

“Impact Of Rural Marketing In Vidarbha”

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Rural Marketing:-

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

I. Introduction Of Vidarbha:-

Vidarbha is a region of north eastern part of Indian state of Maharashtra, comprising Nagpur division and Amravati division. Amravati divisions former name is Berar. It occupies 31.6% of the total area and holds 21.3% of the total population of Maharashtra. It borders the state of Madhya Pradesh to north, Chhatisgarh to the east and Telangana to the south and Marathwada and Khandesh region to the west.

There have been recent calls for a separate state of Vidarbha due to perceived neglect from the government of Maharashtra and incompetent political leadership in Vidarbha. Though rich in minerals, this region has mostly remained underdeveloped because of the continuous dominances of political leadership from the other parts of the state, especially Western Maharashtra. Being culturally, politically and financially distinct from the rest of Maharashtra, the calls for a separate state rose to prominences only when the leaders from the region were sidelined by other political leaders in recent years.

II. Rural Marketing In Vidarbha

Rural marketing is a type of marketing in which activities are planned according to the needs and requirements of the people living in the rural areas. Marketing is the process of identifying the needs and wants of the consumers, then prepare that particular product or service in order to satisfy them, keeping in consideration the benefits of the organization. This concept applies to every type of marketing, whereas when we talk of rural marketing the emphasis is to be given on the rural areas.

III. Nature Of Rural Marketing In Vidarbha

The rural market is quite different from urban markets. Agriculture is the chief economic activity in rural areas, the entire village population is associated directly or indirectly to agriculture.

IV. Rural Marketing In Vidarbha

The rural marketing structure is not uniform in all parts of the country. The type of structure prevalent in a particular State or Region depends on various factors like the state of development of agriculture, condition of transport and communication facilities, purchasing power of population, etc.

Type 1.

Periodic Markets:

Periodic markets are the important characteristic feature of the rural marketing in India.

The various types of fairs include:

i. On the basis of Primary Purpose:

- (a) Religious fair,
- (b) Commercial fair,
- (c) Commodity fair,
- (d) Cattle fair,
- (e) Exhibition fair, and
- (f) Mixed fair.

- (a) One-day fair,
- (b) Short- duration fair, and
- (c) Long-duration fair.

iii. On the basis of their importance or area of influence:

- (a) Local fair,
- (b) Regional fair,
- (c) Inter-regional fair or national fairs

ii. On the basis of the periodicity:

Type # 2. Mobile Traders:

There is another important agency known as mobile traders to fulfill the limited needs like vegetables, fruits, clothes, utensils, cosmetics, spices, toiletries etc. of rural consumers. The practice of mobile trading is not a new one, but even in ancient India this phenomenon was common.

Type # 3. Permanent Retail Shops:

Permanent retail shops are developed as the population of villages increased, their incomes improved, the demand for goods and that too on daily basis increased.

Rural Marketing in Vidarbha:-

1. Population Increase- Increase in population, and hence increase in demand. The rural population in 1971 was 43.80 crore, which increased to 52.50 crore in 1981, and 72 crore in 1994 and it is about 78 crore in 2000.
2. Addition in the Rural Increases- A marked increase in the rural income due to agrarian property.
3. Development of Villages- Large inflow of investment for rural development, programmes from government and other sources.
4. Development of Educational Facilities- Increase in literacy and educational level among rural folks, and the resultant inclination to lead sophisticated lives.
5. Increasing Contract- Increased contract of rural people with their urban counterparts due to development of transport and a wide communication network.
6. Role of Foreign Goods- Inflow of foreign remittances and foreign made goods into rural areas.
7. Prosperity- The general rise in the level of prosperity appears to have resulted in two dominant shifts in the rural consuming systems. One is conspicuous consumption of consumer durables by almost all segment of rural consumers, and the second, the obvious preference for branded goods as compared to non-branded goods of rural origin.
8. Change in Buying Behaviour- Changes in the land tenure system causing a structural change in the ownership pattern and consequent, changes in the buying behaviour.

4 A's OF RURAL MARKETING:-

The rural market may seem very attractive because of its vast size and largely untapped markets. C.K. Prahalad, the renowned management guru had talked about the huge market potential offered by the world's poor in his book the fortune at the bottom of the pyramid.

