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PRESENT MARKETING STATUS OF TOOR DALL MILLS

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Abstract - This paper examines the influence the role of brokers in the marketing of toordall mills. A total 60 managers and owners of dall mills participated in the study. And data has been collected through interview method. The 100% dall mill owners are completely dependent upon the brokers to sell production. It indicates there is a significant role of brokers in marketing of toordall.

Key words: Brokers; Production; Marketing

I. Introduction

Pulses remain one of the weak spots in Indian Agriculture even now. It received the desired attention of research and extra. 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. Unison systems only during the last decade. Nevertheless, success still eludes pulses. This stagnation in pulse production and productivity should be viewed seriously not only from the point of security and quality of food for our people, especially the poor and the rural population, but also from the soaring import bill and imbalance in the cropping pattern. By the turn of the century, production of about 20 million tonnes would be required to meet our consumption requirement. Production capacity is expected to remain behind the projected demand creating wide gap and causing deficiency in protein intake through pulses. Shortage of pulses will thus continue to be a cause of concern in the near future. A diagnosis of

the magnitude and dimensions of the problems inhibiting production and productivity of pulses is thus essential for devising appropriate policy directions.

The term 'Marketing' has been defined in many ways by different authorities.

(a) Marketing consists of the performance of business activities that direct the flow of goods and services from producer to consumer or user (American Marketing Association).

(b) Marketing is the management function that organizes and directs all business activities involved in assessing and converting consumer purchasing power into effective demand for a specific product or service, and in moving it to the final consumer or user so as to achieve the profit target or other objectives set by the company (British Institute of Marketing).

Middlemen make all the "profits", are cries that have been echoed by consumers, business people and legislators over the years. These complaints are most often focused on middlemen (wholesalers and retailers). However, middle men have been powerful figures in marketing finished products and/or services. Over the years, some manufacturers have made attempts to eliminate some of these middlemen, most especially wholesalers, from their trade channels; yet, wholesaling middlemen continue to be important and in many cases, dominate the distribution system. Besides, most of these target consumers are in small number groups, with limited knowledge of the market and the suppliers. Thus, middlemen bridge these gaps by selling in quantities needed and locating their wares close to these target customers. This unit is designed to appraise the role of middlemen in a marketing economy and to explain various types of middlemen.

Middlemen are very important in many cases, in fact, in virtually all cases where consumers are involved. Usually, it is simple but not practical for a producer to deal directly with ultimate consumers. For example, think for a moment how inconvenient it would be if there were no retail middlemen – no drug stores, newspaper/vendors, supermarkets or fuel stations, hawkers, etc .There is an old saying in marketing that you can eliminate the middlemen, but not their functions. Wholesalers are those merchants who act as intermediaries between the primary producers, manufacturers or importers, on one side, and retailers or industrial consumers on the other. They buy goods and commodities in large quantities with a view to selling them to retailers in smaller quantities. They assemble merchandise from many sources warehouses and regroup the goods for convenient buying by end users. Thus, wholesalers make it possible for the manufacturers to sell to a large number of retailers to whom the merchandise cannot be easily sold directly from the factory.

The wholesalers perform the following functions of marketing:

Assembling– The wholesalers collect varieties of products from different manufacturers and keep them in store for sale to the retailers at the time they need them.

Dispersion– The products assembled and stocked by the wholesalers are supplied to the retailers who may be widely scattered.

Warehousing– The goods purchased by the wholesalers from the manufacturers and producers have to be stocked in warehouses pending their sale to the retailers. The arrangement for such storage is the responsibility of the wholesalers.

Transportation– The wholesalers have to move the goods from the various factories to their own warehouses and from there to the retailers' stores.

Financing– The wholesalers in most cases sell goods on credit to the retailers.

Risk Assuming – Wholesalers assume risks arising out of the changes in prices and demand and as well as losses due to spoilage or destruction of goods in their warehouses and while in transit.

Grading and Packaging– Wholesalers have to sort out different grades of products according to quality and other considerations and package the goods into smaller lots for retailers.

Wholesalers. Manufacturers need not take the trouble or incur the expenses of procuring large numbers of small orders.

Wholesalers Provide Up-to-Date Information for Future Planning. Wholesalers remain in close touch with the retailers and keep themselves informed about the changes in the direction and pattern of demand and thus help the manufacturers in planning their production.

Wholesalers Place Bulk Orders. The wholesalers place bulk orders with the manufacturer and thus enable him to concentrate on production.

Wholesalers Relieve the Manufacturers: The manufacturers are relieved of worries by wholesalers through performance of most marketing functions as discussed in unit one.

Merchants Wholesalers: Independently owned businesses that take title to the merchandise they handled. In different trades, they are called different names, such as Jobbers, distributors or mill supply houses.

They fall into two categories: Full-service Wholesalers and Limited-service Wholesalers.

Retailing includes all the marketing activities carried out by the retailers, aimed to satisfy the consumers' demands while making profits. This involves selling of goods or services directly to final consumers for

their personal and business uses. A retailer is defined as a middleman who sells mainly to the ultimate consumer. He may sell to institutions but most of his sales are made to industrial or household consumers. He usually sells in small lots. The retailer is the last link and the most important intermediary in the chain of distribution. Mass production in the present day set-up is geared to the requirements of the ultimate consumers. Retailers are directly and ultimately in touch with the ultimate consumers and thus occupy a strategic position in the whole chain of distribution. The basic features of retail trading are the purchase of goods from wholesalers and selling in small lots to consumers.

II. Objective

To know the present marketing status of toordall mills.

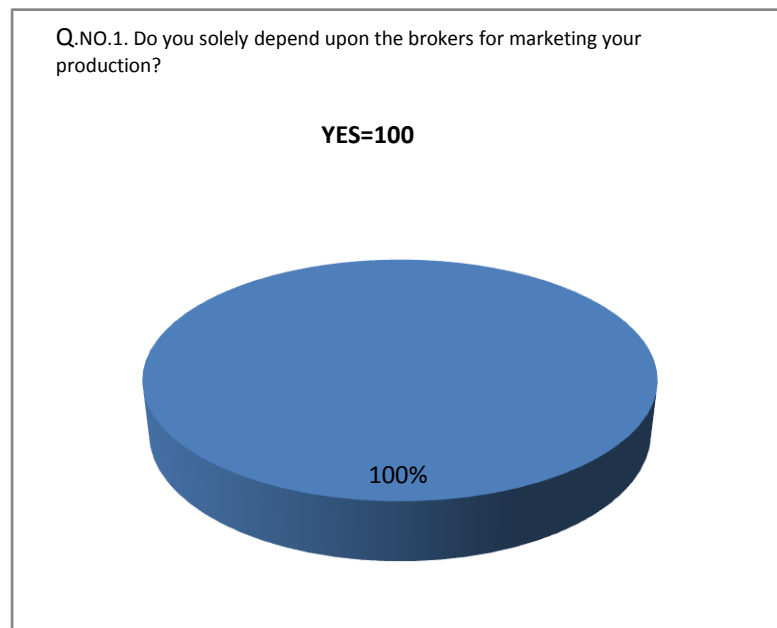
III. Procedure

Present study is concentrating on toordall mills of Gulbarga city. Visited 60 dall mills which presently in working condition. Information has been collected by owners through interview method.

IV. Result and Discussion

1. Do you solely dependent upon the brokers for marketing your production?

For this question 100% dall mills owners are said YES. It shows 100% dall mill owners are completely dependent upon the brokers to sell production.



V. Conclusion

The 100% dall mill owners are completely dependent upon the brokers to sell the production. Even they were not ready to appoint any marketing executives to sell their products.

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