ROLE OF REGIONAL COOPERATIVE SOCIETIES IN PROMOTING RURAL MARKETING OPPORTUNITIES _AN EMPIRICAL STUDY

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ABSTRACT

The co-operative movements initiated since their inception have brought about a major co-operative in the economy and more has been considered as a boon for the rural sections as the very objective of their presence is to bring in integration among the rural and the urban markets as a part of inclusive growth strategy adopted by the government. Cooperative society in India are playing very important role in the socio-economic development by creating employment opportunities, extending financial aid for the needy, and create a common platform to their stake holders to reap the best economical benefits by their activities may that be Small Scale Industrial operations, Farming, Fishery and Animal Husbandry, Horticulture etc. there are specialized agencies catering to different needs of the economy. The cooperative movement in India has taken deep roots in various sectors and is making a significant contribution towards economic development and social progress of the people. Karnataka is dreaming to occupy an important place in the history of cooperatives societies for agricultural and as well as consumer stores. The cooperative societies play a vital role not only in agricultural development and consumer service, but also in sectors such as housing, textiles, dairy and fisheries which contribute significantly to the economic development of the state. The government have entrusted the major responsibility of the successful implementation of different schemes to the cooperatives and this reflects the faith that the government has on the role played by the cooperatives in the developmental process especially in promoting the rural markets.

We in this study try to bring in contemporary issues faced by the cooperatives and what further scope they have in promoting the rural markets and how they have been perceived by the rural mass as potential providers of solutions to their problems in exploring rural market opportunities at the same time also create integration among the urban markets to reap the economies benefits by their activities.

KEYWORDS: co-operative, economy, rural, Karnataka
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