



RESEARCH ARTICLE :

Marketing behaviour of coleus growers

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SUMMARY : Medicinal plants gain significance because of their contribution to local health support systems, generation of local income, foreign exchange earnings and contribution to bio-diversity. Medicinal plants, if cultivated properly, it can contribute significantly to the economic rural development. This study was conducted in Salem district of Tamil Nadu, from the selected district four villages were taken for the study. The medicinal plants selected for the study purpose was coleus which is cultivated in Salem district of Tamil Nadu. Regarding the export of medicinal plants India's contribution to the 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.

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