



# Welcome



# Rural Marketing



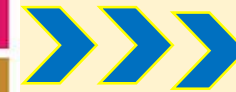
## Rural Marketing Infrastructure



# Flow of Presentation

- **Introduction**
- **Sustainable Development Goals**
- **Objectives of Seminar**
- **Rural Marketing**
- **Rural Marketing Infrastructure**
- **Rural Marketing Matrix**
- **Communication model in Rural Marketing**
- **SWOT Analysis of Rural Market**
- **NABARD Annual Report**
- **Government Schemes in India**
- **Review the research studies**

# Goal 9: Build Resilient Infrastructure, Promote Sustainable Industrialization And Foster Innovation



# Top Ranking States in Sustainable Development Goals

## KERALA ON TOP AGAIN

With a composite score of 75, Kerala topped the NITI Aayog's 2020 Index, based on the State's performance across 16 Sustainable Development Goals



A score of 100 implies that the State/UT has achieved the targets set for 2030. A score of 0 implies that it is at the bottom of the table



Goal	Top States
No poverty	Tamil Nadu
Zero hunger	Kerala
Good health and well-being	Gujarat
Quality education	Kerala
Gender equality	Chhattisgarh
Clean water and sanitation	Goa
Decent work and economic growth	Himachal Pradesh
Industry, innovation and infrastructure	Gujarat
Reduced inequality	Meghalaya
Sustainable cities and communities	Punjab
Responsible consumption and production	Tripura
Climate action	Odisha
Life below water	Odisha
Life on land	Arunachal Pradesh
Peace, justice and strong institutions	Uttarakhand

GOAL-WISE TOP STATES

# SDG – 9 : Scenario of India



India's growth rate averaged at 7.25% in the last 5 years



About 2.6 billion people in the developing world are facing difficulties in accessing electricity full time. Per capita annual electricity consumption was 626 kWh compared to the global average of 2977 kWh



Around 1 to 1.5 million people do not have access to reliable phone service



In developing countries, barely 30% of agricultural production undergoes industrial processing. In high-income countries, 98% is processed



2.5 billion people worldwide lack access to basic sanitation and almost 800 million people lack access to water, many hundreds of millions of them in sub-Saharan Africa and South Asia

# Objectives of Seminar

**No. 1** To Know the concept of rural marketing infrastructure

**No. 2** To study the government initiatives of rural marketing infrastructure

**No. 3** To review the related research studies

# **Introduction**

**India has about 890 million rural population**

**About 65.00 per cent of Indians residing in 6,49,481 villages and 54.6 per cent of the total workforce is engaged in agriculture**

**RMAI found that about 60.00 per cent of India's income has come from rural, small-town, and semi-urban economies**

**The rural areas account for about 50.00 per cent of India's GDP and are home to nearly 70.00 per cent of the country's population**

**Agriculture contributes to 17.00 per cent of India's Gross Value Added (GVA) and its allied sectors**

## **Rural**

**Government agencies from IRDA & NCAER define Rural as a village with a population of less than 5,000 with 75% of the male population engaged in agriculture etc**

