Rural marketing

The villages are the backbone or the soul of India. With more than two thirds of the Indian population living in rural areas, rural India reflects the very essence of Indian culture and tradition. A sustain development of India as a nation sustained the holistic development of rural India. Farmers could use the connected computers to get commodity prices faster, or get information on new agricultural techniques. The youth would get details on job opportunities across the state. The district administration could get details of problems in near real-time. The eligible could search for matrimonial matches across adjacent villages. The voters would communicate their concerns to the politicians and bureaucrats electronically, with a trail of the communication. The village officials could share governance best practices faster among their counterparts elsewhere.

6.1 Definition Rural Marketing

India is a land of diversity and about 70% of the Indian population lives in villages. These villages contribute to the economic development of the nation through the production of food grains, vegetables, fruits, etc. Export of these agricultural commodities result in the generation of capital and earnings of foreign exchange. There are 600,000 villages in India. 25% of all villages account for 65% of the total rural population. So we can contact 65% of 680 million or 700 million population by simply contacting 150000 villages – which shows the huge potential of this market. Indian rural market has a vast size and demand base. Before going into more aspects on rural marketing, let us understand how rural is defined. The Census defines urban India as - "All the places that fall within the administrative limits of a municipal corporation, municipality, cantonment board etc. or have a population of at least 5,000 and have at least 75 per cent male
working population in outside the primary sector and have a population density of at least 400 per square kilometer. Rural India, on the other hand, comprises all places that are not urban!"

The government of India only defines a non-urban market. An urban market is the one which has a population density of 400 people per sq. /km. 7% of its population has to be involved in non-agricultural activities and there is a municipal body. If we go by statistics, roughly around 70% of the Indian population lives in the rural areas. That’s almost 12% of the world population. To expand the market by tapping the countryside, more and more MNCs are foraying into India's rural markets. Among those that have made some headway are Hindustan Lever, Coca-Cola, LG Electronics, Britannia, Standard Life, Philips, Colgate Palmolive and the foreign-invested telecom companies.

6.2 Rural Market Development

Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives.

It is a two-way marketing process where in the transactions can be

1. Urban to Rural

It involves the selling of products and services by urban marketers in rural areas.
These include Pesticides, FMCG Products, Consumer durables, etc.

2. Rural to Urban:

Here, a rural producer (involved in agriculture) sells his produce in urban market.
This may not be direct. There generally are middlemen, agencies, government co-operatives, etc who sell fruits, vegetables, grains, pulses and others.
3. Rural to rural:
These include selling of agricultural tools, cattle, carts and others to another
village in its proximity.

6.3 Features of Indian Rural Markets:

- **Large, Diverse and Scattered Market**
Rural market in India is large, and scattered into a number of regions. There
may be less number of shops available to market products.

- **Major Income of Rural consumers is from Agriculture**
Rural Prosperity is tied with agriculture prosperity. In the event of a crop failure,
the income of the rural masses is directly affected.

- **Standard of Living and rising disposable income of the rural customers**
Of the rural population lives it is known that majority below poverty line and has
low literacy rate, low per capital income, societal backwardness, low savings, etc.
But the new tax structure, good monsoon, government regulation on pricing has
created disposable incomes. Today the rural customer spends money to get value
and is aware of the happening around him.

- **Traditional Outlook**
Villages develop slowly and have a traditional outlook. Change is a continuous
process but most rural people accept change gradually .This is gradually changing
due to literacy especially in the youth who have begun to change the outlook in
the villages.

- **Rising literacy levels**
It is documented that approximately 45% of rural Indians are literate. Hence
awareness has increased and the farmers are well-informed about the world
around them. They are also educating themselves on the new technology around them and aspiring for a better lifestyle.

- **Diverse Socioeconomic background**

Due to dispersion of geographical areas and uneven land fertility, rural people have disparate socioeconomic background, which ultimately affects the rural market.

