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**A STUDY OF CONVERGENCE IN RURAL MARKETING  
STRATEGY IN GUJARAT**

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**ABSTRACT**

The purpose of this research is to provide a roadmap for the integration of development economics with rural marketing strategies in Gujarat. The improvement of rural areas in India is crucial to the country's economic growth. When it comes to agriculture, India is second to none. Nearly 20% of India's GDP comes from the agricultural sector. The Indian government has set up a number of Rural Development programmes to foster agricultural industry growth. When it comes to planning and carrying out initiatives for the betterment of India's rural areas, no other government agency has as much clout as the Ministry of Rural Development. The province's business and economy rely heavily on farming, laborious labour, fisheries, poultry, and the journal.