



India- Innovation in Rural Marketing

* K. Manimozhian ** K. Gopalakrishnan

*, ** M.PHIL RESEARCH SCHOLAR, PRIMS, PERIYAR UNIVERSITY, SALEM – 11

ABSTRACT

Rural marketing is equated with marketing by MNC in rural India. The extent literature on rural marketing has uncritically used the same theories, models, concepts and framework as have been used in the marketing discipline. As well as this research also focuses on Information technology (IT) and its contribute in rural development. In this Paper also focus on innovative approaches in Rural Market for promotion and distribution of products

Keywords : Innovation, IT, Rural market

Introduction:

An analysis of the content of a number of textbooks written on the subject (for example, Dogra and Ghuman 2008; Gopalswamy 1997; Kashyap and Raut 2006; Krishnamacharyulu and Ramakrishnan 2002; Rajagopal 1998; Velayudhan 2002) reveals that the meaning of rural market has changed over the past six decades. Kashyap and Raut (2006) have listed three distinct phase in the evolution of rural marketing during which the term change its meaning and connotation. During the first phase, pre 1960s, rural marketing was synonymous with agricultural marketing. During 1960s – 1990s the marketing of agriculture input and marketing of nonfarm rural product was considered as rural marketing. Today, Improvement in living condition and enlargement of rural area is essential for the development of the Indian Economy.

Literature Review:

The focus of literature, mainly written in the post liberalization period, is on highlighting potential of vast rural market and providing description of a few cases of commercial organization of rural areas. The literature has uncritically borrowed theories, framework and concept from the mainstream marketing discipline, which has shifted the growth of the subject as an independent field of academic investigation. There is an urgent need to build a distinctive perspective and a sound theoretical base for rural marketing, which would create its own concepts, frameworks, theories and body of knowledge. The issue needs immediate attention of the researcher in rural marketing.

Creative Approach Toward rural Market:

Creative people do not always have a specific idea in mind when they begin to search for an innovation; what they do have is method or way of going about that search. The commercialization process is itself a creative process. From discovery of business idea to product development, feasibility analysis, and business planning, the application of creativity to all of this area is what sets successful entrepreneur venture apart from their competitors.

Domestic Consumer:

It is widely acclaimed that India is one of the largest consumer markets in the world. But the consumer in India shows wide variation in size and potential of various consumer market segments. These differences can be seen in terms of geographical difference, urban – rural consumer (their style of living consumption pattern etc.), age and family life cycle, income level, education level, linguistic and religion diversity, food habit; festival etc.

Identify customer need → through advertisement and communication → Customer wants Proper distribution and sale → Induce customer Trial offer individualized, product Customer experiences with the products → Result in.

Bringing technology to Rural Market:

The entire technology commercialization process, from idea to market. Today as technology drives innovation and companies seek more effective way to exploit the intellectual property they create. Technology is different from any other type of new product. For one thing, the market responds differently to technology; customer is slow to accept a new technology with which they are not familiar. New technologies are commercialized in a variety of ways, but the underlying commonalities are an entrepreneurial approach that seeks to create new value. IT involves the e- processing, storage and exchange of information, where anything that can be represented in digital form is included in the term 'information'. Thus reports, amusement, personal communications, learning material, blank and filled-out forms, announcements, schedules, and so on are all information. Software programs that process data (searching, tabulating, and calculating, for example) are also information in this sense, representing a particular kind of intermediate good.

I.T. AND RURAL DEVELOPMENT

The goal of using ICT with underprivileged group is not only about overcoming the shortcoming, but rather enforcing and passing the process of social inclusion to the next level, which is required for change of the environment and social system that reproduces scarcity. I.T. has varied applications in it, through which the development of the rural area can be possible accurately. Government had introduced a number of programs through which the people of rural India can come forward and use the I.T. enabled services and work more systematically. Some of the programs run by the Government are:

E-Mitra

This service is launched by the RAJASTHAN Government for the first time for its rural citizens, so that they can deploy the I.T. enabled benefits to its fullest. E- Mitra is State Government started projects, which soon become highly popular in the region. In year 2002, two projects came into existence namely; Lok Mitra and Jan Mitra. Where Jan Mitra is an integrated electronic platform through which the citizens of Rajasthan can avail the benefit if getting the desired information regarding any Governmental Department at kiosks which is very near to their doorstep. This service also ensures people

that their money is going directly to the Government and provides a feeling of security related to their bills payment.

Community Information Centers

The program is designed especially for providing the internet access and I.T. Enabled services to the citizens through which the interface between the Government and the Citizens can be setup. These centers connect seven northeast states namely; Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. The center helps to gain the connectivity at the time of unsuitable environmental conditions. The centers are commonly termed as CIC which are generally situated at the school, college or any governmental office. People can come for the Internet access, and for accessing the internet, a nominal amount is charged from the people through which the daily expenses of the centers are maintained.

Wi-fi Projects

One of the wi-fi project under which few villages (of UTTAR PRADESH) are connected to internet is Digital Gangetic Plan (DGP). Through the use of DGP wireless network connectivity is created, this program helped the people residing in villages of India to have the access of internet through which the information on various issues can be collected and used, at the same time the people living in rural India can be updated with the new technological changes and the innovative changes taking place in the national and the international markets. value.