- **Infrastructure Facilities**

The infrastructure facilities like cemented roads, warehouses, communication system, and financial facilities are inadequate in rural areas. Hence physical distribution is a challenge to marketers who have found innovative ways to market their products. As part of planned economic development, the government is making continuous efforts towards rural development. In this age of liberalization, privatization and globalization, rural market offers a big attraction to the marketers to explore markets that are untapped.

### 6.4 Characteristics of rural market

1) The rural markets are of diverse nature. There are people from diverse cultural, linguistic and religious background. No two markets are alike and it is dispersed across India.

2) Shift towards rural markets are mainly because of saturation and competitiveness of urban market. Marketers do not want to neglect this huge untapped market.

3) The incomes of rural customers are also increasing. As seen earlier disposable income of rural consumers have increased and they spend on FMCG and consumer durables.
4) Rising literacy has generated a demand of life style products. Lot of youth move out of the village and visit surrounding cities. They come back decision making.

5) Cable television has also contributed to an increase in life style. The reach has increased and marketers are in a position to promote their products much more easily,

6.5 Challenges of rural marketing

The rural market may be attracting marketers but it is not without its problems, Low per capita disposable incomes that are half the urban disposable income; large number of daily wage earners, acute dependence on the vagaries of the monsoon; seasonal consumption linked to harvests and festivals and special occasion’s roads, power problems, and inaccessibility to conventional advertising media.

However, the rural consumer is not unlike his urban counterpart in many ways. The more marketers are meeting the consequent challenges of availability, affordability, acceptability and awareness in rural market.
a) Availability

The first challenge in rural marketing is to ensure availability of the product or service. India's 7,00,000 villages are spread over 3.2 million sq. km; 700 million Indians may live in rural areas, finding them is not easy. They are highly dispersed. Given the poor infrastructure, it is a great challenge to regularly reach products to the far-flung villages. Marketer should plan accordingly and strive to reach these markets in a regular basis. Marketers must trade off the distribution cost with incremental market penetration.

Tribal largest rural produce in a subsidiary of Girijan products, has built a strong shandy distribution system which helps its products reach the interiors of the rural market. To service remote village, stockiest use bicycle, auto transportation of the vehicle in GCC trucks, bullock-carts and mobile marketing system in rural areas.

India's largest MNC, Hindustan Lever, a subsidiary of Unilever, has built a strong distribution system which helps its brands reach the interiors of the rural
market. To service remote village, stockiest use auto rickshaws, bullock-carts and even boats in the backwaters of Kerala.

Coca-Cola, which considers rural India as a future growth driver, has evolved a hub and spoke distribution model to reach the villages. To ensure full loads, the company depot supplies, twice a week, large distributors which who act as hubs. These distributors appoint and supply, once a week, smaller distributors in adjoining areas.

b) Affordability

The second major challenge is to ensure affordability of the product or service. With low disposable incomes, products need to be affordable to the rural consumer, most of who are on daily wages. A solution to this has been introduction of unit packs by some companies. This ensures greater affordability. Most of the shampoos is available in smaller packs. Fair and lovely was launched in a smaller pack. Colgate toothpaste launched its smaller packs to cater to the traveling segment and the rural consumers.

Hindustan Lever has launched a variant of its largest selling soap brand, Lifebuoy. Coca-Cola has addressed the affordability issue by introducing the smaller bottle priced at Rs 5. The initiative has paid off Eighty per cent of new drinkers now come from the rural markets.

c) Acceptability

The next challenge is to gain acceptability for the product or service. Therefore, there is a need to offer products that suit the rural market. LG Electronics have reaped rich dividends by doing so. In 1998, it developed a customized TV for the rural market named Sampoorna. It was a runway hit selling 100,000 sets in the very first year. Coca-Cola provided low-cost ice boxes in the
rural areas due to the lack of electricity and refrigerators. It also provided a tin box for new outlets and thermocolbox for seasonal outlets. The insurance companies that have tailor-made products for the rural market have also performed well. HDFC Standard LIFE topped private insurers by selling policies worth Rs 3.5 crore in total premier. The company tied up with non-governmental organizations and offered reasonably-priced policies in the nature of group insurance covers.

