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A study of rural agricultural marketing in India: a descriptive study

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Abstract

India is frequently considered as a rural nation. Since the freedom, India assumed a prime liability to take care of the recently autonomous conceived individuals and India has effectively accomplished the farming targets. Thinking about the enormous populace of the nation, there is have to improve the sustenance level and for this very explanation, the prime target is to create farming and rural advertising. A tremendous piece of Indian populace lives in rustic territories or towns. This is Indian provincial market and its size itself talks about its possibilities. During the worldwide downturn, it was Indian provincial market that got away from Indian economy from the awful effect of downturn. "Go rustic" is the trademark of promoting Gurus in the wake of dissecting the financial changes in towns. Country individuals rely upon agribusiness legitimately or by implication. Presently the need of great importance is to improve the showcasing of agrarian produce so rancher must get most extreme offers in the customer cash. For nation's turn of events, provincial promoting is must and for country showcasing (improvement) rural advertising is the embodiment. The reason for this paper is to feature the significance of horticultural advertising for the improvement of the country India. The paper additionally examines the different issues of horticultural promoting just as researches the approaches to improve the showcasing climate inside country zones.

Keywords: Rural Agricultural and Marketing

Introduction

Broadly, common displaying unites advancing of cultivating things, present day things and organizations. Headway of common India is impossible without the effective and profitable provincial and agricultural exhibiting. A little thought has been paid towards the improvement of nation and cultivating exhibiting. Nation exhibiting implies advancing of product and adventures from metropolitan to nation zones and agricultural publicizing insinuates displaying of product and endeavors from nation to metropolitan.

Country publicizing joins the activities, for instance, orchestrating creation, creating and assembling, surveying, squeezing, storing, taking care of, progressing and selling-drew in with moving cultivating things from the farm to the customer (Vadivelu and Kiran, 2013) ^[1]. The National Commission on Agriculture has described agrarian advancing as a "cycle that starts with a decision to convey saleable estate things that additionally joins pre and post assemble errands, gathering, assessing, limit, transportation and dispersal". On this, green market can be designated basic, helper and terminal or charge market. There are distinctive redirects in these business divisions, for instance, government channel, supportive channel and private channel (Krishnamacharyulu and Ramakrishna, 2011) ^[2].

In more prepared days, selling of rustic produce was especially straightforward. It was either a quick selling or for an exchange. Surely, it was not publicizing yet was simply selling. Nevertheless, at present time, presence of middle people, commission administrators, latest developments have made agricultural advancing all the additionally testing. There are a couple of risks remembered for provincial publicizing. Assessing of plant things depends on season limit and kick the bucket limit, demand and effortlessly. Agribusiness is a noteworthy and a significant contraction of Indian economy (Shakeel-Ul-Rehman *et al.*, 2012) ^[3]. Many think, natural publicizing is rustic advancing.

Country advancement is the way toward expanding level of per capita pay in provincial territories just as way of life of individuals which is guaranteed with sustenance level, wellbeing, proficiency and security. With entry of time, idea of rustic improvement has changed. Generally, it was fixed with most extreme usage of land escalated normal assets yet Now it states – by and large comprehensive improvement of zone,

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climate and its kin (Akoijam, 2012) [4]. Provincial improvement relies upon development of ranchers, country craftsman’s, retailers, miniature and little business visionaries and all other worried about rustic marvels. The cycle of genuine provincial advancement begins with ranchers. Thus, offices like credit, appropriations, IT preparing and new agric-sources of info ought to be made accessible to them. In the event that horticultural exercises run effectively, at that point the cycle of country improvement can be realized in genuine sense (Akoijam, 2012) [4].

Problems in Agricultural marketing

During most recent fifteen years, agrarian promoting has changed. The primary reasons are expanded agrarian creation, increment in urbanization and pay level and resulting change sought after example. A portion of the issues in farming advertising are examined here:

The examination found that in showcasing of Mushroom in Haryana, a significant piece of purchaser cash is gotten by the agents. One of the significant parts of rural advertising is that costs of rural products go lower during the reaping time in India (Khatkar *et al*, 2005) [5]. The investigation found that

1. Market size is enormous and horticultural creation is speeding up yet promoting framework has not accomplished movement.
2. 80% of advertised excess is taken care of by private exchange, however private exchange has not put resources into foundation.
3. Farmers are careless to coordinate promoting.

4. In the 27,294 rustic intermittent business sectors, 85% need offices for effective exchange.
5. Poor taking care of at ranch entryway is another large issue. About 7% of grain, 30% of organic products and vegetables, 10% seed species is lost before arriving at market.
6. Due to absence of helpless foundation Rs. 50,000 crore are lost every year in showcasing chain (Acharya S.S., 2006) [6]. Horticultural part faces new difficulties for discovering markets for expanded rural creation. Provincial individuals can't sell their creation and furthermore have deficient data with respect to costs of their produce (Kusugal and S. Nagaraja, 2013) [7].

