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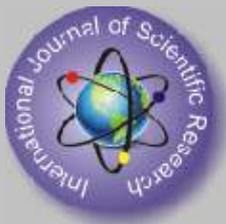
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Rural Marketing Practices in India: Emerging Issues

* Kavita A. Trivedi

Abstract

Rural marketing is as old as the civilization. Surplus of agro - products are exchanged in earlier days in the barter system. The introduction of currency, transport, and communication has increased the scope of rural market.

Promotion of brands in rural markets requires the special measures. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard. The word of mouth is an important message carrier in rural areas.

The following are the objectives of this research study:-

- To study the emergence of Rural Markets in the context of India.
- To study the present scenario of rural marketing in India.
- To study the challenges faced by rural marketers in India.
- To measure the success of rural marketing campaign of few brands in Terms of consumer appreciation.

Indian rural market has a vast size and demand base. 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. As part of planned economic development, the government is making continuous efforts towards rural development.

Keywords : Interior India, Rural Prospects,

Introduction

The concept of rural marketing in India is often been found to form ambiguity in the minds of people who think rural marketing is all about agricultural marketing. 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 non-agricultural workers from rural to urban areas. To be precise, Rural Marketing in India Economy covers two broad sections, namely:

- Selling of agricultural items in the urban areas
- Selling of manufactured products in the rural regions

Some of the important features or characteristics of Rural Marketing in India Economy are being listed below:

- With the initiation of various rural development programmes there have been an upsurge of employment opportunities for the rural poor. One of the biggest cause behind the steady growth of rural market is that it is not exploited and also yet to be explored.
- The rural market in India is vast and scattered and offers a plethora of opportunities in comparison to the urban sector. It covers the maximum population and regions and thereby, the maximum number of consumers.
- 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.

- The steps taken by the Government of India to initiate proper irrigation, infrastructural developments, prevention of flood, grants for fertilizers, and various schemes to cut down the poverty line have improved the condition of the rural masses.

Triumph Of Rural Marketing Campaign

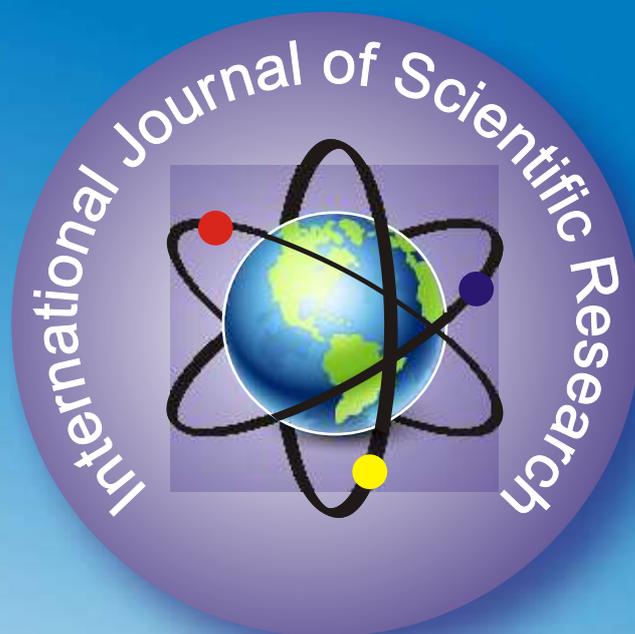
Rajdoot 223

Escorts launched: Rajdoot 223 priced at Rs. 33300 to meet the needs and expectations of the rural market. It is cheaper than most motorbikes and is preferred over mopeds and scooters because of its sturdiness and its weight carrying capability. Moreover rural folks know that it is easy to maintain (spares are easily available). Today Escorts has about 2000 authorised service points To tackle the young village . Escorts launched: 'Ace' with 175 cc engine. It is much sleeker and priced just marginally high at As. 37560. Though not many models are seen in the urban areas, it has done quite well in the rural market demanding 15 per cent of the production capacity of Rajdoot.

Mahindra and Mahindra

Mahindra & Mahindra is busy developing the prototype of what it calls a 'Rural Transporter' basically a hybrid between a tractor and a rural transport vehicle. The product at 20-25HP will be targeted at those who cannot afford a normal tractor and would also fulfill the need of a family transporter that could take in the rural roughs but would be much more comfortable and safer than the conventional tractor-trolley.

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