**d) Awareness**

A large part of rural India is inaccessible to conventional advertising media. Only 41 per cent rural households have access to TV. Building awareness is another challenge in rural marketing. A common factor between the rural and the urban consumer is the interest for movies and music. Family is the key unit of identity for both the urban and rural consumer.

However, the rural consumer expressions differ from his urban counterpart. For a rural consumer, outing is confined to local fairs and festivals and TV viewing is confined to the state-owned Doordarshan. Consumption of branded products is treated as a special treat or indulgence. Hindustan Lever has its own company-organized media. These are promotional events organized by stockiest. Godrej Consumer Products, which is trying to push its soap brands into the interior areas, uses radio to reach the local people in their language. Coca-Cola uses a combination of TV, cinema and radio to reach the rural households. It has also used banners, posters and tapped all the local forms of entertainment. Since price is a key issue in the rural areas, Coca-Cola advertising stressed its `magical' price point of Rs 5 per bottle in all media. LG Electronics uses vans and road shows to reach rural customers.
The company uses local language advertising. Philips India uses wall writing and radio advertising to drive its growth in rural areas. Also, in India, the retailers are highly fragmented, highly dispersed. At the same time, each of these regions serves a large population. The media penetration in rural areas is only about 57% has been seen that ,two out of five Indians are unreached by any media - TV, Press, Radio and Cinema put together. Haats, mandis and melas are opportunities.

(i) Mass Marketing

In the early period of the twentieth century, many companies practiced mass production and mass distribution. As economies evolved and societies became civilized, consumer choice and requirements came into focus. Until now, the rural market was considered a homogeneous mass as was the Indian Market till some 20 years ago. Some companies depend on mass marketing, while many others do not.

(ii) Segment Marketing

The principal of segment marketing rests on the realization that buyers differ in their needs, wants, demands and behaviors. The need for segment marketing arises when Consumers have become more diverse, sophisticated and choosy.

- Competition has become tough
- Benefits of segment marketing:
  - Company can service its customers more effectively and efficiently
  - Company gains the image of a creative and innovative organization
  - Understanding of consumer needs and wants
  - Awareness of competitors, products and services
(iii) Niche Marketing

A niche is a very small group with a distinctive set of traits, who seek a special combination of benefits. Niche marketing identifies special sub-groups within larger segments and offers different products and services.

(iv) Micro Marketing

Micro Marketing involves tailoring products and programs to suit the tastes of specific locations and individuals. It includes local marketing and individual marketing.

The advantages of local marketing are:

- Effective marketing in the face of difference in demographics and life styles and communities indifferent regions.
- Supports and stimulates retailers, who prefer offers customized to their locality.

6.6 MARKETING CHANNELS

Agricultural commodities move in the marketing chain through different channels. The marketing channels are distinguished from each other on the basis of market functionaries involved in carrying the produce from the farmers to the ultimate consumers. The length of the marketing channel depends on the size of market, nature of the commodity and the pattern of demand at the consumer level. The marketing channels for agricultural commodities in general can be divided into four broad groups they are:

(i) Direct to consumer,
(ii) Through wholesalers and retailers,
(iii) Through public agencies or cooperatives, and
(iv) Through processors.
Although the quantities moving in these channels vary with commodity and from state to state, but general features of these channels are as follows:

1. The proportion of marketed surplus going directly from the farmers to consumers continue to be small (around one or two per cent) and has decreased over the years due to the increase in marketed surplus, shifting of processing activities from consumer to the processors and increase in the demand for processed, packed and branded products. As the price received by the farmer in this channel is higher (both in absolute term and as a proportion of consumer’s price) than others, government is encouraging direct marketing by the farmers through such schemes as, sandies, Rythu Bazar, etc.