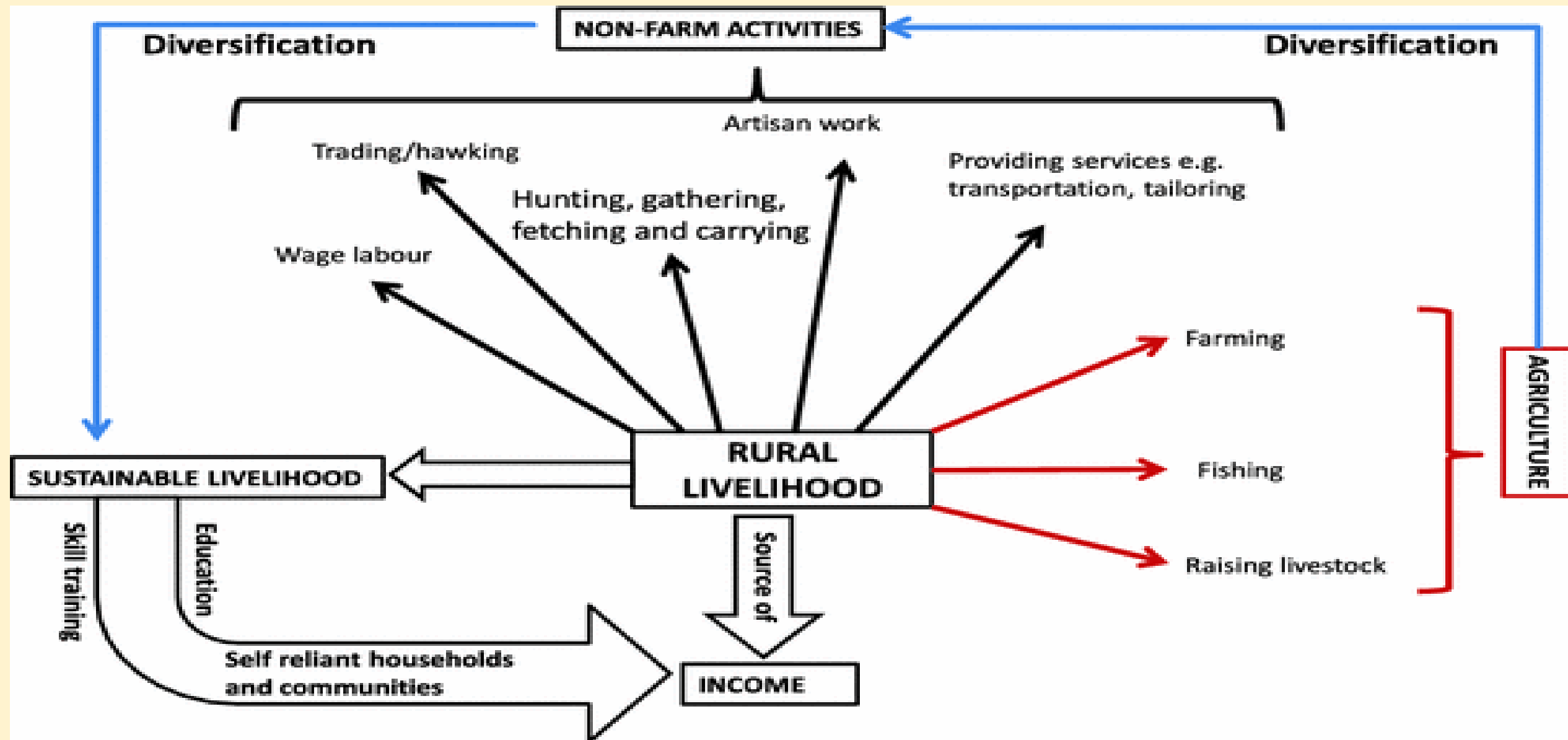
## **Market**

**Market means not a particular market place in which things are bought and sold but the whole of any region in which buyers and sellers are in such a free intercourse with one another that the prices of the same goods tend to equality, easily and quickly**

## **Marketing**

**Marketing as a process by which goods and services are exchanged and their value is determined in terms of money prices**

# Diagrammatic Representation of Rural Livelihood



# Definition of Rural Marketing

Rural marketing is defined as the process of developing, pricing, promoting, distributing rural-specific goods and services leading to exchange between urban and rural markets, which satisfies consumer demand and also achieves organizational objectives.

**(Iyer, 2012)**

# Evolution of Rural Marketing

<b>PH.</b>	<b>ORIGIN</b>	<b>FUNCTION</b>	<b>MAJOR PRODUCTS</b>	<b>SOURCE MARKET</b>	<b>DESTINATION MARKET</b>
<b>I</b>	<b>Before Mid- 1960</b>	<b>Agricultural Marketing</b>	<b>Agricultural Produce</b>	<b>Rural</b>	<b>Urban</b>
<b>II</b>	<b>Mid- Sixties</b>	<b>Marketing Of Agricultural Inputs</b>	<b>Agricultural Inputs</b>	<b>Urban</b>	<b>Rural</b>
<b>III</b>	<b>Mid- Nineties</b>	<b>Rural Marketing</b>	<b>Consumables And Durables For Consumption &amp; Production</b>	<b>Urban &amp; Rural</b>	<b>Rural</b>
<b>IV</b>	<b>21st century</b>	<b>Developmental marketing</b>	<b>All products &amp; services</b>	<b>Urban &amp; Rural</b>	<b>Urban &amp; Rural</b>