Opportunities for Rural and Agricultural Marketing

1. More population - Indian rural population is more than that of urban. Percentage share of rural population 2011- has been more from 1991 to 2011. Now 68.84% of Indian population lives in rural areas. It means more demand for consumption items, clothes, textiles, automobiles, various electrical households’ appliances, education, health-facilities, hotels, transportation, and agro-based products will be in rural India. This gives marketers an obvious understanding to reach the rural market. By analyzing Indian population with percentage share of rural and urban, marketers will have conspicuous understanding about where to go and why. The given table will be of assistance in this context.

2. More literates live in rural India- This is a very positive sign for rural development. The table given below shows the percentage literacy rates of urban-rural and Men-female.

Table 1: Rural-Urban Literacy rates: 1991-2011

T/R/U	1991			2001			2011		
	P	M	F	P	M	F	P	M	F
Total	64.87	76.56	52.32	76.88	85.97	67.03	82.91	89.82	75.48
Rural	55.52	69.74	40.96	70.36	81.93	58.40	77.09	86.39	67.38
Urban	79.20	86.41	70.87	85.48	91.03	79.09	89.84	93.79	85.44

Source: (Indian census, 2011).

The above table shows that there are more educated people in the rural India. Literacy rate of rural people has been consistently increasing and that is a very positive sign for the advancement and development of a country.

- a) The Terminal Markets- These markets were started to promote fruits, vegetables and other perishables in important urban areas.
- b) AGMARK- provides quality measures and marketing facilities to Indian farmers. It works through exhibitions, seminars, conferences and workshops.
- c) AGMARKNET- It is the marketing research and information network. This was started by department of agriculture and cooperation in March 2000.
- d) Construction of Rural Godowns- It is a central sector scheme and started with name, “Grameen Bhandar Yojana” in 2002 to promote construction of rural godowns (Kusugal P. S. and S. Nagaraja, 2013) [7].

Agricultural produce marketing committees: APMCs play a vital role in giving opportunities to rural farmers to sale their produce at good price. The number of regulated market was only 286 at the end of 1950 but this number increased up to 7,157 by 2010. This is a very constructive indication

for agricultural development (Kusugal P.S. and S. Nagaraja, 2013) [7].

3. Government Initiatives like “Digital India” will facilitate rural and agricultural marketing. With government initiative of Digital India, we can expect consumers in rural India to go for online purchasing and consumption. Farmers will have access to market information regarding new innovations, new technologies, prices of farm produce and agri-inputs. This will strengthen India farmers and rural consumers. Credit- facilities, crop insurance to farmers, schemes like animal welfare, rural electrification and a unified e- platform started by Indian government for farmers will accelerate Indian rural and economic development (Ruralmarketing.in).

4. Budget 2016-17- Budget 2016-17 is very favourable for rural and agricultural marketing.

- a) Indian government has planned to double farmers’ income by 2022.
- b) Rs. 35,984 crore have been allocated for agriculture and farm welfare.
- c) Rs 9000 crore for farmers’ credit.

- d) Rs. 5500 crore have been announced for Prime Minister Fasal Bima Yojana.
- e) Rs 38,500 crore have been announced for rural employment scheme MGNREGA. This will help to reduce the farm risk, unemployment risk, credit risk and ultimately supports the rural and agricultural marketing (Ibef.org/news/buget-2016-17).

5. Rural marketing has plenty of potentials for grow in future and is becoming more attractive and accessible because of increasing transport facilities with governmental programme (Prime Minister Sadak Yojana), IT revolution, internet, mobiles and modern automobiles. Today, rural customers want to change with global trends and have started buying branded products (Kala & Chobe, 2016) ^[10]. Economy improvement of the nation relies upon the advancement of its country individuals and that relies upon advancement of agrarian produce and profitability, provincial and horticultural advertising too. Today metropolitan showcasing is expensive and is confronting immersion. That is the reason, focal point of advertisers ought to be rustic market and for viable use of possibilities of country market, advertisers ought to encourage rural showcasing. They ought to put resources into framework and in all different offices significant for agrarian advertising. Since when ranchers get great and convenient advertising of their agrarian produce, at that point there will be more extra cash with ranchers, craftsmen, businesspeople and all other worried about country marvels. More discretionary cashflow is an indication of promoting accomplishment for the advertisers. In this way, the need of great importance is to build up every single such movement, administrations, foundation transport, conveyance, stockpiling market information, speculation for advancements, credit-offices, IT framework, HRM in provincial and farming turn of events and basic advances ought to be taken for advancement of horticultural fare to advance rustic and agrarian showcasing.

Conclusion

This investigation will assist with disposing of the apparent multitude of fantasies about the provincial market. After audit of possibilities and open doors for country and farming advertising, advertisers can without much of a stretch comprehend that immense acquiring capacities lie in the rustic showcasing. However, to create country market, advancement of farming advertising is must. Makers and advertisers ought to endeavor to decrease the creation cost and to limit conveyance costs. At the same time, item cost and sturdiness ought to be given need while entering in country market. Advertisers ought to put resources into foundation and correspondence offices. In this way, advertisers can prevail in country promoting for since quite a while ago run.

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