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## **A PRAGMATIC ANALYSIS OF RURAL MARKETING AND ITS IMPLEMENTATION IN INDIA**

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### **ABSTRACT**

Rural Marketing is one of the prominent and growing domains the corporate world for the delivery of superior services to the villagers and rural segment. In this aspect, a number of companies are working with full passion. "In this research work, the awareness level of the rural sector in India is investigated with the live case studies and data interpretations. The rural india is now growing to a huge extent with its superior and effective involvement in the global products. A number of corporate organizations are delivering the services in all corners and dimensions of rural sector. In this work, the effective implementation of the dataset from authentic sources and primary as well as secondary data interpretation is done. It is found in the extracts that there is huge scope of marketing and delivery in the rural segment in India.

## **INTRODUCTION**

Inclusive Marketing is an approach that looks at the poor not only as consumers but also as producers/suppliers. At present these rural producers/suppliers are struggling to market their products and services due to various reasons such as Low Capital Labor ratio, preponderance of small land holdings, and excessive dependence on monsoons; massive unemployment and illiteracy.

Apart from these, rural producers in both farm and nonfarm product categories are facing serious problems about technical and marketing knowledge. They are also ignorant about modern marketing issues like quality, delivery schedule, packaging, after-sales-service, etc. The pricing concepts are not aligned with consumer want and goods are produced without a proper market survey or ascertaining beforehand whether there is a demand for a particular product.

Consequently the rural producers are not able to give stiff competition to their urbane counterparts. It is a matter of concern the agriculture, forestry and fishing sector are growing at less than 3 per cent in India.

The present study is confined to tribal region of South Rajasthan. Rajasthan is the largest state in India in terms of geographic area. South Rajasthan is predominately habited by tribals. Tribal producers, suppliers and artisans old age traditional knowledge is still cherished not only in this region but outside also. This province is rich in natural resources and boosts a lot of cultural diversity. This tribal region is not economically well off and economic empowerment is a felt requirement today.

There is a need to accord greater attention to rich and diverse cultural heritage, traditional crafts and customs of the country in general and this region in particular which are showing signs of neglect. There is a huge scope of market traditional rural products and services. Out of lots, ethnic origin and indigenous design and appearance are two traits of rural products, attracting a premium in the market. Handicrafts, toys, apparels and food products, home furnishing are few such categories which can rewrite the success stories for its producers provided with effective market access.

Against this back drop, the proposed study attempts to achieve following objectives:

- a. To explore the prevalent scenario in the field of rural marketing in India.
- b. To understand the diversified rural product and service mix with in the tribal region of Rajasthan (India).
- c. To interrogate selected rural producers, suppliers and artisans regarding the problems faced by them.
- d. To seek the opinions of representative of various facilitating agencies such as government organisations, NGOs and educational institutes.

### **Rural Marketing Scenario in India**

Marketing is the pivot of economic development in rural areas. It is a vital component in income and employment generation in farm and non-farm sectors. Rural marketing in India is often perceived as agricultural marketing and not more. However, rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the agricultural non-agricultural workers from rural to urban areas.

Following are the imperative of Rural Marketing in India Economy:

- Various rural development programs have been introduced by Central and state governments which are in turn instrumental for an upsurge of employment opportunities for the rural poor.
- Very little attention has been paid in the planning era towards the development of rural marketing. In fact marketing is a dynamic state of affairs and is part and parcel of the whole economy. Thus production and marketing are the two facets of a same coin. Rural marketing constitutes the nerve centre of rural development activities.
- Maximum numbers of consumers are living in rural India, The rural market is vast and spread and offers a plethora of opportunities in comparison to the urban sector.
- The social status of the rural regions is precarious as the income level and literacy is extremely low along with the range of traditional values and superstitious beliefs that have always been a major impediment in the progression of this sector.
- Government of India initiatives for proper irrigation, infrastructural developments, prevention of flood, grants for fertilizers, and various schemes to cut down the poverty line like MNREGA and for rural infrastructure Bharat Nirman have improved the condition of the rural masses.
- The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country. The rural population in India accounts for around 627 million, which is exactly 74.3 percent of the total population.

According to Aziz (2006), In India, entrepreneurs first emerged in the rural areas. They were basically traditional artisans, cultivators and businessmen engaged in production and distribution of goods and services required by the people.

Entrepreneurship has become a key strategy for rural development (Drabensott et al., 2003; Merrett and Gruidl, 2000). The viability of locally based economic systems is tied directly to the collective efforts of members of communities (Flora et al., 1992; Kinsley, 1997; Miller and

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Besser, 2000). Therefore, a better understanding of the relationship between entrepreneurship and rural development is important.

The spirit of entrepreneurship in Rural India has been dampened by problems like rigid caste system, lack of education and poor infrastructure in last many years. Even then, there was a sub current of petty entrepreneurship for a long period.

Rural firm growth is limited by a number of factors, including limited scope of local demand and poor access to extra-regional markets, low density and consequent lack of opportunity for networking, inadequate access to and unfamiliarity with modern information technology, and difficulties in accessing capital. (Nerys F. et. al, 2006)

## **PROPOSED WORK AND RESULTS**

### **CROSSTABS**

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/FORMAT=AVALUE TABLES

/STATISTICS=CHISQ CC PHI LAMBDA UC ETA GAMMA D BTAU CTAU KAPPA RISK

MCNEMAR CMH(1)

/CELLS=COUNT

/COUNT ROUND CELL

/BARCHART.