# Rural Marketing Infrastructure

Enhancing **the facility of selling the products** produced in rural areas into urban or other markets



To fulfill the **requirement of rural product movement** from producers to consumers



An efficient marketing system requires **huge investment in physical and digital infrastructure** and engage with urban markets, logistically and electronically



**Rural**

**Urban**

**Urban**

**Consumables and durables**  
**Agricultural Inputs, Consumables,**  
**Consumer durables**

**Not Concerned**

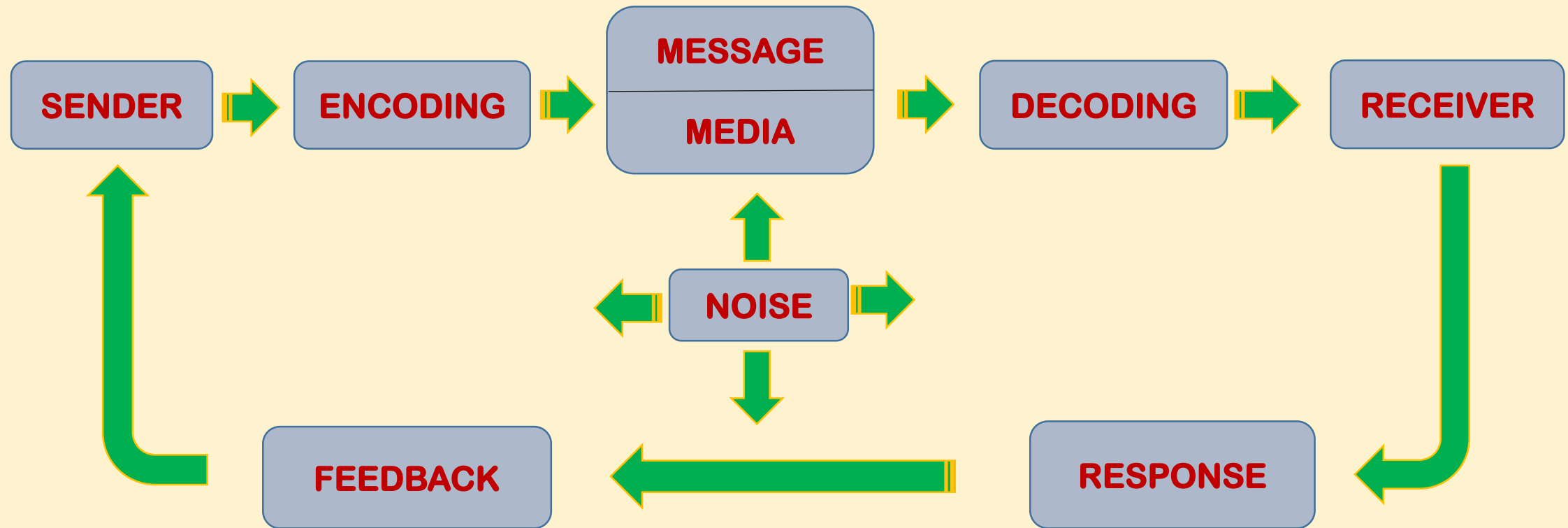
**Rural Marketing Matrix**

**Rural**

**Rural marketing, services and**  
**Products**

**Agricultural and allied products**  
**Rural artisans and rural industry**  
**products**

# Communication Process Model In Rural Marketing



Source: Velayudam, (2002), p. 90

# SWOT Analysis of Rural Markets

- Puri, 2017



# Strengths

About **72%** of India's population contributes to half on India's GDP

A large population of **647 Million** largely uncovered by the companies

Size of the Indian rural market is **INR 124000 crores** approx.



