

THE MARKETING STRATEGY OF EGG IN RAJNANDGAON DISTRICT OF CHHATTISGARH STATE

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Abstract: Poultry is one of the important components of animal husbandry in the Indian economy. The population of India and Chhattisgarh about 121 crore and 2.55 crore, respectively. Nearly 80 per cent population lives in rural area and 60 per cent of rural population is unemployed or underemployed. It implies that majority of rural people are poor and poverty stricken.

Keywords: Animal husbandry, Economy, Marketing

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