prices and other process Poor farmers suffer and struggle the poor farmers of villages.

SUGGESTIONS

- Need for trained personnel in agricultural marketing.
- Provide the education at university level.
- Allow the service training programmes.
- Diploma courses in agricultural marketing.
CONCLUSION

India’s have own name and identity in the world, in which maximum share of agriculture and rural marketing. India is a big country and produces the maximum agriculture production. Since before the independence India’s agricultural growth condition is low but after the independence improve the situation and present time rise the state wise production of India but Various types of problems reduce the productivity of country, so causes of problems many farmer choose the personally suicide. Government of India time to time launched schemes and rule or policies for the improvement and development of agricultural conditions. Rural markets of country generate the national and economic income of country and develop the living standard, life style, income level, dependency on self-etc., so the many opportunities available in rural marketing in India and many companies involve in the rural marketing but lack of infrastructure facilities growth of rural marketing is low comparatively other than country. The Rural market is a greater future prospect for the marketers and there are many opportunities available for them in rural markets.

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