# Weaknesses

**Low literacy levels** exist in majority of the rural areas

Major **lack of Infrastructure** and facilities like roads and logistics

**Language difficulties** as per geographical area

Resists change due to a **traditional outlook** of India



# Opportunities

Bharat Nirman & Grameen Sadak Yojna has resulted in **increased rural Connectivity**

**About 87% of the villages** have been electrified  
- Industrial Marketing

Less exposure to various competing brands

**Rural literacy** levels of the country have improved from **36% to 59%**

The Percentage of below **poverty line families** have declined from **46% to 27%**



# Threats

The process of **Creating products and services for rural areas** can be a difficult

Huge **infrastructure spend** is required

**Communication** is a big challenge

Lack of proper infrastructure cause **threaten profitability** and subsequent **losses on investment**



# Physical & Marketing Infrastructure Facilities



# Main Trading Facilities



Common Open Auction Platform



Common Drying Yards



Common Covered Auction Hall



Retailer shop

## 2. Ancillary Trading Facilities



**Storage Godown**



**Cold Storage**



**Weighing Equipment**



**Grading Unit**



**Pledge Finance**



**Agro Processing Unit**

# Administrative Facilities



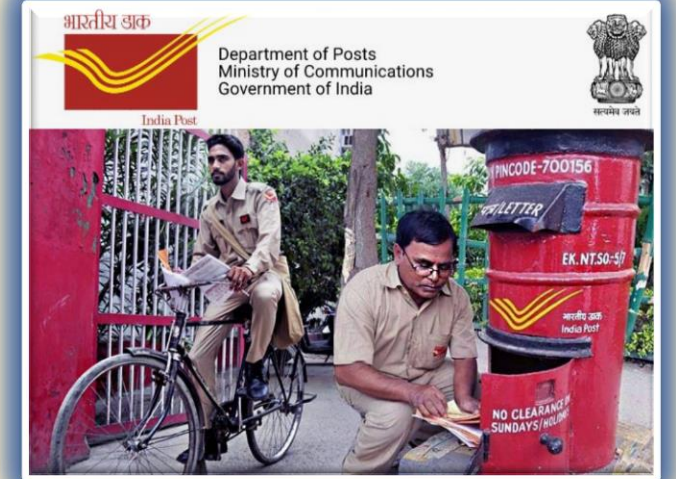
**Rural and Commercial Banks**



**Police Service**



**Dept of Rural Development & Agriculture**



**Postal Service**

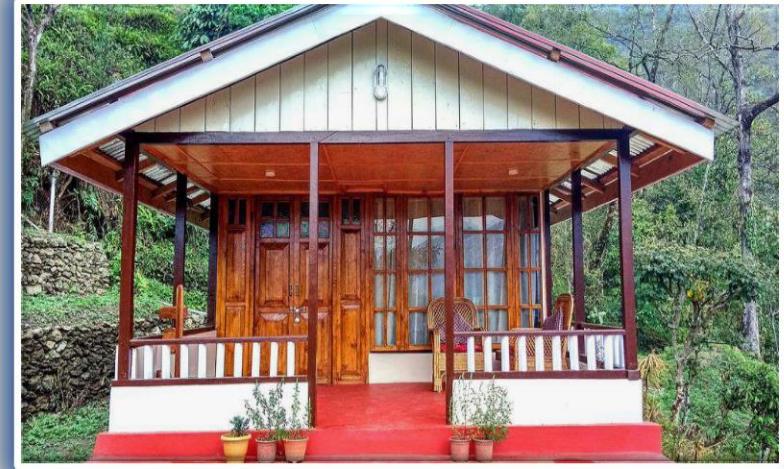


**Security service**

# Farmers Basic Facilities



**Hotels**



**Farmers Rest House**



**Tea shop**



**Agricultural Inputs Shops**

# Water Supply Facilities



**Open Wells**



**Tube Wells**



**Municipal water supply**



**Electric Pump sets**



**Overhead tanks**

# Transport Facilities



**Vehicles carrying  
farm goods from  
one place to needy  
place**



**Vehicle used for pulling  
heavy loads**



**Vehicle used for  
pulling  
Lite weighted goods**

# Publicity and Communicational Facilities



**Public Telephone**



**Public Address System**

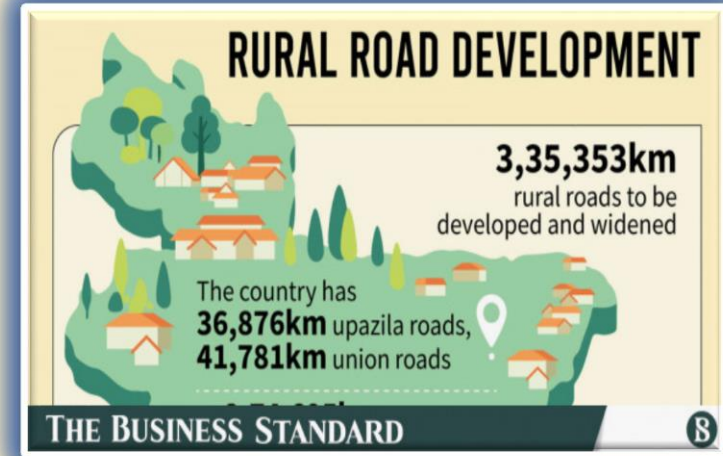


**Rate Display Board**

# Parking and Traffic Facilities



**Loading & unloading operations Parking**



**Internal Road**



**Electric Lights**



**Shade trees**

# Garbage Disposal and Drainage Facilities



**Garbage Disposal Systems**



**Drainage Systems**



# NABARD Annual Report on 2021 - 2022

# NABARD Fund Allocated to Rural Infrastructure

Sl. No	Uses of Funds	2022 (in crores)	2021 (in crores)	Percentage growth over FY2021