2. The private sector handles around 80 percent of the marketed surplus of agricultural products. The quantity of agricultural products handled by the government agencies has been about 10 per cent of the total value of marketed surplus. Further, around 10 per cent marketed surpluses were handled by the producers or consumers cooperatives.

3. The main functionaries in the marketing channel for agricultural commodities include village traders, primary and secondary wholesalers, commission agents, processors and retailers including vendors. Public agencies, farmers’ cooperatives and consumers’ organizations also perform many marketing functions.

4. Marketing channels for various cereals in India are more or less similar except for rice where processing is an essential activity.

5. Government intervention in purchase of agricultural commodities under minimum support price programme, procurement of food grains, market
intervention scheme (MIS), monopoly purchase, open market purchases of commodities by NAFED, CCI, JCI and state oilseed federations, have been in existence for many years. The quantity of commodities purchased by public agencies depended on the objectives of the intervention. The entry of public and cooperative agencies altered the existing marketing Channels and also their importance in terms of quantity marketed through them. The basic objective of entry of these agencies is to safeguard the interest of producer-farmers alongside providing food security to consumers through operating a public distribution system.

6. With the intervention in the purchase and distribution of food grains (especially rice and wheat), government purchase agency (Food Corporation of India) entered as an important market functionary in the trade of cereals. Fair price shops also came as retail outlets for distribution of cereals to targeted sections of population. Cooperatives have also assumed importance in the marketing channel with the encouragement to producers or consumers cooperatives. In the case of sugarcane, cooperative sugar factories play a dominant role from the point of view of quantity of sugarcane handled. Cotton Corporation of India and Jute Corporation of India along with the state level cooperative federations, are now the important buyers of fibre crop products from farmers.

6.7 DIRECT MARKETING - FARMERS MARKETS

Direct marketing by farmers is being encouraged as an innovative channel. Some examples of these channels are Rythu bazars, and rural Sandies. These channels are mostly adopted in sales transactions of agricultural commodities like
fruits, vegetables and flowers which are highly perishable. In this channel, the produce move quickly from farmers to consumers due to lack of middlemen.

If farmers directly sell their produce to the consumers, it not only saves losses but also increases farmers’ share in the price paid by the consumer. Farmers’ Markets were introduced with a view to eliminating the middlemen and arrange facilities for the farmers to sell their produce directly to the consumers at reasonable rates fixed every day. On account of the scheme, both the farmers and the consumers are benefited.

Rythu bazars in Andhra Pradesh the Rythu bazars were initiated by the Government of Andhra Pradesh on January 26, 1999. The number of Rythu Bazars has increased from 49 to 102 and now covers nearly 40,000 farmers of 2,800 villages with in a span of nine on this in all the district head-quaters and important cities in Andhra Pradesh. Rythu bazars are located on government lands identified by the District Collectors. The locations are decided in such a way as are convenient to both for the farmers and consumers. The provisional for opening of new Rythu bazars are the availability of at least one acre of land in strategic location, and identification of 250 vegetable growing farmers including 10 groups. The price fixation in Rythu bazars is through a committee of farmers and the Estate Officer. Adequate care is taken to fix the prices realistically. If the prices in Rythu bazars are higher than the local market rate, there is no incentive to consumers. And if the prices fixed are lower than the wholesale market rates, there are no incentives to farmers. The prices in Rythu bazars are generally 25 percent above the wholesale rates and 25 percent less than the local retail price. The maintenance expenditure of Rythu bazaars is being met from the financial sources of Agricultural Produce Market Committees.
6.8 RURAL PRIMARY MARKETS

Rural Primary Markets include mainly the periodical markets known as haats, shandies, paints and fairs which are estimated to more than 21,000 to a maximum of 47,000 in the country. These are located in rural and interior areas and serve as local points to a great majority of the farmers, mostly small and marginal for marketing their farm produce and for purchase of their consumption needs. These markets, which also function as collection centers for adjoining secondary markets, are devoid of most of the basic needed marketing facilities.

