**Marketing 3.0**

Governments and non- profit organizations make most important publications on this solution. Companies contributing to biggest part of economic development and dominate field of business. Companies must help poor, even from egoist reasons to expand to market. In the meanwhile, all three groups need to collaborate to finish work.

**THREE FORCES OF CAPACITY AND FOUR**

**REQUIREMENTS**

Three forces of capacity can schedule this solution. The first one is growing access of poor, to infrastructure and information technology. Poor people have more access to information and opportunities to handle income. Internet transforms Indian farmers to a community of e-farmers with daily access to prices of purchases of the external market. They can also provide important information, as the most recent steps in methods of agriculture and time provision. This allows them to manage a better price for their products.