



Government of India  
Ministry of MSME

## **Brief Industrial Profile of Tripura South District**



सूक्ष्म, लघु एवं मध्यम उद्यम  
MICRO, SMALL & MEDIUM ENTERPRISES

Carried out by

**MSME-Development Institute  
Adviser Chowmohani Krishnanagar Road,  
Agartala-799001, Tripura**

(Ministry of MSME, Govt. of India,)

Phone: 0381-2326570, 2326576

Fax : 0381-2326570

e- mail: [dcdi-agartala@dcmsme.gov.in](mailto:dcdi-agartala@dcmsme.gov.in)

Web- : [www.msmedi-agartala.nic.in](http://www.msmedi-agartala.nic.in)

## Contents

S. No.	Topic	Page No.
1.	General Characteristics of the District	3
1.1	Location & Geographical Area	4
1.2	Topography	4
1.3	Availability of Minerals.	5
1.4	Forest	7
1.5	Administrative set up	8
2.	District at a glance	8
2.1	Existing Status of Industrial Area in the District Tripura South.	12
3.	Industrial Scenario Of Tripura South	13
3.1	Industry at a Glance	13
3.2	Year Wise Trend Of Units Registered	13
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	14
3.4	Large Scale Industries / Public Sector undertakings	17
3.5	Major Exportable Item	17
3.6	Growth Trend	17
3.7	Vendorisation / Ancillarisation of the Industry	17
3.8	Medium Scale Enterprises	17
3.8.1	List of the units in Tripura South & near by Area	17
3.8.2	Major Exportable Item	17
3.9	Service Enterprises	17
3.9.1	Coaching Industry	17
3.9.2	Potentials areas for service industry	17
3.10	Potential for new MSMEs	18
4.	Existing Clusters of Micro & Small Enterprise	19
4.1	Detail Of Major Clusters	19
4.1.1	Manufacturing Sector	19
4.1.2	Service Sector	19
4.2	Details of Identified cluster	19
5.	General issues raised by industry association during the course of meeting	19
6.	Prospects of training Programmes during 2012-13	20
7.	Action plan for MSME Schemes during 2012-13	21
8.	Steps to set up MSMEs	22
9.	Additional information if any	24

# **Brief Industrial Profile of Tripura (South) District**

## **1. General Characteristics of the District**

South Tripura District is one of the four administrative districts of Tripura with its headquarters located at Udaipur. The district is situated approximately between longitude 91 degrees 18 minutes and 91 degrees 59 minutes east and between latitude 22 degrees 56 minutes and 23 degrees 45 minutes north. South Tripura District is bounded on the north by Dhalai District and West Tripura District, while on the other sides by international border with Bangladesh. The total geographical area of South Tripura District is 2966.2 km<sup>2</sup> which is about 25 percent of the total area of the state. The district came into existence on 1 September 1970, when the entire state was divided into three districts. The district headquarters are located at Udaipur. It is around 48 km from the state capital, Agartala. Udaipur is famous for the historic Matabari Temple. Also known as the city of lakes, it is an avid tourist destination.

District has five sub divisions (Udaipur, Amarpur, Belonia, Sabroom and Santirbazar). Tirthmukh another pilgrimage centre is also located in this district in Amarpur Sub Division.

The district resides in two Lok Sabha constituencies: Tripura West (shared with West Tripura district) and Tripura East (shared with Dhalai and North Tripura districts).

According to the 2011 census South Tripura district has a population of 875,144 roughly equal to the nation of Fiji or the US state of Delaware. This gives it a ranking of 471st in India (out of a total of 640). The district has a population density of 286 inhabitants per square kilometre (740 /sq mi) . Its population growth

rate over the decade 2001-2011 was 14.03 %. South Tripura has a sex ratio of 957 females for every 1000 males, and a literacy rate of 85.41 %.

In 1987 South Tripura district became home to the Trishna Wildlife Sanctuary, which has an area of 195 km<sup>2</sup>. It is also home to the Gumti Wildlife Sanctuary, which was established in 1988 and has an area of 390 km<sup>2</sup>.