The commodities collected in these markets find their way to the wholesale assembling markets in the process of movement to consumers. Provision of rural infrastructure at a level that will allow the development of a strong and productive agricultural sector is sine-qua-non for development of agrarian economy. In rural and tribal areas, a weekly market is the first link in the marketing channel for a small/marginal and tribal farmers and the price they receive at this market constitute their cash income. It is estimated that 90 percent of the total marketable surplus in the remote areas is sold through these markets.

Improving efficiency of this grass root level market outlets will facilitate proper price formation, minimize costs and pave way for introduction of innovations. A weekly haat is also a place where majority of the population buy their daily necessities such as soap, shoes, clothes, utensils, and agricultural inputs. Social information is exchanged in these markets along with settlement of marriages. Number of studies has shown that the efficiency of rural markets is poor due to number of problems, such as the high degree of congestion at market yards, less number of traders and non-availability of supporting services. This, in turn, affects the market turnover.
The efficiency of rural assembly markets, as a link in the marketing chain have positive impact on types of crops to be grown and resource allocation by agricultural producers. Normally the programmes designed for development of Rural Primary Markets (RPMs) especially tribal markets emphasize increase in agricultural production assuming that increase in production will automatically increase their incomes. Experience has shown that increase in production may be a necessary condition, but certainly not a sufficient condition to increase farmers’ income. As the tribal development envisages improving the quality of life and level of living standards by increasing their income, improvement in market outlets constitutes its integral part. Yet, very little efforts have been made by the government agencies/market authorities to develop rural tribal markets/weekly haats/shandies.

A programme designed to increase tribe’s income and purchasing power through a competitive market network is a much more forceful tool for direct attack on poverty alleviation. A well planned and efficiently operated market is the nucleus of rural growth center in rural and tribal areas.

The Farmers wish that their produce, once brought to the haat is sold quickly at higher price with the minimum market charges, without any malpractices in trading. With requisite technical support, weekly Haats and Shandies can also be used for effective credit delivery, input marketing, procurement and other socio-economic activities. By bringing such services to the rural and tribal haats, rather than waiting for the people to come, much more effective services can be provided. Under the changed economic environment, rural and tribal markets can be a financially self-supporting unit and a source of income to finance for further developmental infrastructure.
Rural Primary Markets play a very vital role in marketing of produce, particularly of small and marginal farmers including landless laborers. Rich farmers with higher surpluses generally take their produce to nearby wholesale assembling markets. At times, they purchase surpluses from other small farmers and carry the same along with their produce to the assembling markets for disposal. The small cultivators with limited surplus find it uneconomical to go to wholesale assembling markets located at long distances from their villages.

The number of primary rural markets in the country is more than 21,000. According to the report of Marketing and Research Team (MART), New Delhi on Traditional Haats and Melas in India, a study sponsored by the Ministry of Rural Development during 1995, it is estimated that there are 47,000 Haats of which 75 percent are held once a week, 20 percent twice a week and 5 percent are held daily. The study indicates that, on an average, one haat caters to approximately 14 villages.

The relationship between the distribution of villages according to population or range and the availability of haats, smallest villages (population less than 500) held the fewest haats (only 1.6%). Majority of haats (47.9%) are held in big villages (those with a population of over 5000 persons). The study reveals that nearly 2/3rd of the haats are held at a distance of 16 kms, 23 percent are held at 6 to 15 kms distance and 9 percent within a distance of 1 to 5 kms. The amenities and facilities available in these haats are far from satisfactory. In the study, it was observed that 50 percent haats were organized by the panchayats or town administration. The majority was managed by private parties or KrishiUtpadan Bazar Samities (KUBs) in Bihar and regulated market committees (RMCs) in Orissa. Every participant has to pay market tax or fee to sell goods at the haat. The
fee is determined either on the basis of quantity of produce sold or type of commodity and selling space used. The rates of fee vary from Rs 0.50 to Rs 25. The private contractors are not interested in investing money in providing infrastructural facilities in these markets as their lease is valid for a limited period of one year only. Significant number of buyers (36%) particularly from nearby villages walks to the haats. One-third used cycle and the rest used motorized transport to reach the haats. The standards weights and measures are not used at these haats. The exploitation of illiterate tribals/farmers by traders through willful miscalculation and over charging is a common phenomenon.

