



Utilization and Perception towards the Services Mix of the Agricultural Producers Cooperative Marketing Societies in Tamil Nadu (TCMS) – A Study

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Abstract

Agricultural Producers Marketing Cooperatives have been assigned with the targeting of bringing ‘better farming, better business and better living among people particularly among farm producers by taking up all the marketing functions such as assembling, selling, transportation, storage/warehousing, risk bearing, grading and standardization, quality control, market financing besides encouraging the farmers to adopt value-addition through product diversification and processing of agro products at the farm and off-farm levels. The Agricultural Producers’ Cooperative Marketing Societies (APCMSs) stress their emphasis on business retention by enhancing and strengthening the volume of their business in input supply and output marketing. They also undertake business expansion activities like processing, distribution of consumer goods (under both Village Shop Program and Public Distribution System). Further, they focus their attention on encouraging the growth of all new businesses in the region. Thus, it is evident that APCMSs promote economic development in the region in general and among the farmers in particular.

Key words: Agricultural Producers’ Cooperative Marketing Societies (APCMSs), Utilization and perception towards Services mix, problems and suggestion