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**S Bharath**

Assistant Professor  
Brindavan College, Dwarka  
Nagar, Yelahanka, IAF Post  
Bangalore – 560 063, India.

**Dr. J Mohan Raj**

Associate Professor  
Brindavan College, Dwarka  
Nagar, Yelahanka, IAF Post  
Bangalore – 560 063, India.

## A study on farm products marketing with special reference to Kolli Hills in Tamil Nadu state

**S Bharath and Dr. J Mohan Raj**

**Abstract**

The tribal people have distinct in culture and not in touched with the modern world. They are mainly depends on forest resources and the main occupation is agriculture and it yields minimum profit. The government has implemented the cluster development activities for farmer and marketing extension activities. It will enhance the tribal people standard of living with good income.

**Keywords:** Cooperative Marketing Activities, Farm Products

**1. Introduction**

The Kolli hills is situated in eastern ghat regions and comes under the Nammakkal district, Tamil Nadu state, Since many poets in the ancient tamil literature time period has explained the nature and resources availability in the Kolli hills. It is also one of the very famous tourist spots in Tamil Nadu state. The tribal people are getting all the resources from the forest and behavior of the tribal people has differentiated from one group to other group and lifestyle is entirely from the other cultures in the country. The working culture is repeatedly following the same activities for the standard of living and it has applied to all the families in that region. The importance of the sustainable environment and balance the ecology is to get resources for their meaningful living and eliminate poverty. The United Nations conference has discussed the livelihood of sustainable livelihoods. Application of the fundamental economics concept like individual has identified and satisfied his needs and wants. He has satisfied the other persons need and wants in the economy.

**2. Need for the Study**

The present study has described the tribal people culture, behavior, and utilization of forest resources is to cultivate farm products like tea, coffee, millets, pepper and other spices for generating a source of income and secured the life. The farm products are very famous and reputation in the few districts in Tamil Nadu state. The household customers in other districts is buying the spices products during the end of the financial year and beginning of Tamil New Year starting months in large quantity for the future consumption in the particular year. The weekly sandhis market and it is very famous in the neighbouring districts and near to the Kolli hills.

**3. Statement of the Problem**

The tribal people cultivated products are having more market potential and difficult to marketing the products in the market. There is a lack of infrastructural facilities, pricing system and difficult to stock the finished products. It will affect the tribal people economic growth and the standard of living.

**4. Objectives**

- To study the demographic profile of the tribal people.
- To study the existing distribution channel of farm products.
- Setting up of clusters and branding of farm products
- To develop marketing programs in different media.

**5. Research Methodology**

The researcher has used the exploratory research design. The data collected is from the various secondary sources like journals, website, magazine, research reports and newspaper.

**Correspondence**

**S Bharath**

Assistant Professor  
Brindavan College, Dwarka  
Nagar, Yelahanka, IAF Post  
Bangalore – 560 063, India.

It will help us to understand the stakeholder relationship in the business and problems in marketing of farm products. Using the existing literature review has to reduce the risk of the stakeholders in business.

## 6. Review of Literature

R. H. Ward. *et al.* (1976) <sup>[11]</sup>, described the population demographic factor is very important to studying the behavior of the particular tribal group. The tribal people vary due to culture, Work, behavior, attitude and opinion and the limiting factors is the environment and its resources. Kenneth M. Weiss. *et al.* (1976) <sup>[5]</sup> highlighted the demographic variables which help us to gaining knowledge of the particular group behavior in the past. Kumaran, M (2004) <sup>[6]</sup> examined the tribal people inhabitation, major occupation is farming activities.

Pradeep, V., Rajasekeran, J., (2006) <sup>[9]</sup> in his report classifying the land use pattern in terms of cultivation of products in Kolli hills region. MSSRF (2002) research report highlighted the minimum demand for the products due to changes in customer consumption and food habits. Sofia Karina Trommlerova *et al.* (2015) <sup>[13]</sup> discussed the changes in its personal life and affects the community life. The problem is due to changes demographic variables.

Since, the tamil literature has described the importance of Kolli Hills, Tamil Nadu state. Raghav Iyengar *et al.* (1987) <sup>[12]</sup> highlighted the forest resources in Kolli hills through his research work and inhabitants livelihoods of the tribal people. Ramesh. S (2007), described the natural resources and state government has major funding to developed Kolli hills to become a major tourism spots in the future.

Guillaume Gruère *et al.* (2008) <sup>[3]</sup>, highlighted the M.S. Swaminathan research foundation designed a model of women self-help group of millets marketing chain and market development for other products in Kolli hills, Tamil Nadu. He compared with other products like pineapples and rice. He stressed the development of poor tribal people and the usage of resources. Cleopatra Veloutsou *et al.* (2009) <sup>[2]</sup> explored the branding concepts, relationship with the customer and enhanced customer loyalty towards the brand. The tribal farm products to be branded will helpful to growers to develop the business.

Javier Esparcia (2014) <sup>[4]</sup>, analysed the importance of public sector can support the formation of cluster development and his findings clearly elaborate innovation is particularly in the industries like food product, energy and environmental. Qian Zhang (2015) <sup>[10]</sup> showed lights the farmer's participations has increases due to changes in the agricultural policies with reference to infrastructure. It will help us to reduce cost, increase the productivity and efficient marketing of farm products.

Christian Felzensztein *et al.* (2014) <sup>[1]</sup> discussed the difference between geographical areas, farm products cultivation, with the help of marketing strategies and to build the cooperative marketing chains. Morgan C. Mutoke *et al.* (2014) <sup>[7]</sup> studied the difference between the land utilization and farming household in western highlands, Kenya. The five types of farming activities is poor due to climate, resources, cultivation and it yields low productivity. The major finding of his research is to implementing the programs in target potential regions. It will increase the productivity and creates wealth and welfare to the farming households. Ine Coteure *et al.* (2016), explored minimum availability of information is very difficult to evaluate the

farming sustainability and designing of strategies. He has developed two dimensional frameworks to understand the environment and to design strategies.

## 7. Findings of the Study

The demographic segmentation variables are very useful to understand the occupation, land use pattern, seasonality, farm products cultivation details. The changes in customer food consumption also create a minimum demand for the Kolli hills farm products. The government policies majority focus on tourism development activities in the study region. The MSSRF has supported and developed the self-help group marketing chain on millets in that region.

## 8. Recommendations of the Study

The state government has to tie up with department of horticulture to implementing the cluster development programs to increase productivity, reduce cost and profitability. The branding of products and other marketing programs will support the farm activities and links the other stakeholders in their business.

## 9. Conclusion

The tribal people are the distinct group and the economic growth is based on their resources and demand for the farm products in all over the world. The farm products has to more cultivated in particular seasons, geographical location, and unique in its quality. The state government has to set up the cluster for the tribal farmers' is to procurement of farm products in seasonal time periods and store it in the warehouse. The government has to support the cluster through marketing extension activities by procurement of products for sales through the civil supplies distribution system and government cooperative retail outlets in the state. The marketing is very helpful to the customer to purchase the spices products and benefits to the tribal people.

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