It’s very little efforts have been made so far by the government agencies/marketauthorities to develop the rural primary markets. Only 15 percent of these markets have been brought under the ambit of regulation. The Central Sector Scheme was initiated to provide central assistance for the development of selected wholesale regulated markets in the country.

This scheme was further extended to cover different categories of markets in command areas, commercial crops producing areas and terminal markets for fruits and vegetables. Another scheme for development of primary markets was launched few years to serve the interests of small and marginal farmers. In the light of experience gained in operating these schemes, these were integrated into a single scheme in 1988-89 and termed as ‘Scheme for Development of Agricultural Produce Markets’ with the objectives to help the States/UTs for creating infrastructure facilities in the market yards. Under this scheme, an amount of Rs 93.30 crores was provided to the States/UTs for development of 3658 markets covering 855 principal markets and 2803 Rural Primary Markets. As a sequel to
the general decision of the National Development Council, the scheme has been transferred to the States/UTs from 1st April, 1992.

However, the High Power Committee constituted by the government of India in 1992 studied the impact of the scheme and recommended that the Central Sector Scheme for providing grants-in-aid to the State Governments for development of basic infrastructure facilities in agricultural markets should continue and remain with the central Government for effective implementation and monitoring.

6.9 MARKET STRUCTURE OF CO-OPERATIVE SOCIETIES

The cooperative marketing societies have both two-tier and three tier structure. In the states of Assam, Bihar, Kerala, Madhya Pradesh, Karnataka, Orissa, Rajasthan and West Bengal, there is a two-tier pattern with primary marketing societies at the taluka level and state marketing federation as an apex body at the state level. In other states, there is a three-tier system with district marketing society in the middle. At the national level, NAFED serves as the apex institution.

The pattern of the three-tier structure has been discussed in the below.

1. Base level

At the base level, there are primary c-cooperative marketing societies. These societies market the product of the farmer members in that area. They may be single commodity or multi commodity societies, depending upon the production of the crops in that area. They are located in the primary wholesale market, and their field of operations, extends to the area from which the produce comes for sale, which may cover one or two tensile, panchayat samitis or development blocks.
2. District level

At the district level there are central co-operative marketing unions or federations. Their main job is to market the produce brought for sale by the primary co-operative marketing societies of the area. These are located in the secondary wholesale markets and generally offer a better price for the produce.

The primary co-operative marketing societies are members of these unions in addition to the individual farmer members. In the two-tier structure, the state societies perform the functions of district level societies by opening branches throughout the district.

3. State level:

At the state level, there are affix (states) cooperative marketing societies. These state level institutions serve the state as whole. Their members are both the primary co-operative marketing societies and the central co-operative unions of the state. The basic function of these is to coordinate the activities of the affiliated societies and conduct such activities as inter-state trade, export-import, procurement, distribution of inputs and essential consumer goods, dissemination of market information and rendering expert advice on the marketing of agricultural produce. The cooperative marketing network of the country includes 29 state level marketing federations, 173 district Marketing societies, 2478 general purpose primary marketing societies and 5028 special commodities societies.

6.10 TYPES OF CO-OPERATIVE MARKETING SOCIETIES

The commodities on the basis of dealt by them, the cooperative marketing societies may be grouped into the following types
1. **Single commodity cooperative marketing societies:**

They deal in the marketing of only one agricultural commodity. They get sufficient business from the farmers producing that single commodity. The examples are sugarcane cooperative marketing society, cotton cooperative marketing society and oilseed grower’s cooperative marketing society.