Drishtee

Drishtee is present in 5 States and is currently available in six districts. It is a private company, which was previously named as Cyber Edge, which has the main work of developing the modules. It is present in Bihar, Haryana, Madhya Pradesh, Punjab and Rajasthan. It is generally suited in the Panchayat or in the bazaars. They prepare the module for the poor section of the society who cannot understand the international language. The modules are designed for the rural and semi-urban areas especially.

Gyandoot

It was established in January in year 2000. It is an e-governance based module designed for the rural citizens. The project was initially initiated by the Government of MADHYA PRADESH. Gyandoot caters the need of the villagers by providing the information related to the prevailing rates of the agro-based commodities and the rate of land. Each Gyandoot Info kiosks caters to Approximately 15 panchayats and 30 villages. The module is designed with the aim to provide cost effective and sustainable delivery model to the people.

TARahaat

It was developed by an NGO (non-government organization); with the vision to bring internet facility to the rural India. It is a franchisee based business model that attempts to generate revenues by focusing on the marketing services through the module (especial focus on the local applications). It was initiated in the region of PUNJAB with the introduction of different centers called as Kendra's which are connected to each other through the dial up internet connection facility. TAR Kendra's are very popular in between the local population as it provides the information in the local language and the portal is designed in such a pattern that semi literate population can also understand it without any difficulty.

Bhoomi

The Karnataka Government for maintaining the records re-

lated to the land introduced it. The Department of Revenue in Karnataka has computerized 20 million records of land ownership belonging to 6.7 million farmers of the state. With the introduction of the program, the farmers are free from giving the bribe and are protected from the harassment. Farmers can easily get the Records of Rights, Tenancy and Crops (RTC) by depositing a minimal fee of Rs. 15. National Informatics Centers (NIC) through which the software online copies of the land records are available developed the software of Bhoomi.. With the increasing popularity of the project, Government of India has decided to introduce the project in other parts of the country also, namely: Kerala, West Bengal, Sikkim, Tripura, Punjab, Haryana, Madhya Pradesh, Himachal Pradesh, Uttaranchal, Gujarat, Assam, Orissa, Rajasthan and Pondicherry.

E-choupal

It is designed especially for the farmers of India. Through e-choupal, farmers who are living in the remote area of the country and cannot manage to have direct contact with the consumer can come forward to have a direct contact. It provides an e-procurement system through which the farmers can access the latest and updated information (local, national and international) related to different farming practices. It provides real time information and customized knowledge to the farmers through which the farmer can take better decisions and can have direct contact with the customer, reducing the amount wasted by moving through the distribution channel of intermediary. E-choupal has already become the largest initiative among all internet-based interventions in Rural India. E-choupal is present in 36,000 villages through nearly 6,000 kiosks across nine states. ITC (Indian Tobacco Company) is planning to expand the concept of e-choupal further in 15 states of India.

Aksh

It is mostly active in Northern India, it is a fiber optic cable company with its core competence in lay down and maintenance of cable. Aksh has the license to lay down the cables in the rural areas. It initially has collaborated with Drishtee for maintenance of kiosks, but with the changing times; Drishtee and Aksh have separated in different service offerings. While Urban Area has witnessed a penetration of cable T.V., rural areas have left un-served. The fact behind the low level of cable T.V. proportion in rural as compared to urban area is due to the fact that in rural area there are a limited number of houses which can afford cable T.V. The bandwidth delivered by Aksh supports a large variety of services (including video interactions) which will lead to increase the level information exchange in between the people living in several areas of rural India.

Conclusion

The increase in the services provided to the rural people (in terms of various services offered) will result in the overall betterment of the society on one side by enriching the people with updated market information and providing latest technological developmental news and organizations on other side by creating more market opportunities for them and adjustment of the market prices. IT can build up the role of each governance pillar in rural development and scarcity reduction. It can facilitate rapid, transparent, responsible, efficient and effective interaction between the stakeholders. This not only promotes better administration and better business environment, but also saves time and money in transactions costs of government operations.

REFERENCES

1. Allen R. Kathleen, Bringing new technology to market, 1st reprint edition, Prentice hall Publication, pp. 1-21,2005 | 2. Allen R. Kathleen, Bringing new technology to market, 1st reprint edition, Prentice hall Publication, pp. 28,2005 | 3. Dogra, B. and K. ghuman. 2008. Rural Marketing: Concept and Practices. New Delhi: Tata Mc Graw-Hill. | 4. Gopalaswamy, T.P. 1997. Rural Marketing : Environment, Problem, and Strategies. New Delhi: Wheeler Publishing. | 5. Jha, M.1988. ' Rural Marketing: some conceptual issues', Economic and Political Weekly, 23(9): M8-M16. | 6. Kashyap, P. and S. Raut 2006. The Rural Marketing Book. New Delhi: Biztantra. | 7. Kotler, P., K. Keller, A.Koshy and M.Jha 2007. Marketing Management : A South Asian | Perspective. New Delhi : Pearson Prentice Hall. | 8. Kotler, P.2000. Marketing Management. NJ: Prentice-Hall. | 9. Koehn, Nancy F. Brand New: How entrepreneur Earned Consumer's Trust from Wedgewood to Dell. Boston: Harvard Business School Press, 2001. | 10. Krishnamacharylu, C.S.G. and L. Ramakrishnan. 2002. Rural Marketing: Text and Cases. Delhi: Pearson Education. |

