

## **AN EXPLORATORY STUDY ON TAPIOCA MARKETING WITH SPECIAL REFERENCE TO TAMIL NADU**

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### **Abstract**

Tapioca plays a major role in the agricultural economy of Tamilnadu state in India, and, tapioca is used as human food, industrial raw material and animal feed. Almost 70 percent of the product in Tamilnadu goes for industrial consumption, while in other (north) parts of the country tapioca finds its place mainly as a human consumption and industrial raw material. It offers direct /indirect employment opportunity more than 5 lack people especially rural area in Tamilnadu, Processing of cassava is mainly done for the manufacture of starch, sago, glucose and dextrin, which in turn are raw materials for a no. of value-added products, It is very good food security for developing countries like India. Due to the Lack of organized marketing system it has hampered the marketing prospects of cassava in the country even though there is support from SAGO SERVE the producers association, and there is ample opportunity to expand the tapioca marketing in south parts of India, It may be possible with organized and professional marketing efforts More sales could be undertaken for the benefit of society. The study concentrates on consumption, marketing, product diversification, and opportunity to increase the demand of tapioca

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