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An Empirical Study on Rural Marketing with Special Emphasis on Uttarakhand

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ABSTRACT: Uttarakhand is strategically located at the foothills of the Himalayan stages and has a mountainous topography. The state is rich in natural resources especially water and forests with many glaciers, rivers and dense forests. Char-dhams, the four most sacred and respected Hindu temples of Badrinath, Kedarnath, Gangotri and Yamunotri are nestled within side the powerful mountains. It's without a doubt God's Land (Dev Bhoomi). The state is blessed with 175 rare species of aromatic & medicinal plants. It has nearly all primary climatic zones, making it amenable to a whole lot of industrial possibilities in horticulture, floriculture and agriculture. It has a wide spread tourism ability in adventure, leisure, and eco-tourism. About 70% of the total population of the state lives in rural regions and dependent large part on Agriculture and allied activities for their livelihood in mountainous regions. The rural marketplace has obtained super importance in giftstate of affairs and draws entrepreneurs. Nearly 65%, Indian consumers are living in rural regions. 'Go rural' is the marketer's new slogan. Indian entrepreneurs in addition to multinationals, inclusive of Colgate- Palmolive, Godrej and Hindustan Lever have focused on rural markets.

I. INTRODUCTION

Indian rural marketplace is an increasing number of turning into the monetary powerhouse of the country. The hinterlands, accounting for approximately 50 per cent of India's gross domestic product (GDP) and housing almost 70 per cent of the country's population, are displaying high-quality multiplier impact and thereby excite coverage makers and commercial enterprise leaders. Business conglomerates are an increasing number of getting attracted through the immense growth potential Indian rural markets possess. They have not only customized and designed their services to in shape rural consumers, however have additionally devised modern approaches to persuade them and please them. The Indian Government acts as a catalyst with inside the boom system of rural markets. It envisages numerous schemes, guide regulations and relaxed-guidelines for organizations searching at venturing into rural markets.



Objectives:

- Women empowerment through developing livelihood possibilities.
- Providing a platform for various livelihood options.
- Increase sustainable profitability via Community Marketing.
- Productivity enhancement through strong marketing linkages for local agriculture merchandise and different produces.

Livelihood skills of Uttarakhand

The collaborative assignment will decorate the profits of rural families of five mountain blocks in five districts of Uttarakhand through offering sustainable livelihood capabilities over a length of five years. This can be performed in near collaboration with the Uttarakhand Rural Livelihood Mission (URLM). Livelihoods of mountain groups within side the Central Himalayan state of Uttarakhand are in the main subsistence orientated and in large part depending on surrounding herbal assets. Over the years, rural population keep to cope with demanding situations bearing risk, agriculture and bio assets management, environmental degradation and out migration. Rural ladies are the principle team of workers in farm primarily based totally operations, but because of lack of suitable institutions, capabilities, know-how and price range to decorate livelihood options, it's difficult to generate sustained own circle of relatives profits in mountains. In mild of fast out migration, the converting aspirations of the human beings, in particular the youth and the developing consciousness that they're entitled to livelihoods in the mountains, there's a want for an modern, entrepreneurial and mountain precise ability improvement approach. Natural resource based totally capabilities and entrepreneurship has wonderful benefit in Mountains. In addition, non-conventional capabilities practiced through mountain human beings to be similarly advanced for employability inside mountains. Therefore, skilling and livelihoods in Himalayas want to be taken up on unheard of scale with a view to deal with troubles of migration and unemployment.



Fairs & Exhibitions

- Kisan Mela "Sankalp se Sidhi"

On 29 April 2018, PM Modi's Mann ki Baat featured a taleat the mandua biscuits being made through a Federation of farmers in Uttarakhand. The federation is supported through ILSP (Integrated Livelihood Support Project).

- Kisan Mela "Sankalp se Sidhi"

During 2017-18 Kisan mela has been organise at every district with coordination of District Administration and Department of Agriculture. The subject of the fairs was "Ensuring Better Livelihood Security and Doubling farmers Income".

