

A STUDY ON THE FACTORS FOR IMPROVEMENT IN MARKETING OF AGRO BASED PUBLIC SECTOR UNDERTAKINGS IN KERALA

Jiji S. P¹ & Clement Sudhahar²

¹Research Scholar in Management Studies Bharathiyar University, Coimbatore, Tamil Nadu, India

²Associate Professor & Head, School of Management, Karunya University, Coimbatore, Tamil Nadu, India

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ABSTRACT

Agriculture and Industries are vital components of the growth route due to their joint affiliation. The term agro-industries signify diverse meaning to different writers, institutions, and agencies. In truth, this perception is masked in indistinctness. There is no agreement as to which industries can be grouped under this category. According to the United Nations Industrial Development Organisation (UNIDO), the term agro-sector connotes those industries, which utilize raw materials from agriculture as main material from that manufactured goods are produced on the commercial scale. The term also applies to those industries, which are causative for the growth of agriculture including agriculture produce. Thus, agro-based industries can be roughly distinct as those industries that are reliant upon agriculture for their raw material and other basic inputs. Strengthening of agriculture is grave for facing the challenges of rural paucity, food diffidence, redundancy, and sustainability of natural resources. In this circumstance, well-organized marketing, and rural credit systems suppose added significance. The marketing system is significant for transferring the goods from producers to consumers, and to fix the prices at different stages. The issues and concerns in marketing, chiefly to the performance (competence) of the marketing system, rely on the structure and conduct of the market, especially by the Agro Based Public Sector Undertakings in Kerala.

KEYWORDS: *Sustainability, Public Sector, Marketing, Natural Resource, Economic Development, Agri-Business and Agro Processing*