1	Infrastructure creation loans	2,27,584	2,10,861	7.9
2	Rural Infrastructure Development Fund	1,42,526	1,32,724	7.4
3	Long Term Irrigation Fund	53,283	51,713	3.0
4	Warehouse Infrastructure Fund	4,777	5,155	7.3
5	NABARD Infrastructure Development Assistance	23,319	17,999	29.6
6	Food Processing Fund	304	293	3.8
7	Micro-Irrigation Fund	2,084	1,827	14.1
8	Fisheries and Aquaculture Infrastructure Fund	366	194	88.7
9	Dairy processing and Infrastructure Development Fund	925	956	3.2

- **7,593 storage structures (5,550 completed)**

**Target**



- **6.1 lakh MT of storage structures have been created so far**

**Capacity**



- **1,11,162 storage structures geotagged and linked to centralised database**

**Geotagged**



## **NABARD Supported to Agri-Storage**

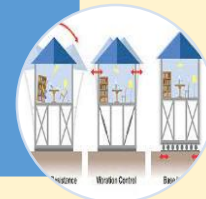
- **Web-based agri-storage warehouse within a 30-km radius**

**Web-based**



- **Modern, scientific, and earthquake resistant warehouses in the NER**

**Scientific**



- **Online trading platform projects of Agricultural Produce & Livestock Market Committee**

**Online Platform**



# NABARD-supported Food Processing Infrastructure (up to FY2022)



**14 Mega Food Parks in  
12 states and 7 Operational**



**8 Agro-Processing clusters in  
2 states and 1 nearly complete**



**13 Food processing Units in  
7 states and 2 completed**

(Source: NABARD, 2022)

**2,14,000 MT**

- Dry warehouses for non-perishable raw material and finished goods

**58,800 MT**

- Aggregate capacity of silos for bulk storage of agricultural produce

**1,01,210 MT**

- Cold storage capacity for perishable finished products

**12,900 MT**

Freezer capacity for Storing finished products

## **NABARD-Supported Food Processing Infrastructure**

**11.50 MT per hour capacity**

To individual quick frozen fruit and vegetable products

**132.5 MT per hour capacity**

- To sort and grade fruits and vegetables

**1,253 MT**

- Controlled ripening capacity

**31.75 MT/ hour capacity**

To extract and aseptically pack fruit pulp

# Rural Marketing Infrastructure



**42 Roti Halls**  
**grant of**  
**620.8 lakh**



**63 Rural marts**  
**sanctioned**  
**grant of**  
**267.7 lakh**



**14 Exhibition**  
**2,000 daily**  
**average 3.5 lakh**  
**average sales**

(Source: NABARD, 2022)

NABARD signed FIDF MOAs with **Tamil Nadu**, West Bengal, **Andhra Pradesh**, Gujarat, **Karnataka**, Kerala, Maharashtra, Goa, Haryana, and the union territory of Jammu & Kashmir



