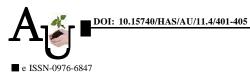
Click www.researchjournal.co.in/online/subdetail.html to purchase.



__Agriculture Update__

Volume 11 | Issue 4 | November, 2016 | 401-405



RESEARCH ARTICLE: Marketing behaviour of coleus growers

N. SUGANTHI, P. BALASUBRAMANIAM, K. INDUMATHY AND R. RAJASEKARAN

ARTICLE CHRONICLE: SUMMARY : Medicinal plants gain significance because of their contribution to local health support **Received :** systems, generation of local income, foreign exchange earnings and contribution to bio-diversity. 13.07.2016; Medicinal plants, if cultivated properly, it can contribute significantly to the economic rural development. **Revised** : This study was conducted in Salem district of Tamil Nadu, from the selected district four villages were 27.09.2016; taken for the study. The medicinal plants selected for the study purpose was coleus which is cultivated Accepted : in Salem district of Tamil Nadu. Regarding the export of medicinal plants India's contribution to the 13.10.2016 international market is increasing rapidly (Kumar, 2004). This can be achieved through increased cultivation of medicinal plants. At this juncture, marketing behaviour of the medicinal plant growers was considered important and analysed. The finding concluded that they existed low marketing behaviour among the growers.

How to cite this article : Suganthi, N., Balasubramaniam, P., Indumathy, K. and Rajasekaran, R. (2016). Marketing behaviour of coleus growers. *Agric. Update*, **11**(4): 401-405; **DOI : 10.15740/HAS/AU/11.4/401-405**.

KEY WORDS: Medicinal plant growers, Marketing behaviour, Coleus, Glory lily

Author for correspondence :

N. SUGANTHI

Directorate of Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA Email: suganthiextn@ gmail.com

See end of the article for authors' affiliations