- More than 2500 farmers take part in every mela and advantages from numerous Good Agriculture Practices, modern gear and technical realize-how, solutions. A know-how alternate platform supplied all through the mela wherein farmers and professional percentage their experience / ideas.
- Agriculture – Horticulture Universities, Line Departments inclusive of Agriculture, Horticulture, Sericulture, Fisheries, Veterinary and Animal Husbandry, Industry department, KVK, UREDA, Disaster department, Health, Swajal, Day-NRLM, Organic Board and DRDO take part into every kisan melas.

SARAS Exhibition

Since 2006 SARAS exhibitions were a regular annual occasion and were capable of elicit huge participation through the beneficiaries of the programmes of the SGSYNRLM from all around the country. The individuals bring an outstanding variety of rural products, which include handicrafts, textiles, artwork, furniture, gadgets of each day use etc.

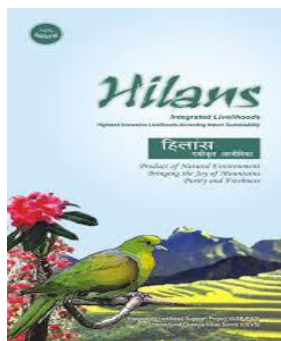
The visitors show a lot of interest in these products and there's a massive direct sale of rural products each year. In addition to the direct income, bulk orders for the goods also are acquired all through those exhibitions after which individuals were capable of meet those orders to a big extent. SARAS exhibitions have opened a brand new

measurement in promotion of rural products and encouraged the individuals and different stakeholders within side the improvement of rural products/artisans. It is felt that SARAS has supplied a platform now no longer simplest for direct income of rural markets, giving publicity to rural artisans/ marketers to numerous elements of advertising, and growing linkages with various different markets.



Marketing Centres/Outlets

SARAS district/block level marketing infrastructure have opened a new dimension in promotion of rural products and encouraged the companies and different stakeholders within side the improvement of rural products/artisans. It is felt that USRLM has supplied a platform now no longer simplest for direct income to rural markets, giving publicity to rural artisans/marketers to numerous elements of marketing, and growing linkages with various different markets. Department of rural development, Uttarakhand has already advanced a emblem "HILANS" for marketing of rural produce. The brand is nicely installed that is realize additionally being now used for the marketing of produce produced through NRLM SHG.MOU with ILSP to apply Hilans Brand, Outlets, Nano Packaging Units, Cool Chambers.



Swarnajayanti Gram Swarozgar Yojana

Swarnajayanti Gram Swarozgar Yojana is a scheme below which BPL households are shaped as self-help group and funded via bank loans and government funds. The fore most feature of those groups is to help all such families cross the poverty line.

Since the first of April 1999, the Indian authorities has actively been concerned in supporting the poorer residents of the country of a in rural regions to create and preserve sustainable sources of profits the use of their own ability, talents, and abilities. The government has controlled this gargantuan task through the launch and operation of the Swarnajayanti Gram Swarozgar Yojana (SGSY) scheme, which objectives economically weaker sections of the society and facilitates them prepare and set up Self-Help Groups. These micro-corporations are funded through the authorities, NGOs, banks, and different sources of finance.



Objectives of Fairs & Exhibitions

- 1) Creating recognition of want, importance, regulations and programmes for selling secondary agriculture amongst farmers, marketers, developmental experts, scientists and different stakeholders. And
- 2) Providing an possibility for exchange of ideas / technologies / innovations and experiences among various stakeholders.

II. CONCLUSION

The study concluded that rural India offers huge opportunities which companies can tap for their growth and development

- Looking on the demanding situations and the techniques, Indian rural marketplace may be very promising.

So, the need of the hour is the combination of all of the above said strategies and continuously reinventing the goods and bringing new innovation.

- It is an attractive marketplace from this angle also that the rural marketplace is extraordinarily competitive, the agricultural marketplace is particularly quiet. In fact, for certain products, it's totally virgin marketplace.
- Economic reforms in India have introduced approximately primary adjustments within side the entire marketplace environment.
- Successful rural marketing calls for a review of the rural marketing environment, growing right knowledge of the nature and profile of rural consumers, designing the proper products to appeal to them, and adopting appropriate media in addition to suitable techniques for communication and distribution.
- It is normally believed that markets are created, now no longer found. This is in particular real in case of the rural market of India.



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