

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VIII

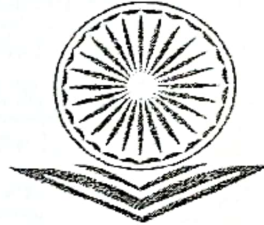
Issue - I

Part - II

January - March - 2019

Peer Reviewed Refereed
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING

2018 - 5.5

www.sjifactor.com

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❖ PUBLISHED BY ❖

Ajanta Prakashan

Aurangabad. (M.S.)

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18. Importance of Rural Marketing and their Linkages in Rural Development

Dr. N. B. Kamble

Dept. of Commerce, Mamasahab Mohol College, Paud Road, Pune.

Prof. Anita Gadekar

Dept. of Marathi, Mamasahab Mohol College, Paud Road, Pune.

Abstract

India is an agro based economy and the like the development of most of the other sectors of economy is driven by rural demand. If we compare there are more villages in India than towns. There are just 5161 towns in India there are 638365 villages there in India. This tells where the real India resides. Companies have started to realize that the key to gain true market leadership lies in tapping the rural potential. The size of rural market speaks for itself. According to the census of 2001 there are 742 million Indians constituting 138 million households resides in 638365 villages.

As the rural Indian market is untouched and unexplored the manufacturers are now looking forward to capture the opportunities in this new era market. As they have been witnessing a decline in their growth rates in urban market overload. As youth of rural areas are now educated this consequential increase in the purchasing power of the rural communities. A survey was conducted by NCAER (National Council for Applied Economic Research) in which it states that rural incomes are rising and keeping pace with the rising urban incomes. The rural middle class is growing at 12% close to the urban middle class which is growing at 13%. This paper is to represent the current status of Indian rural marketing in present economic scenario and importance of rural management and their linkages in rural development.

Keywords : Rural market, rural Marketing and their correlation to Rural Development

Introduction

The process of identifying, anticipating and knowing customer needs and organizing the resources of the company to fulfil them is called marketing. It is satisfying the customers need which is also essential for any organization's existence. Knowledge of consumer behaviour is must in order to achieve marketing objectives and goals. The consumer behaviour includes the acts, process and social relationships displayed by individuals, groups and organisations in searching, acquiring, use of and subsequent experience with products and services. An under-

standing and knowledge of the motives hidden in consumer's behaviour helps a firm in seeking more efficient ways to satisfy its customers. It helps to choose suitable sales and advertising strategies and to plan marketing programme in a more effective manner. In the 1960's the rural market of India started showing its potential. The time period of 70's and 80's showed steady development. And there are clear signs that the 21st century is going to see its full thriving. In our country where research on consumer behaviour has been titular's not much systematized information is available about rural consumers. Only few aware companies known for their marketing orientation viz. Hindusthan Leaver, Philips India, Asian paints singer and Larsen and turbo have made solid efforts in this directions. But from the marketing point of view we have still to understand the rural buyer, his habits attitudes and behaviour.

There exist many assumptions about rural marketing. For example one assumption is that the rural buyer is not very selective. Once he persuaded to buy a particular product he develops a strong liking for it. And if satisfied becomes brand loyal. This results in Indian manufacturers to prefer selling fewer items at higher prices than selling more items at lower prices. Contradictory to this rural buyer, being suspicious of the marketer's hard sell techniques is quite elective, and is not easily persuaded. Yet another assumption is that the rural buyer is not particularly enthusiastic about quality and packaging. Some other assumptions can be cited. But all these need deep examination for arriving at valid and reliable conclusion. Consumer's research thus it is essential for entering the rural segment of the market.

What are market Linkages?

The term Market linkage is often referred to in the literature on rural development. What does it exactly mean?

The term linkage implies physical connection between the producer and the ultimate consumer. Linkage also covers financial transactions the selling and buying of goods and can be defined in four different ways.

1. By the form of financial transactions or type of mediator who undertake the transactions.
2. By the channels through which transactions occur the type of facilities used for it.
3. By how they are associated together by transport and communications. Networks

By the spatial distribution of transactions where they happen and whether this forms a pattern.

Research Methodology

This study is an exploratory in nature it describes the role of rural market in Indian economy. Similarly this paper includes importance of rural marketing and their linkages in rural development.

The objective of this paper are as follows

1. To study the role of rural market in Indian economy
2. To study the importance of rural marketing.
3. To study rural marketing and their linkages rural development.

Significance of the rural markets

If you meet the sales executive today and ask which market he would like to serve the immediate answer would be Rural Markets as they are unexplored. A number of factors have been recognized as responsible for the rural market rise. Some of them are

- a) As population increases there is an increase in demand. The rural population in 1971 was 43.80 cores, which increased to 50.20 cores in 1981, 60.21 cores in 1991 and by 2001 it was 66.0 cores.
- b) Due to agrarian property there is an increase in the rural income.
- c) Large amount of investment for rural development programmes from government and other sources.
- d) Due to development of transport and a wide communication network, rural people have increased their contact with their urban counterparts.
- e) Increase in literacy and educational level among rural people and the resulted preference to lead sophisticated lives.
- f) Inflow of foreign payments and foreign made goods in rural areas.
- g) Changes in the land ownership system causing a structural change in the ownership pattern these results in changes in the buying behaviour.

The rise in the level of prosperity appears to have resulted in two dominant shifts in rural consuming system.

