

# **Rural Marketing as a Tool for National Development**

This page intentionally left blank

# **Rural Marketing as a Tool for National Development: Strategies for Socio-Economic Progress**

BY

**CHARLES CHATTERJEE**

*Global Policy Institute, UK*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Copyright © 2024 Charles Chatterjee.  
Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [www.copyright.com](http://www.copyright.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83608-065-7 (Print)

ISBN: 978-1-83608-064-0 (Online)

ISBN: 978-1-83608-066-4 (Epub)



INVESTOR IN PEOPLE

# Contents

|  |            |
|--|------------|
| About the Author   | <i>vii</i> |
| <b>Introduction</b>  | <i>1</i>   |
| <b>Chapter 1 Certain Basic Concepts and the Background to Rural Marketing</b>                    | <i>3</i>   |
| <b>Chapter 2 What Is Development?</b>  | <i>13</i>  |
| <b>Chapter 3 Hindrances to Rural Development</b>   | <i>41</i>  |
| <b>Chapter 4 Regulatory Measures Required for Rural Marketing and Sales</b>                      | <i>51</i>  |
| <b>Chapter 5 Sources of Finance for Rural Marketing and Development</b>                          | <i>67</i>  |
| <b>Chapter 6 Whether Socio-Economic Development May Be Achieved Through Rural Marketing</b>      | <i>81</i>  |
| <b>Chapter 7 ICC International Code of Direct Selling, 2013</b>                                  | <i>101</i> |
| <b>Chapter 8 ICC Advertising and Marketing Communications Code, 2018</b>                         | <i>111</i> |
| <b>Chapter 9 Development and the Issue of the Protection and Preservation of the Environment</b> | <i>133</i> |

**Conclusions** *153*

**Bibliography** *155*

**Index** *159*

## About the Author

**Professor Charles Chatterjee** studied law at the University of Cambridge and the University of London. He held a professorial position in international commercial and criminal law at London Metropolitan University. He was a Senior Associate Fellow at University of Warwick, and until recently, he was also the Director of the Centre for Energy Law and Management at a British University. He is currently a Senior Research Fellow at the Global Policy Institute in addition to being a Visiting Professor at the National University of the Oriental Republic of Uruguay.

Professor Chatterjee is also a practising Barrister in England and Wales.

He has published extensively both in the form of books and articles on various aspects of public international law, international economic law, energy law, international commercial law, including banking, trade, investment, corporate governance, international commercial arbitration as well as health and drugs law.