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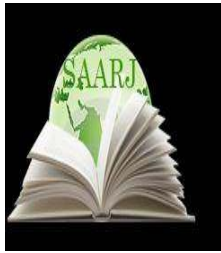
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E-mail id: sajmmr@saarj.com

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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

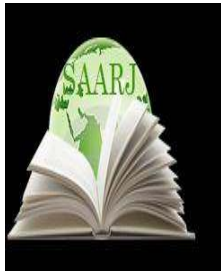


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**THE REGION'S STRATEGY IS AN IMPORTANT FACTOR IN
SUSTAINABLE DEVELOPMENT**

Madenova Elmira*

*Karakalpak State University.
Berdaha, UZBEKISTAN.

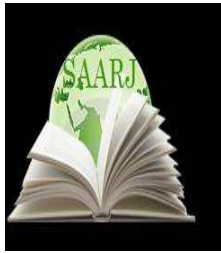
ABSTRACT

The development strategy of the country and its regions is the most important and inseparable part of a complex administrative system. The long-term strategy shows the main economic, social, institutional and environmental consequences of the ways of rational use of labor and material resources. Insufficient scientifically sound management decisions can lead to negative consequences and losses. Therefore, the statements of scientists and specialists "management is the foresight of the future" in the conditions of rapidly changing development and placement of productive forces become especially urgent and represents a scientific and practical interest. Among scientists and specialists there is no common opinion on the essence and terminology of the strategy. In addition to free economic zones in Uzbekistan, targeted development programs for individual industries are used as separate types of development strategy. Developed and implemented targeted programs for the development of industries and regions are mainly designed for the medium term, and their composition and structure vary significantly. In general, the emerging uncertainty and volatility of the world economy, the need for more efficient use of the natural and economic potential of the territories requires the development of a long-term development strategy for the region.

KEYWORDS: *Practical Significance, Development, Future Model, Negative Factor, Modernization.*

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**AGRICULTURAL MARKETING SYSTEM IN TELANGANA STATE – A
STUDY**

Mudigonda Raju *

*MBA,

Department of Commerce and Business Management,
Kakatiya University, Warangal, TS, INDIA.

Email id: mudigondaraju1@gmail.com

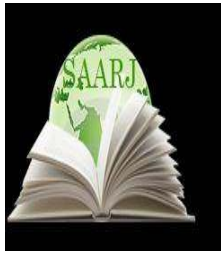
ABSTRACT

The mere establishment of regulated markets may not solve the problems of agricultural marketing, unless means are devised to ensure their operational efficiency. Agricultural Marketing involves all operations and processes essential to move the raw material from the farm sector to ultimate consumer. The state is endowed with variety of soils, ranging from highly fertile alluvial to very poor sandy soils. The Normal annual rainfall of state is 906 mm. it receives 80 percent of rainfall through south-west monsoon. The objective of the Markets Act is to protect the interests of farmers in the sale of agricultural produce and to ensure remunerative price to them and to protect them from the clutches of unscrupulous traders. Although we say that technology have improved but it has not gone to the rural levels as it is confined to urban areas alone. The need is to adopt improved farm practices and usage of high yielding variety seeds to further enhancing productivity as well as production. The food grants are playing an important role in the agricultural production of Telangana state. It can be observed that in years of low rainfall the net area sown, gross irrigated area, area under food crops and production of food grains is low. Hence, there is need to analyze the last ten years (i.e., 2003-04 to 2013-14) food grants productivity in state.

KEYWORDS: *Establishment, Remunerative, Operations, Alluvial, Unscrupulous, Productivity, Efficiency, Infrastructural*

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CREATIVE PACKAGING AS A TOOL OF MARKETING

Dr. Ekta Anand*

*Assistant Professor,
S.D. College (Lahore),
Ambala Cantt, INDIA.

Email Id: ektaprashar82@gmail.com

ABSTRACT

Purpose of the Study: Packaging is very important marketing strategy to glamorize your product in order to attract the consumer's attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it. Most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Packaging should definitely be included in the 4 major P's of Marketing (Product, Price, Promotion and Place). This paper is an attempt to find out the need of creative packaging as a tool of marketing. For this purpose which kind of packaging and priority over different types of packaging by rural and urban consumers will prefer for buying Fast Moving Consumer Goods (FMCG), especially by collecting information from (25) consumers of rural area and (25) consumers of urban area of Karnal District and (25) consumers of rural area and (25) consumers of urban area of Sonipat Districts, Haryana.

Findings of the study: The study revealed that there is a significant difference between rural and urban consumers for their preference of packaging. Majority of respondents prefer eco-friendly packaging because it is a well known fact that pollution has increased many times and to check upon it or to control it, this is the best way to overcome such kind of serious problem of our environment. Very few persons in rural areas, prefer to have only convenient packaging, might be the reason that all other categories are much more important like protective packaging is provided by seller then there is a less chances of spoilage, damage, evaporation etc. or even the packing is more eco-friendly which is good for everyone rather than to be more convenient.

KEYWORDS: Packaging, Rural Consumers, Urban Consumers.

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