

A STUDY OF THE DEVELOPMENT OF RURAL MARKETING

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Abstract-Rural marketing is the process of developing, pricing, promoting and distributing rural specific products and services leading to consumer satisfaction and achievement of organizational objectives. It aims to improve standard of living of rural consumers by providing them greater awareness and accessibility to new products and services.- “Rural Marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional & institutional, based on technical and economic considerations and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution”.

Keywords- Innovation, Development, Marketing Performance, Small Business.

Introduction -Rural marketing as,” The study of Rural marketing comprises of all the operations, and the agencies conducting them, involved in the movement of farm produced food, raw materials and their derivatives, such as textiles, from the farms to the final consumers, and the effects of such operations on producers, middlemen and consumers.”

According to G.N. Murthy – “Rural marketing is the study of all the activity, agency and policy involved in the procurement of farm inputs by the farmers and the movement of rural products from farmers to consumers”.rural markets are in high demand, a range of different businesses are looking to them for growth support. Framework focuses on delivering the right product, at the right price, using the right promotion strategy, choosing an appropriate distribution channel, and fostering long-term relationships with customers. Traditional literature in the field focused on (Product, Price, Place, and Promotion) as the drivers of marketingrural marketing is nowadays

Objectives of the study:-

1. To study of the recent trend in rural marketing.
2. To study role of research innovation in rural marketing.
3. To study various factors for development of rural marketing

Research Methodology:-

1. Research paper depends on secondary data.
2. Research paper studied on various recent reports.

Development of Rural Marketing Role of various factors:-

The government has initiated a holistic and integrated approach to rural development consisting of the following:

(i) Rural Infrastructure Development Programme under the umbrella of ‘Bharat Nirman’.

- (ii) National Food for Work Programme which focuses on Employment Guarantee Programme. The work relates to water conservation, land development, flood control and rural connectivity.
- (iii) Sampoorna Gramin Rozgar Yojana (1993) with the aim to provide additional wage employment in rural areas and also food security.
- (iv) Pradhanmantri Gram Sadak Yojana – Launched in 2000, with the objective of constructing new roads and connecting about one lakh villages and upgrading existing roads.
- (v) Rashtriya Bal Swasthya Karyakram (2013) provides – Free Treatment of Childhood Illnesses under National Rural Health Mission.
- (vi) Swarnajayanthi Gram Swaroggar Yojana – Launched in 1999, the programme aims at developing self-employment among villagers through mix of need-based credit and subsidies. The earlier programmes such as Intensive Rural Development Programme, Million Wells Scheme, Development of women and children in rural areas have been merged under this scheme.
- (vii) National Rural Employment Guarantee Scheme (2006)-
 - (a) Rural housing project or providing shelter to rural people.
 - (b) Stepping up credit flow to farmers and others.
 - (c) Insuring against risks in agriculture.
 - (d) Creating market for agricultural produce.
 - (e) Providing agricultural market information through IT and internet connectivity.
 - (f) National Food Security Mission to increase production of wheat, rice and pulses.
 - (g) Rastriya Krishi Vikas Yojana to increase public investment in agriculture.
- (viii) National Agricultural Extension System towards extension training to farmers. Example – Bihar has become the first state in the country to start e-Krishi Bhavans at block level. These fully computerised e-Krishi Bhavans would provide a package of services such as technical advice, soil testing and training to farmers. These centres have internet facilities to provide updated information on prices of agricultural commodities, arrivals in the market, weather conditions, etc.
- (ix) National Horticulture Mission (NHM) is being implemented by the Ministry of Agriculture with effect from 2005-2006. The objectives of the mission are to increase production and productivity of horticulture crops (fruits, vegetables and flowers), reduce post-harvest losses, improve nutritional security, increase exports, increase farmers' income and generate employment opportunities for the unemployed.

MARKETING COMMUNICATION:-

Marketing communication, and promotion too, poses problems in rural markets. There are many constraints emanating from the profile of the audience and the availability of media.

In short, the crux of marketing communication in the rural context is one of finding a media mix that will deliver the required message in a cost- effective manner to a target audience that is predominantly illiterate.

Selecting the Media Mix:

Evidently, in the rural context the firm has to choose a combination of formal and non-formal media.

The possibilities are indicated below:

Media Mix in the Rural Context:

1. Formal / Organized Media-
 - i. TVii. Cinemaiii. Press IV. Other print media v. Direct mail
 - vi. Radio vii. POPs viii. Outdoors
2. Non-Formal/ Rural Specific Media–
 - i. Audio-visual vans or publicity vans
 - ii. Dance-dramas, puppet shows, rural specific art forms like Harikatha and Villupatu performed at village melas and temple festivals
 - iii. Demonstrationsiv. Study classesv. Mike announcements, processions.
 - vi. Caparisoned elephants, decorated bullock carts carrying ad panels.
 - vii. Music recordsviii. House-to-house campaigns by special promotion squads.
 - ix. Information centres on company's products

1. The Formal Organized Media:

Among the formal/ organized media, TV, Radio, Cinema, POPs and Outdoors have a good scope in the rural context.

i. TV:

With the increase in coverage and the increase in TV ownership in rural areas, TV has the potential to become the primary medium for rural communication. Studies have revealed that as much as 77 per cent of the villages in India now receive TV transmission and 27 per cent of all rural people actually watch TV.

ii. Radio:

The radio is a well-established medium in rural areas. A big expansion in broadcasting facilities has taken place in the country over the years. The availability of radio sets has also expanded.

iii. Cinema:

The cinema is a useful medium in the rural context. Most Indian villages have one or more cinema houses. And 29 per cent of all rural people do see cinema as a matter of regular lifestyle and habit.

iv. Outdoors:

The outdoor also lend itself well to rural communication. In fact, presently, many companies are using the outdoor medium imaginatively in their rural communication mix, through hoardings, wall paintings, illuminations and other displays in the rural areas.

v. POPs:

The POPs, point of purchase (or point of sale) promotion tools are also quite useful in the rural markets. The POPs meant for the rural market should be specially designed to suit the rural requirements. More than written words, symbols, pictures and colours must be used in POPs meant for the rural markets. Colour is of particular significance in the rural context.

2. The Non-Formal/Rural Specific Media:

A variety of non-formal media have been developed over the years by rural marketing firms to suit the specific requirements of rural communication. Some of them are interpersonal media and the others mass media.

The more popular ones among them are analysed below:

Audio-Visual Publicity Vans. The A V unit or the publicity van is very useful for rural, communication. The van is a comprehensive mobile promotion station at the exclusive command of the concerned firm. The firm can exhibit its films and other audio-visual

presentations such as slide shows, sound and sight presentations, puppet shows, etc. from this instant promotion station.

Rural contribution to FMCG sales is high in states that have significant rural population as shown below:

Table 2.4: State-wise Contribution of Rural Market to FMCG Sales

State	Contribution (per cent)
Bihar	62
Kerala	55
Assam	51
Chhattisgarh	50
Uttaranchal	49
Odisha	47
Jharkhand	41
Andhra Pradesh	40
UP	39
Punjab	38
West Bengal	37
Madhya Pradesh	35
Rajasthan	34
Maharashtra	28
Gujarat	27
Karnataka	24
Haryana	23
Tamil Nadu	22

Rural markets are growing fast and in many states they contribute to substantial sale of FMCG products.

Conclusion and Suggestion:-

These campaigns are different from door-to-door selling campaigns. The promotion squads do not engage in the selling job; they only propagate the product. As companies may normally find it difficult to spare their own staff for such elaborate and time consuming work, they may hire the required people on a daily wage basis, train them briefly and use them under the supervision of company staff.

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