The present study is an attempt to contribute to the field of management in respect of Primary Cooperative Marketing Societies in Tamilnadu. The study is focussed on the managerial effectiveness and business practices of primary cooperative marketing societies in Tamilnadu. The study examines whether the Primary Cooperative Marketing societies in Tamilnadu have been managing their marketing activities effectively.

At the time of the study there were 19 Districts and 112 Primary Cooperative Marketing Societies in Tamilnadu. For the purpose of the study out of 19 Districts, South Arcot was purposively selected and all the 10 Primary Cooperative Marketing Societies in the district were studied. Pre-tested questionnaire for getting information regarding past performance of cooperative marketing societies, Interview schedules for eliciting information from members of cooperative marketing societies, primary cooperative banks were administered.

The areas of enquiry of this study are 1) Whether the primary cooperative marketing societies in Tamilnadu have been effectively managing their marketing activities (2) What were their main problems in discharging these functions effectively and (3) what were the causes for their problems that can be inferred from the analysis.
The following conclusions are drawn from the findings of the study.

(1) Performance analysis reveals that the level of performance in respect of outright purchase of Agricultural produce, quantum of produce pledge loan, providing of infrastructural facilities were very low in relation to potentiality.

(2) The study of the problems in respect of linking of credit with marketing, processing and storage reveals that lack of proper co-ordination between the agencies involved in the scheme were responsible for the poor performance in these activities.

(3) Micro level analysis reveals that lack of awareness about the usefulness and objectives of the cooperative marketing society, absence of democratic management and plurality of objectives were the causes for ineffective performance of activities.

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