### **1.1 Location & Geographical Area.**

The district is situated approximately between longitude 91 degrees 18 minutes and 91 degrees 59 minutes east and between latitude 22 degrees 56 minutes and 23 degrees 45 minutes north. Total area of the district is 2966.2 sq.kms. The district headquarters is located at Udaipur.

### **1.2 Topography:**

Geography of South Tripura District comprises three principal hill ranges. South Baramura and Deotamura hill ranges are completely in South Tripura District while apart of Atharamura hill also comes in the district. Deotamura is the principal hill range of South Tripura District having a length of 85 kms and forms the boundry between Amarapur and Udaipur Sub Division. Climate of this district is mostly warm and is characterized by a humid summer and dry cool winter with plenty of rains during July to October. Rainfall is received from the South –West Monsoon, which normally breaks in month of May. Autumn and spring seasons are of very short duration. Average annual rainfall in the district is about 2000 mm and the temperature varies between a maximum of 35.23 degree Celsius and minimum of 7.43 degree Celsius. Variation in temperature is comparatively lower during rainy season. Major rivers flowing through South Tripura District are Gomti River, Muhuri and Feni.

### 1.3 Availability of Minerals:

#### Mineral Resource of Tripura

Mineral	Location	Uses
Clay	<p>All over the State generally in river bank deposit</p> <p>Good clay deposit in West and South region.</p> <p>Total 1.73 million ton deposit in four zone out of six zones*</p> <p>[* Mohanpur-Bamutia-Kamalghat; Bishramganj-Bagma; Champamura-Baldakhal-Jogendranagar; Khowai-Teliamura-Ampi; Shantirbazar-Udaipur; Kumarghat and Baidyathakurpara- Anadanagar-Maheshkhola-Dukli-Sonamura area]</p>	<p>Sanitary ware</p> <p>Stone wares</p> <p>Sewerage pipes</p> <p>Electric insulator</p> <p>Refractory grade</p>
Glass Sand	<p>Bishramganj (160,000t)</p> <p>Old Agartala (16,000t)</p> <p>Jogendranagar (3627t)</p> <p>Sekerkota (80,000t)</p> <p>Dasharambari (5330t)</p> <p>Mohanpur (97,875t)</p> <p>Baidyathakurpara- Anadanagar Maheshkhola and Dukli (NA)</p> <p>Total Reserve 3,62,832 tonnes</p>	<p>Many uses</p>

[Source: GSI Report 1982, 1999]

Of the total geographical area of Tripura, 76% can be marked as of “Tertiary” origin and 24% belong to Quaternary period; none of these contain any major mineral resource. A GSI Report of 1982 provide a list of Non-metallic and metallic mineral vis-a-vis their location or otherwise in Tripura (at page-6) indicating the poor profile.

## Mineral Resource potential in Tripura

Sl. No.	Mineral	Status
<b>A.</b>	<b>Non-metallic</b>	
1.	Lime stone	Commodity not located or absent
2.	Dolomite	Commodity not located or absent
3.	Coal	Commodity not located or absent
4.	Clay	Commodity not located or absent
5.	Refractories	Commodity not located or absent
6.	Glass sand	Good reserve, low grade
7.	Graphite	Commodity not located or absent
8.	Fertilizer	Commodity not located or absent
9.	Gravel sand silt	Good reserve, low grade
10.	Building stone	Commodity not located or absent
<b>B.</b>	<b>Metallic</b>	
11.	Ferrous	Commodity not located or absent
12.	Non-ferrous	Commodity not located or absent
13.	Noble metals	Commodity not located or absent

[Source: GSI Report 1982]

The current production of natural gas is estimated at one million cubic meters per day. The available figure for 1990-91 to 1997-98 shows a fast increasing rate of production from 70 million tonnes per year in 1990-91 to 2.7x in 8 years reaching 196 million tones in 1997-98.

