

Download Scope And Challenges Of Rural Marketing In India Pdf

Vision of Digital India. Aims of this programme. Challenges of this programme. The overall scope of Digital India. Appreciated by the global investors. An effective distribution channel can be a source of strategic advantage for companies. However, little research exists about the distribution channel structure in India, which is largely traditional and quite unique.²¹

2. MICROINSURANCE IN INDIA: AN OVERVIEW

What happens when a poor family's breadwinner dies, when a child in a disadvantaged household is hospitalized, or the home of a vulnerable family is destroyed by fire or natural disaster? Impact of globalization on Indian rural and urban life

275 miserable due to non-availability of electricity. Several villages have been electrified.