One is apparent consumption of consumer durables by almost all segment of rural consumer and the obvious preference for branded products as compared to non branded products of rural.

Rural marketing

Rural marketing is defined as a function of managing all activities that involves assessing stimulating and converting the purchasing power of rural consumer into an effective demand

for particular product and services and transporting these products and services to the people. In rural areas to create satisfaction and a better standard of living and there by achieving organizational goals. The attitudinal and socio economic between the urban and rural customers difference.

Attracting factors of rural markets.

The huge potential of the rural market can be realized if the marketers understands this market. The huge untapped needs of the rural mass the growing rural economy and the increasing media infiltration and brand awareness make this market extremely appealing to marketers.

Understanding the potential of rural market

1. Vast population

The size of rural market itself speaks of its potential. 742 million Indians constituting 138 million household resides in 638365 villages.

2. Increase in market --the market has been growing at 3 to 4 %p.a. adding more new consumers every year.
3. Impact of globalisation --globalisation will have its impact on tirade groups like farm's youth and women. Farmers today are up to date with latest information and maximise both ends.
4. Increasing income and purchasing power—there has been increase in the income in agricultural sector due to the agricultural development pograms of government. these in result have created grater purchasing power in rural markets.
5. Accessibility of markets--- The attraction of market depends not only on its potential but also on its approach ability. The road networks has provided a systematised product distribution system to villages. Increasing direct contacts to villages helps product promotion and availability of the p[roduct in the village shop.
6. Customer behaviour changes—increased literacy, and greater awareness in rural market create new demands and selective buyers. This can be seen more in younger generation.
7. Green revolution—the vision of Dr. Swami Nathen ,the father of the green revolution to obtain self sufficiency in food grain production in 1995, was a major. Break through in food grain product: on by the use of scientific methods in agriculture.
8. Various government policies – The government schemes like . white revolution , blue revolution yellow revolution etc. Resulted in the production of 15 million tons of milk p.a.



9. Better credit facilities through bank - every village has access to short .medium. long - term loan from co-operative banks. The credit facilities extended by public sector banks through kisan Green cards helps the farmers to buy seeds tools fertilizers and every consumer goods on instalments.
10. Green Card for farmers.--- through public sectors banks . the government initiated credit cards for farmers on which they can take short or medium term loans to buy seeds, fertilizers etc.

Rural Marketing and their linkages in rural Development

A key concept in rural development is how rural towns and villages related to the overall pattern of rural settlement . rural towns and villages are during force of the economic livelihood of rural areas. They act as "central places" in providing and servicing the population of the surrounding areas with products and services. they can also be the main forces for putting together the local farms produce for bulking up into loads and for onward movement of the produce to urban areas outside the region.

Development programmes

The five year plans have witnessed massive investment in rural areas in terms of number of development programmes implemented by the central and state government .these programmes have generated incomes to ruralise and helped them to change their life-styles.

Some of these programmes are:

1. Intensive Agricultural District Programme (IADP-package programme)
2. Intensive Agricultural Area Programme (IAAP)
3. High Yielding Varieties Programme (HYVP-Green Revolution)
4. Drought Prone Areas Programmes (DPAP)
5. Small Farmers Development Agency (SFDA)
6. Hill Area Development Programme
7. Operation Flood I, II, and III (white Revolution)
8. Fisheries Development (Blue Revolution)
9. Jawahar Rojgar Yojna (JRY)

These programmes are related with agriculture and allied activities but there are certain other policies which are specifically meant to raise the standard of the rural people in the field of health education ,sanitation etc. After the beginning of economic reforms in 1991 ,the Government has been giving special attention to the rural India by providing certain development schemes for these areas .

Conclusions

Market which are not able to face the stiff competition posed by MNC's can restore their profits in the rural sector. The market share of urban market when compared to the rural market is low; hence if Indian industries concentrate on rural markets their sales will increase. If rural markets are brought into the limelight of development, they marked towards the prosperity. If India lies in the prosperity of every Indian, hence no rural segment should be left untapped. Rural market has tremendous potential that prosperity of every Indian, hence no rural segment should be left untapped. Rural market has tremendous potential that is yet to be tapped. A small increase in rural income, results in an exponential increase in buying power. Government policies increasingly recognize the importance of marketing to the commercialization of agriculture and the expansion of agriculture productivity. Linking of producers to consumers is usually addressed in two ways through improved marketing extension and by improving physical infrastructure this guide focuses primarily on physical infrastructure including rural and urban markets and rural access record.

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Peer Reviewed Refereed
and UGC Listed Journal

An International Multidisciplinary
Quarterly Research Journal

ISO 9001:2008 QMS
ISBN / ISSN

AJANTA

ISSN 2277 - 5730

Volume - VIII, Issue - I, January - March - 2019

Impact Factor - 5.5 (www.sjifactor.com)

As Hereby Awarding This Certificate To

Dr. Neeta B. Kamble

As a Recognition of the Publication of the Paper Entitled
Rural India and ICT in Education: A Overview

Editor: **Vinay S. Hatole**

Ajanta Prakashan,
Jaisingpura, Near University Gate, Aurangabad. (M.S.) 431 004
Mob. No. 9579260877, 9822620877 Tel. No.: (0240) 2400877,
ajanta1977@gmail.com, www.ajantaprakashan.com