#### **1.4 FOREST :**

The state of Tripura, with a geographical area of 10491 km<sup>2</sup> is predominantly hilly (60%) & is surrounded on three sides by a deltaic basin of Bangladesh. The state is situated between 22°57' & 24°32'N and 91°10' & 92°20'E with tropic of cancer passing through it. The State is situated in the southwestern extremity of North-East region of the country. It shares border (1001 km in perimeter) with Bangladesh, Assam and Mizoram. International border with Bangladesh is 856 km, which is almost completely open and porous.

Forest is an integral part of the culture and tradition of Tripura. It also maintains the environment, biodiversity, land, soil, water, air regimes. Any imbalance in equilibrium of the above components affects the system adversely and has an adverse impact on human life.

The State Forest Department manages the official recorded 6294.287 sq.km. of forest area in the state. The total forest area of South Tripura is 2005.4 sq.km. The revenue from forestry sector in 2010-11 is around Rs. 714.18 crores. The State is endowed with rich flora and fauna and therefore, growing of medicinal plants and herbs as well as other forest based industries including traditionally rich handloom and handicrafts industries have an immense potential to develop.

## 1.5 Administrative set up.

District has five sub divisions (Udaipur, Amarpur, Belonia, Sabroom and Santirbazar). Tirthmukh another pilgrimage centre is also located in this district in Amarpur Sub Division.

## 2. District at a glance:

S. No	Particular	Year	Unit	Statistics
<b>1.</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	2011		22 <sup>0</sup> 56' and 23 <sup>0</sup> 45' North
	ii) Longitude	2011		91 <sup>0</sup> 18' and 91 <sup>0</sup> 59' East
	iii) Geographical Area	2011	Sq.Kms.	2966.2 sq.kms
(B)	Administrative Units			
	i) Sub divisions	2011	no	05
	ii) Tehsils	2011	no	11
	iii) Sub-Tehsil	2011	No	-
	iv) Patwar Circle	2011	No	--
	v) Panchayat Simitis	2011	No	05
	vi)Nagar nigam	2011	No	-
	vii) Nagar Palika	2011	No	--
	viii) Gram Panchayats	2011	No	153
	xi) Revenue villages	2011	No	270
	x) Assembly Area	2011	No	-



<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	No	4,47,124
	ii) Female	2011	No	4,28,020
(B)	Rural Population	2001	No	7,13,293
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			--
	i) Total Area	2010-11	Sq.kms.	2966.2
	ii) Forest cover	2010-11	“	2005.4
	iii) Non Agriculture Land	2010-11	“	--
	v) Cultivable Barren Land	2010-11	Hectares	---
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Sq.kms	2005.4
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows (Tripura State)	2007	Nos.	4741
	ii) Buffaloes (Tripura State)	2007	Nos.	2937
B.	<b>Other livestock</b>			
	i) Goats (Tripura State)	2007	Nos.	3646
	ii) Pigs (Tripura State)	2007	Nos.	263659
	iii) Dogs & Bitches (Tripura State)	2007	Nos.	109372

<b>iv) Railways</b>			
i) Length of rail line	2010-11	Kms	--
<b>V) Roads</b>			
(a) National Highway	2010-11	Kms	--
(b) State Highway	2010-11	Kms	No rout is officially identified as State Highway
(c) Main District Highway	2010-11	Kms	--
(d) Other district & Rural Roads	2010-11	Kms	2308 Kms
(e) Rural road	2010-11	Kms	
(f) Kachacha Road	2010-11	Kms	
<b>(VI) Communication</b>			
(a) Telephone connection	2010-11		--
(b) Post offices	2010-11	Nos.	12
(c) Telephone center (in Tripura)	2010-11	Nos.	--
(d) Density of Telephone	2010-11	Nos./1000 person	--
(e) Density of Telephone	2010-11	No. per KM.	--
(f) PCO Rural	2010-11	No.	Data Not available

