

A Study Of The Marketing Channels Of Natural Rubber With Special Reference To Co-Operative Marketing In Kerala.

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Title:	A Study Of The Marketing Channels Of Natural Rubber With Special Reference To Co-Operative Marketing In Kerala
Author:	Kuriakose, K K; Dr.Ranganathan, N
Abstract:	The study is designed to gather, record, analyse and critique on natural rubber production, consumption and market scope of the study also covers the processing of natural rubber by small growers, especially small growers. Taking into consideration the supremacy in natural rubber cultivation, a detailed study of the marketing channels of natural rubber in Kerala, by giving special reference to co-operative rubber marketing has been given importance. A detailed study has been made to collect secondary data of the last 15 years.
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