### **Crosstabs**

**Notes**

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	N of Rows in Working Data File	100
	Definition of Missing Value	User-defined missing values are treated as missing.
Missing Handling	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

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Resources	<pre> Processor Time 00:00:02.03 Elapsed Time 00:00:01.38 Dimensions Requested 2 Cells Available 174762                 </pre>

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**Warnings**

The Tests for Homogeneity of the Odds Ratio table and the Mantel-Haenszel Common Odds Ratio Estimate table are not computed for workingconditions \* RuralMarketingAware, because either (1) the group variable does not have exactly two distinct non-missing values or/and (2) the response variable does not have exactly two distinct non-missing values.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender *	100	100.0%	0	0.0%	100	100.0%
RuralMarketingAware						
workingconditions *	100	100.0%	0	0.0%	100	100.0%
RuralMarketingAware						

**gender \* RuralMarketingAware**

**Crosstab**



Count

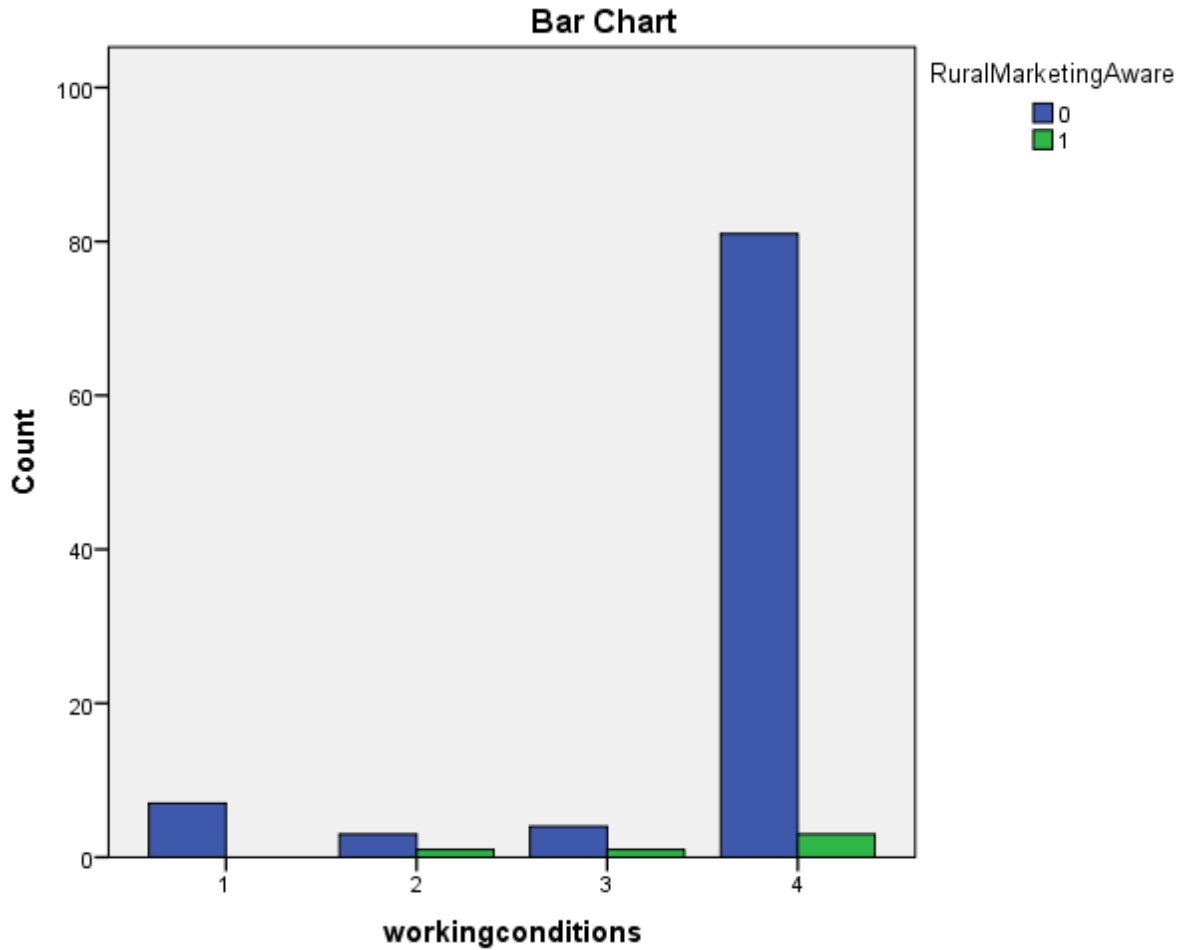
	RuralMarketingAwa re		Total
	0	1	
f gender	17	0	17
m	78	5	83
Total	95	5	100

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	1.078 <sup>a</sup>	1	.299		
Continuity Correction <sup>b</sup>	.183	1	.669		
Likelihood Ratio	1.916	1	.166		
Fishers Exact Test				.585	.386
McNemar Test				. <sup>c</sup>	
N of Valid Cases	100				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .85.

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ONEWAY    inserviceprograms    supportiveadministration    performanceevaluations  
workingconditions BY RuralMarketingAware  
/STATISTICS DESCRIPTIVES EFFECTS HOMOGENEITY BROWNFORSYTHE WELCH  
/PLOT MEANS
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/MISSING ANALYSIS.

**Oneway**

**Notes**

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Missing Value Handling	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Cases Used	

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**CONCLUSION**

From the detailed analysis and data interpretation, it is found that India is one of the prominent regions in the global aspects having very strong rural marketing strategies.” The rural marketing adoption is prevalent and used by many organizations.

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