

Role Of Horticulture Marketing In The Rural Development Of Bihar

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Horticulture in the country is more vibrant and dynamic sector. It contribute nearly 30 percent of the agricultural GDP. And the state of Bihar is one of the largest producers of fruits and vegetables in the country. The state has a monopoly in the productions of litchi. This paper is an attempt to highlight the level of horticulture marketing development especially in terms of fruits, flower and vegetables in Bihar. To show the level of variation composite Z-score technique has been employed. Afterword the thirty eight districts of Bihar has been grouped into 3 categories i.e. High, Medium, Low in term of horticulture marketing development. Analysis of the result shows that there is huge variation in between the district of the state. Over viewing the current status, it is evident that there is ample opportunity for the development of horticulture marketing in the state.