(g) PCO STD ( in Tripura)	2010-11	No.	4,705
(h) Mobile (BSNL mobile in Tripura)	2010-11	No.	---
<b>(VII) Public Health</b>	2010-11		
(a) Allopathic Hospital		No.	164
(b) Beds in Allopathic hospitals		No.	601
(c) Ayurvedic Hospital		No.	10
(d) Beds in Ayurvedic hospitals		No.	--
(e) Unani hospitals		No.	--
(f) Community health centers		No.	--
(g) Primary health centers		No.	23
(h) Dispensaries			288
(i) Sub Health Centers		No.	287
(j) Private hospitals		No.	
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank		Nos.	4
(b) Rural Bank Products		Nos.	Banking
(c) Co-Operative Bank products		Nos.	Banking
(d) PLDB Branches		Nos.	--
<b>(IX) Education</b>			
(a) Primary school		Nos.	652
(b) Middle schools		Nos.	349

	(c) Secondary & senior secondary schools		Nos.	156
	(d) Colleges		Nos.	4
	(e) Technical University		Nos.	--

## 2.1 Existing Status of Industrial Areas in the Tripura (South) :

Sr. No.	Name of Industrial Area	Location	Area (in Acres)
1.	Industrial Estate, DIC(G)	Dhajanagar, Udaipur, Gomati Tripura.	11.29
2.	Udaipur, I.T.I.	Dhajanagar, Udaipur, Gomati Tripura.	7.34
3.	I.I.D.C., Gokulpur.	Gokulpur, Udaipur, Gomati, Tripura	29.11
4.	I.I.D.C. Sarasima.	Belonia, Tripura(S)	54.97
5.	I.I.D.C. Jalefa.	Sabroom, Tripura (S)	41.27
6.	Saw Mill, Belonia.	Belonia, Tripura (S)	11200 Sq.ft.

S. No.	Name of Ind. Area	Prevailing Rate Per (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Not available	Not available	Not available			
2	Not available	Not available	Not available			
3	Not available	Not available	Not available			
4	Not available	Not available	Not available			

### 3. INDUSTRIAL SCENERIO OF Tripura South

#### 3.1 Industry at a Glance ( As on 31.03.2012)

Sr. No.	Head	Unit	Particulars
1.	Registered Industrial Unit	167 Nos.(MSME EM-Part- II)	---
2.	Total Industrial Unit	167 Nos.(MSME EM-Part- II)	---
3.	Registered Medium & Large units	---	---
4.	Estimated Average No. of daily worker Employed in Small Scale Industries	726 Nos. (Part-II)	---
5.	Employment in Large & Medium Industries	---	---
6.	No. of Industrial Area	04	---
7.	Turnover of Small Scale Ind.	Rs.1143.50(MSME EM-Part II)	---
8.	Turnover of Medium & Large Scale Industries	---	---

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	Data not available with Director of Industries & Commerce, Tripura.	Data not available with Director of Industries & Commerce, Tripura.	Data not available with Director of Industries & Commerce, Tripura.
	1985-86			
	1986-87			
	1987-88			
	1988-89			
	1989-90			
	1990-91			
	1991-92			
	1992-93			
	1993-94			

	1994-95			
	1995-96			
	1996-97			
	1997-98			
	1998-99			
	1999-2000			
	2000-01			
	2001-2002			
	2002-03			
	2003-04			
	2004-05			
	2005-06			
31.03.2007	2006-07 As on 31.03.2007	1253 nos. units in Tripura State However trend of Tripura(South) is as under.		
31.03.2008	2007-08	21	397	107.06(F/A)
31.03.2009	2008-09	33	273	101.26(F/A)
31.03.2010	2009-10	33	708	199.68(F/A)
31.03.2011	2010-11	39	1548	485.28(F/A)
31.03.2012	2011-12	41	395	383.05(F/A)
	<b>Total</b>	<b>167</b>	<b>3321</b>	<b>1276.33(F/A)</b>

F/A=Fixed Assets

Source: DIC

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

NIC CODE as per DIC	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT ( Lakh Rs.)	EMPLOYMENT
28	Fabricated Metal Products	61	101.93	356
26	Bricks/Cement Products	32	896.57	2544
15	Bakary Product/Fish	23	130.68	137