2. **Multi-commodity cooperative marketing societies:**

They deal in the marketing of a large number of commodities produced by the members, such as food grains, oilseeds and cotton. Most of the cooperative marketing societies in India are of this type.

3. **Multi-purpose, multi-commodity cooperative marketing societies:**

These societies market a large number of commodities and perform such other functions as providing credit to members, arranging for the supply of the inputs required by them, and meeting their requirements of essential domestic consumption goods.

6.11 **Rural infrastructure Markets**

Considering the importance of Rural Primary Markets, there is an urgent need to develop these rural periodic markets in a phased manner with necessary infrastructural amenities to have a strong base of the marketing channel. The task of developing more than 21,000 Rural Periodic Markets is a gigantic one.

Therefore, only selected markets may be developed initially and the rest can be developed in phases. The selection of markets should be based on economic considerations rather than financial viability in view of their socio-economic importance and equity. It is, therefore, suggested that at least 5000 rural primary markets should be taken up for need based development during XI plan.
period providing grants under the Central Sector scheme, subject to a ceiling of Rs 0.25 crore per market, which would require financial allocation of Rs 1250 crore

6.12 Rural Transformation

The census of 2011 estimate that 83 million people continue to live in rural India. A very large proportion of them are either wholly or significantly defendant on their livelihoods on farm activity is it crop agriculture horticulture animal husbandry or fisheries. the expansion of income opportunities in the farm sector and a progressive absorption into nonagricultural activities is the most potent weapon for reducing poverty expansion of non-farm income opportunity in rural area also has enormous potential and a great deal of this is related to farm activity such as post-harvest operations, maintenance of farm equipment etc. there is therefore a virtuous cycle inter connecting the expansion of farm economic activity and that of rural non-farm income opportunities.

The development and transformation of the rural economy requires rapid expansion of employment and income opportunities both on farm and off farm. Growth in employment and income opportunities in the farm sector. The developments programmes are supporting rural transformation process in improve the rural infrastructure and supporting rural livelihoods. Rural transformation required in health, education, and skill development.

6.13 Improving the various rural schemes

The eleventh plan saw an unprecedented injection of resources from union budget to the rural farm sector. The trust forms the substance of the Bharat Nirman programme and the mahatma Gandhi national employment guarantee act has proved a major foundation support. The past five years provided nearly 9000 million person days of work at a total expenditure of more than Rs,110,000 crore.
The national rural settlement under the national rural drinking water programme has shown as impressive rise, with almost universal coverage being reported. The coverage of rural households provided with individual latrines improved sharply from 27 percent in 2004 to 62 percent presently.

The Indira Awas Yojana (IAY) program has provided houses to 22.5 million households, while more than SHGAs have been formed the scheme SGSY. The national social assistance programme provide pension from the population 65 had increased 21.6 million beneficiaries by 2009/10. The age eligibility having been 60, the numbers of beneficiaries will expand significantly in the twelfth plan.

The income improvement for the section of the population must come from improvement in land productivity and the rising income would provide the labour. The several schemes are design and improvement of greater flexibility.

The following seven programmes are operating in rural areas.

They are,

1) Mahatma Gandhi National Rural Employment Gurmtee Acts (MGNREGA)
2) National Rural Livelihood Mission (NFRLM)
3) Indira Awas Yojana (IAY)
4) National Rural Drinking Water Programme (NRDWP) and Total Sanitation campaign (TSP)
5) Integrated Watershed Development Programme (IWDP)
6) pradhan Mantri Grameen Sadak Yojana (PMGSY)
7) Rural Electrification including separation of agriculture feeders and Rajiv Gandhi Grameen Vidyutikaran Yojana.
1. MGNREGA

The programme is generating employment the technical soundness of design and quality of works undertaken in MGNREGA falls short of is needed to ensure land productivity enhancement.