But entering the rural market is not so easy. There are some problems specific to this kind of market. The 4 a's approach is a consumer-oriented model that explains the uniqueness of rural markets.

The 4 a's are:

Approach # 1. Availability:

The biggest challenge is to ensure availability of goods and services in the markets. Rural markets do not have a proper physical distribution system like those in urban markets.

Approach # 2. Affordability:

Key to successful rural marketing lies in selling goods and services that can be afforded by villagers. Most of the rural population depends upon agriculture for livelihood and as such their income is irregular.

Approach # 3. Awareness:

It is significant to create awareness about the product in the minds of the customers. The mass media for reaching rural people should be chosen carefully. It should be kept in mind that even today the media reach is lower in villages.

Approach # 4. Acceptance:

The most important issue in rural marketing is to make the customers accept the product. Villagers are more likely to resist change and are slower in adopting newer products. So it is vital to assure them about the benefits and value they can get by purchasing a particular product.

IMPACT OF RURAL MARKETING IN VIDARBHA:-

Rural market is growing faster than urban, rural marketing results into overall balanced economical and social development. Rural marketing turns beneficial to business units, people residing in rural areas, people residing in urban areas, and to the entire nation. Let's see how growth and development of rural marketing contribute to overall prosperity and welfare.

1. Reduced Burden on Urban Population:

Rural marketing can contribute to rural infrastructure and prosperity. People can also live comfortably in villages due to availability of all goods and services in villages, even comparatively at low price. People, due to growth of marketing activities, can earn their livelihood in rural places. Population pressure on urban can be reduced.

2. Rapid Economic Growth:

Naturally, marketing acts as catalyst agent for economic growth. There exists more attractive business opportunities in rural than urban. Rural market is more potential for consumer durables and services. Rural population largely depends on agriculture and it can contribute nearly 50% to total national income. Agriculture enjoys significant portion in export business, too. Rural marketing improves agricultural sector and improved agricultural sector can boost whole economy of the country.

3. Employment Generation:

At present, nearly 70% of total Indian population feeds on agricultural activities in rural areas. Rural marketing can generate more attractive employment opportunities to rural and urban people. Growth of rural marketing leads to increased business operations, professional activities, and services that can generate a lot of employment opportunities.

4. Improved Living Standard:

Due to rural marketing system, rural buyers can easily access needed standard goods and services at fair prices. In the same way, rural marketing improves rural infrastructure. Additionally, rural marketing can also improve their income. These all aspects can directly improve living standard.

5. Development of Agro-based Industries:

Rural marketing leads to set up agro-based processing industries. Fruits, vegetables, cereals, pulses, etc., are used as raw-materials. Such industries can improve farmers' profit margin and employment opportunities.

6. Optimum Utilization of Rural Untapped Resources:

There are unlimited businesses opportunities exist in rural areas. Untapped and underutilized resources can be utilized at optimum level and that can further accelerate overall economic growth.

7. Easy Marketability of Agricultural Produces:

Growth of rural marketing improves whole marketing system. Multiple options are available to farmers and local producers to market their products. Big domestic corporate houses and multinational companies prefer to buy agricultural products directly from villages by their own or through agents and small firms. Rural producers can sell their produces easily at satisfactory prices. Their improved income level can improve their purchasing power that can further fuel to industrial demand.

8. Improved Rural Infrastructures:

Rural marketing and basic infrastructures go hand to hand. Growth of rural marketing leads to improved transportation, insurance, banking, communication, entertainment, and other facilities. Due to availability of basic infrastructural facilities, business units can easily reach the target rural buyers.

9. Price Stability:

Marketing results into better transportation, warehouses, and communication facilities. Agricultural products can be systematically marketed throughout the year. Huge gap between demand and supply can be avoided and, as a result, prices of most of commodities remain more or less stable.

10. Quality of Life and Reduced Crime:

Marketing can refine entire living style and system. Better quality products at reasonable price, improved income level, availability of facilities, etc., have direct positive impacts on quality of life. Quality of life improves and level crime reduces.

11. Balanced Industrial Growth:

The gap between rural and urban development can be reduced gradually. Rural development.

Conclusion:- Rural marketing is essential for the socioeconomic growth of society of vidarbha region. That is play important role of enhancement of not only business opportunities but also build a nation.