	Feed/ Processing of edible nuts/Rice Milling/Packaged drinking Water/Dairy Products/Ice-Cream/Chira(Beaten Rice)/Pickles/Chanachur			
50	Maintenance & Repair of Motor Vehicle/Cycle/Automobile exhaust testing Centre	11	35.37	49
36	Making of Candle/Decorative article/Furniture & Fixture (Wooden)/Mfg. of Stamps	09	14.16	49
31	Servicing of Automobile Battery	01	1.00	4
25	Rubber Sheets/Retreading of Tyres/Moulded	03	8.68	28

	Industrial Accessories			
93	Beauty Parlor	02	3.05	8
45	Water Well drilling General Mech. Engg.	01	14.00	6
74	Industrial Consultancy	01	2.00	4
72	DTP, Screen Printing, Still Photography/ Computer Service	03	3.95	10
20	Bamboo & Cane articles/ Wooden Products.	04	12.74	23
17	Jute articles	1	1.00	8
27	Basic Metals	2	4.00	2
29	Filtering & Purifying machinery/Iron removal plant/Repairing of pumps & Compressors	5	20.00	28
18	Textile garments/Tailoring	2	2.00	9
52	Repair of Cycle/Rickshaw	1	0.20	6
24	Agarbatti/Bio-Fertilizer	5	25.00	50
	<b>Total</b>	<b>167</b>	<b>1276.33</b>	<b>3321</b>



### **3.4 Large Scale Industries / Public Sector under takings :--Nil**

### **3.5 Major Exportable Item:**

<b>Export Items</b>	<b>2003-04</b>	<b>2004-05</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2010-11</b>
	Nil	Nil	Nil	Nil	Nil

### **3.6 Growth Trend: Erratic**

### **3.7 Vendorisation / Ancillarisation of the Industry :---N.A.**

### **3.8. Medium Scale Enterprises – Nil**

#### **3.8.1 List of the units in Udaipur South Tripura & Near By Area:**

Units Located at and around Tripura (South)

#### **3.8.2 Major Exportable Item - Nil**

### **3.9 Service Enterprises: 24 Nos.**

#### **3.9.1 Coaching Industry: Presence negligible.**

#### **3.9.2 Potentials areas for service industry:**

- Auto Battery Servicing
- Automobile servicing center
- Clinical laboratory
- Compact disk circulating library
- Dyeing and printing
- Fast Food Center / Restaurants
- Internet Café

- Pest Control Service
- Printing Press
- Watches and Clocks Repairing, Sales and Services
- Cycle and Cycle Rickshaw Repairing
- Repairing of Household Electrical Appliances
- Repairing of Household Electronics Appliances
- Web Designing
- Photo Copying

### **3.10 Potential for new MSMEs**

- Paper Plates
- Injection Moulded House-hold Plastic Products
- PVC Pipes
- Disposable Syringes
- PVC Wires and Cables
- Plastic Folders and Files
- Detergent Cake and Powder
- Bakery Product
- Fruits and Vegetables Processing
- Noodles
- Potato and Banana Wafers
- Wooden Furniture
- Agricultural Implements
- Sheet Metal Components
- Rolling Shutters

- Solar Water Heaters
- Sheet Metal Fabrication
- Steel Fabrication
- Steel Furniture
- Tyre Retreading
- General Machine shop
- Cattle Feed
- Plastic Net

#### **4. Existing Clusters of Micro & Small Enterprise : ---N.A.**

##### **4.1.1 DETAIL OF MAJOR CLUSTERS:**

**4.1.2 Manufacturing Sector:** Data not available

**4.1.2.1 Service Sector:** Yet to be identified

**4.2 Details for Identified cluster:** Yet to be identified

#### **5. General issues raised by industry association during the course of meeting :**

1. Facilities provided for Micro and Small Enterprises under Public Procurement Policy (CGSPP) may be made mandatory.
2. The freight charges may be increase for participants of NE Region to participate in Domestic Trade fair/ exhibition.

