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# **READINESS ATTITUDE OF TOOR DALL MILL OWNERS**

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**Abstract - The purpose of the present study is to identify readiness of toor dall mill owners to undergo training or to attend workshop to explore possibilities of multiplying production, turnover and profit of toor dall mills. Samples (N=50 dall mills) were collected from Gulbarga city. And data has been collected through interview method. Results revealed that 63% owners were ready and shown interest to undergo training or attend workshop to explore possibilities of multiplying production, turnover and profit of toor dall mills whereas 37% of owners were not interested.**

**Key words: Training; Workshop; multiplying production; Turnover; Profit; Explore possibilities**

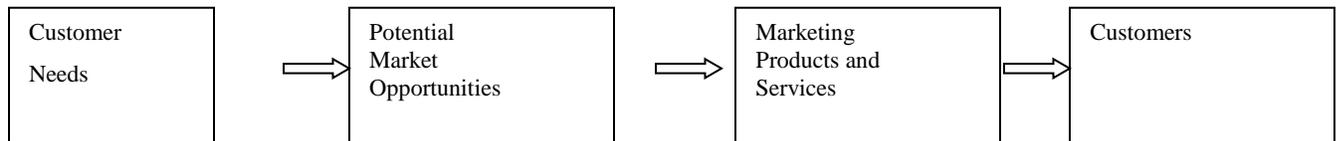
## **I. Introduction**

The role of efficient marketing was found to be crucial in accelerating production and productivity in pulses. The traders were also observed to exploit the absence of an organized dissemination of market information much to the disadvantage of pulse producers. In a highly volatile market system as in pulses, market information agencies could prove highly valuable for efficient marketing of the production. People normally satisfy their wants and needs with products offered in the market. Broadly, a product can be defined as anything that can be offered to someone to satisfy a need or want. Specifically, a product can be defined as an object, service, activity, person, place, organization or idea. It should be noted that people do not buy physical objects for their own sake.

Marketing-orientated companies focus on customer needs. Change is recognized as endemic and adaptation considered a Darwinian condition for survival. Changing needs present potential market opportunities, which drive the company. Within the boundaries of their distinctive competences, market-driven companies seek to adapt their product and service offerings to the demands of current and latent markets.

Exceeding the value offered by competitors is key for marketing success. Consumers decide upon purchases on the basis of judgments about the values offered by suppliers. Once a product has been bought, customer satisfaction depends upon its perceived performance compared to the buyer's expectations. Customer satisfaction occurs when perceived performance matches or exceeds expectations. Product decisions also involve choices regarding brand names, guarantees, packaging and the services that should accompany the product offering. Guarantees can be an important component of the product offering.

### **Marketing orientation**



Marketing in the modern organization focused businesses convenience comes first. If customer wants are inconvenient or expensive to produce, excuses are often used as avoidance tactics.

Market-driven businesses know how their products and services are being evaluated against those of the competition. They understand the choice criteria that customers are using and ensure that their marketing mix matches those criteria better than that of the competition.

New markets are emerging for natural products. A report by the Co-operative identified that markets for ethically sourced and produced food have grown almost three-fold in less than ten years and demand is driving these markets towards becoming more mainstream. While the rate of growth slowed a little in 2008/9, overall demand has continued to be positive, and a Euro monitor International report forecasts year-on-year growth of 4 per cent during 2011–2015. So it might come as no surprise that major corporate food manufacturers are seeking ways to access these emerging and potentially lucrative markets.

## II. Objective

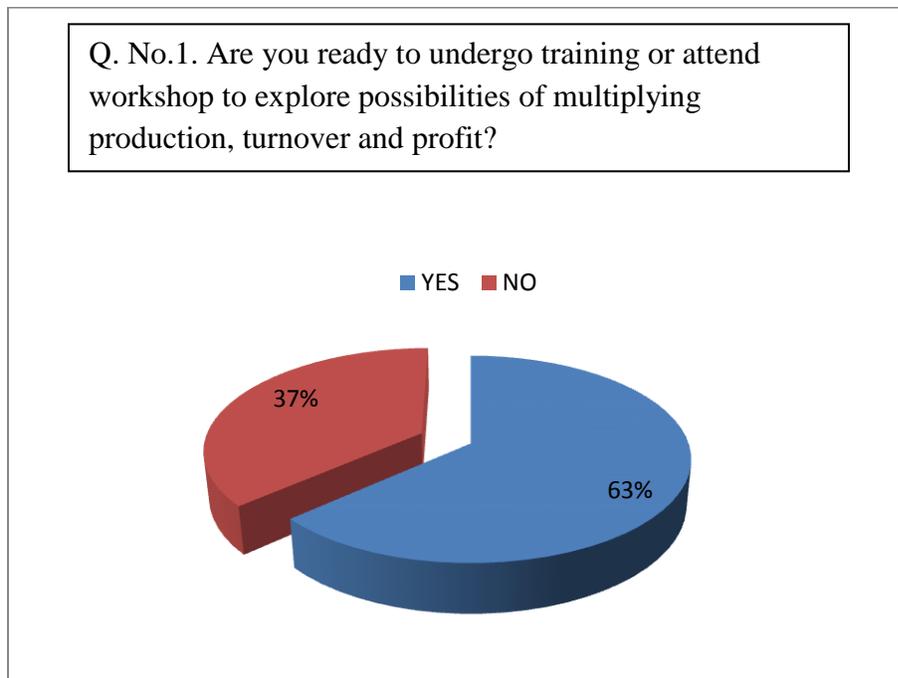
To know the readiness of dall mill owners, to undergo training or workshop for exploring the possibilities of multiplying production, turnover and profit of toor dall mills.

## III. Procedure

Visited toor dall mills and collected first-hand information by dall mill owners and managers through interview method.

## IV. Result and Discussion

When we asked this question to dall mill owners, are you ready to undergo training or attend workshop to explore possibilities of multiplying production, turnover and profit? For this question 63% said YES and 37% said NO, this indicates 63% of owners are interested to attend workshops, trainings to develop dall mills to multiply production, turnover and profit.



## V. Conclusions

1. 63% of the dall mill owners are ready to undergo training or to attend workshop for exploring to multiply the production, turnover and profit of toor dall mills.
2. 37% of the dall mill owners are not ready to undergo training or to attend workshop. This indicates 63% of the dall mill owners are ready and shown interest to undergo training or to attend workshop for exploring to multiply the production, turnover and profit of toor dall mills.

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