1. First to plan and design and quality of work of their maintenance, planning for MGNREGA on a mini- watershed and aquifer basis would improve outcome.

2. Second selection of work and priorities of the local people, without the community will not necessary have sense of ownership of the project.

3. Due to lack of necessary technical staff at the block, the funds flow of the system at times because data on the management information system in filled up in time.

2. NFRLM

The fast growth of the SHG Bank Linkage model is heartening, there are many also concern. The economic scale of sale of self-help group the livelihood programme are complementary to each other to poverty alleviation, income, raised through livelihood initiatives need to be saved.

3. IAY

The quality of housing, poor roofing material and incomplete construction to develop and innovation of technology design through the network of institutions, which low cost of the environment, as per local culture preference.

4. TSC (Total Sanitation Campaign)

Sanitation and drinking water needs to be developed for achieving universal exaction with quality, based on a process truly driven by demand from a community that is committed to improved sanitation. The narrow range of
technology options offered in a country climate and socio-economic conditions led to many problems.

The drinking water supply schemes have suffered from poor responsibility for operation and maintains of water supply and support by transfer of adequate funds and trained manpower to the village committee implementation of the stages.

5. WMP (Integrated Watershed Shed Programme)

The programme function of the institutional development, capacity building, monitoring and evaluation, livelihood orientation needs to be an integrated part of the attention in twelfth plan.

6.14 Health, Education, Capacity Building & Technical Skills

The issue in rural areas is extremely important for the wellbeing of the population. The activities need to be greatly strength of rural development.

They are

A. Vaccination of all children
B. Access to safe drinking water and sanitation standards
C. Widespread testing of nutrition supplement for vulnerable sections, particularly young mother and child
D. Strengthening the rural health infrastructure, especially improve PHCs and staff including ready to better mobile linkages to the hospital work.

1. Education

Education improves the quality of the primary school network, as well as scaling of the secondary schools, operating the spoke arrangement. Quality of the education is important supervision quality of the teacher. Testing and training the teachers must be a priority area.
2. Skill development capacity:

This is only way to localize technical skills in the village and make itself sustained. The integral to build locally resident skill for design, maintains of rural infrastructure.

The programme is to encourage many of the recruit are very bright and enthusiastic. A programmed can be developed to select bright, who have a twelve school education for two to three-year training program to produce a class of intermediate medical personal to service the villages.

First, they can attend to day to day health issues and know when to refer the case to the hospital work.

Second, a line of career development thus becomes clearly available to young cadre.

Third, it enriches the villages with locally resident intermediate medical staff that can run centers finally great empowering.
6.15 Rural Communication

Marketing communication in rural markets suffers from a variety of constraints. The literacy rate among the rural consumers is very low. Print media, therefore, have limited scope in the rural context. Apart from low levels of literacy, the tradition-bound nature of rural people, their cultural barriers and their overall economic backwardness add to the difficulties of the communication task. Post, telegraph, and telephones are the main components of the communication infrastructure.
These facilities are extremely inadequate in the rural parts of our country. In rural areas, the literacy percentage is still low, compared to urban areas. In India, there are 18 recognized languages. All these languages and many dialects are spoken in rural areas. English and Hindi are not understood by many people. Due to these problems, rural consumers, unlike urban consumers do not have exposure to new products.

Companies are coming up with new technology and they are properly communicating it to the customer. As a rural Indian customer always wanted value for money with the changed perception, one can notice difference in current market scenario.

They have started selling the concept of quality with proper communication. Their main focus is to change the Indian customer outlook about quality. With their promotion, rural customer started asking for value for money.
Rural communication

Mass media
- Television channel and satellite networks
  - Radio
  - Print
  - Cinema theatre
  - Word of mouth
  - Video on wheels

Traditional media
- Puppetry
  - Folk theatre
  - Demonstration
  - Haats and melas
  - Wall paintings
  - Post cards and posters
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