MARKETING PHILOSOPHY AND MARKETING OF AGRICULTURAL PRODUCTS BY NON-GOVERNMENTAL ORGANIZATIONS IN TANZANIA

TRACK

By: Dev Jani, dev@udbs.udsm.ac.tz and Lucy .M. Mboma,
lmboma@udbs.udsm.ac.tz University of Dar-es-Salaam, Tanzania

Abstract

This paper reports on Tanzanian Non-Governmental Organizations (NGOs) that intervene in agricultural marketing; focusing on their marketing philosophies and support to agricultural marketing. The NGOs noted that they were in an environment free from competition. NGOS support offered to agricultural sector reflected their objectives. The study found that NGOs lacked applications of marketing philosophy. Business organized NGOs (BONGO) were found to offer support to agricultural marketing in a holistic manner with a potential of being marketing oriented. Those two findings implied Nongovernmental organization have to assess their positions to find if they were business –NGO or not and change their orientations. The study found NGOs operated in selected areas mostly those that were easily accessible, lacked marketing philosophy and community mobilization skills and use of local recourses. NGOs should partner with government and donors to scale up their operations in regions that need their services, especially in capacity building, advocacy, transport, and product support and business empowerment. The government may create a firm coordinating body comprising of diverse stakeholders from the government, NGOs, farmers and private sector acting as a think tank and a body to kick start appropriate initiatives to overcome their challenges.

Key terms: Business organized NGOs (BONGO); Non-governmental organizations, marketing philosophy