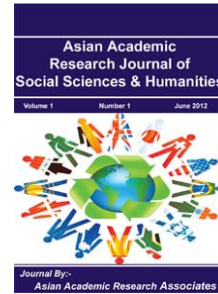




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## MARKETING OF THE PRODUCTS OF SELF HELP GROUPS IN MADURAI DISTRICT

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### **Abstract**

In this article, an attempt has been made to study the marketing strategies followed by self help groups to market their products. In addition to this, it also analyses the growth of self help groups in madurai district. Based on the analysis, some of the suggestions were given for self help groups for improving the marketing of their products. It is concluded that, yearly the number of self help group increases and also most of the self help groups follow direct selling method for selling their products. Once if the SHGs fetch the fruits of easy marketing, certainly they will engage in more production at lower costs and one day they can also become global players.

**Keywords:** Credit, Market, Marketing Strategies, Self Help Groups, Women.