3. Under DONER Schemes the Autonomous bodies of MSME DO Ministry of MSME GOI. are imparting long term training to the prospective Entrepreneurs of NE region free of cost. However the to and fro fare is to be born by the participants. Which may be reimbursed to facilitate the poor tribal's of this region.

**6. Prospects of Training programmes during 2012-13 Tripura State.**

S.No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	Garments Manufacturing/ Rexene Bag and Fancy items, Fancy cloth Bag Making, Value added Jute product, Hosiery and woolen Garments, Computer Hardware and maintenance, Soft Toys etc.	41 Nos.
2	MDP	Marketing, Financial management, Taxation,etc.	8 Nos.
3	BSDP	---	--
4	EDP	General	6 Nos.
5	IMC	General	41 Nos.

## 7.Action plan for MSME Schemes during 2012-13:

S. No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDP	Publicity of MSE-CDP Scheme.
2.	ISO – 9000 / 14000/ HACCP reimbursement	Publicity of ISO 9000 reimbursement scheme.
3.	MSE-MDA	Publicity of scheme
4.	CLCSS	Publicity of scheme
5.	Capacity Building & strengthening of data base	Publicity of scheme
6.	International cooperation	Publicity of scheme
7.	TREAD for women	Publicity of scheme
8.	VDP	State level VDP will be conducted.
9.	National awards	More and More MSEs will be motivated to participate in National Award.
10.	<b>NMCP schemes</b>	
	<b>I. Lean Manufacturing</b>	Publicity of scheme
	<b>II Design Clinic</b>	Publicity of scheme
	<b>III Market assistance &amp; Tech. up gradation</b>	Publicity of scheme
	<b>IV QMS/QTT</b>	Publicity of scheme
	<b>V Tech. &amp; quality up gradation support</b>	Publicity of scheme
	<b>VI ICT</b>	Publicity of scheme
	<b>VII Bar Code</b>	Publicity of scheme
	<b>VIII IPR</b>	One Day Sensitization Programme will be organized.
	<b>IX Incubator scheme</b>	Publicity of Scheme

## 8. STEPS TO SET UP MSMEs:

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

<b>S. No</b>	<b>Type of assistance</b>	<b>Name and address of agencies</b>
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries I.T.I.Campus, Udaipur, Tripura (South)
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, Advisor Chowmuhani, Krishnanagar Road,Agartala.799001
3.	Land and Industrial shed	TIDC Ltd, Directorate of Industries Building , (1 st Floor) Khejur Bagan P.O. Kunjaban. Agartala-799006 Tripura (West)
4.	Financial Assistance	All Financial Institutions and Banks.
5.	For raw materials under Govt. Supply	NSIC Ltd., Indranagar, EDIT Campus, Opposite ITI, Agartala – 799006.
6.	Plant and machinery under hire / purchase basis.	-do -

7.	Power/ Electricity	TSESC, Udaipur. Tripura (South)
8.	Technical Know –how.	1)MSME-Development Institute Advisor Chowmuhani, Krishnanagar Road, Agartala.799001 2) NRDC of India New Delhi.
9.	Quality & Standard	BIS, Guwahati
10.	Marketing /Export Assistance	1. MSME-Development Institute Advisor Chowmuhani, Krishnanagar Road, Agartala.799001 2. NSIC Ltd., Indranagar, EDIT Campus, Opposite ITI, Agartala – 799006 3. DRDA Tripura (South.) 4.KVIC, Agartala. 5.Director Handloom, Handicrafts and Sericulture P.N. Complex, Gurkhabasti, Agartala – 799 006
11.	Other Promotional Agencies	a. DIC, Tripura South b. KVIB, Tripura West.

## **9. Additional information if any:**

a. There is acute shortage of prospective Entrepreneurs in Tripura South.

b. South Tripura District is in the western part of the State of Tripura .

About 60% of the area of the District is hilly. The district lacks infrastructural and other facilities. Though there is little number of industrial units in diverse field of manufacturing. The main problems being faced by the existing industries in the district as well as in the State are as follows:

- Transportation
- Finance
- Raw materials
- Marketing