(Source: NABARD, 2022)

# NABARD envisages in FY-2023



**Agri-Value Chain  
Invest on Post-  
Harvest  
Infrastructure**



**Drinking water and  
Sanitation**



**Renew. Energy and  
Climate-smart In Agri.**



**Micro – Irrigation  
Intervention**

# GOVERNMENT SCHEMES IN INDIA





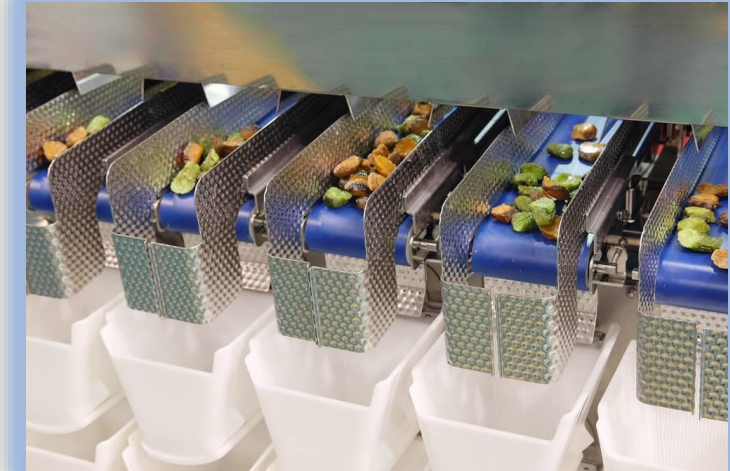
# Sub – Scheme of ISAM



**Agriculture Marketing Infrastructure (AMI)**



**Marketing Research and Information Network (MRIN)**



**AGMARK Grading Facilities (SAGF)**



**Venture Capital Assistance & Project Development Facility**



**Training, Research and Consultancy**



**E - National Agriculture Market (e-NAM)**

# Financial Outlay of Sub Schemes under ISAM in the period 2012-13 to 2016-17 (in Rs. Crores)

Sub Schemes under ISAM	2012-13	2013-14	2014-15	2015-16	2016-17	Total
<b>AMI</b>	<b>420.19</b>	<b>670</b>	<b>780</b>	<b>998.4</b>	<b>1131.41</b>	<b>4000</b>
<b>MRIN</b>	<b>1.16</b>	<b>2.5</b>	<b>2.5</b>	<b>2.92</b>	<b>2.92</b>	<b>12</b>
<b>SAGF</b>	<b>0.94</b>	<b>1</b>	<b>1</b>	<b>1.53</b>	<b>1.53</b>	<b>6</b>
<b>Agri-Business Development</b>	<b>50</b>	<b>112.5</b>	<b>112.5</b>	<b>112.5</b>	<b>112.5</b>	<b>500</b>
<b>CSS NIAM</b>	<b>5</b>	<b>5.5</b>	<b>6</b>	<b>6.5</b>	<b>7</b>	<b>30</b>
<b>e - NAM</b>	<b>The e - NAM scheme which was later added to ISAM, was allocated a budget of Rs. 200 Crores in July 2015 through Agri - Tech Infrastructure Fund (ATIF)</b>					

**Source:** Scheme Evaluation Report, NITI AAYOG

# Rashtriya Krishi Vikas Yojna - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)

Established on 2007

During XII Plan, RKVY funding will be provided through three streams viz. **production growth (35%), infrastructure & Assets and sub-schemes (20%),** and the remaining 10% will be is provisioned as flexi fund

Government has recently done way with **35% requirement in production stream later 100% allocation in investments for infrastructure buildings & creation of assets**



**RASHTRIYA KRISHI VIKAS YOJANA  
- RAFTAAR  
(RKVY-RAFTAAR)**



# Sub – Scheme of RKVY



**Bringing Green Revolution to Eastern Region**



**Initiative on Vegetable Clusters**



**National Mission for Protein Supplements**



**Saffron Mission**



**Vidharbha Intensive Irrigation Development Programme**



**Crop Diversification**

# Project funded by RKVY



**Fruits & Vegetable  
Distribution Centres**



**Market Infrastructural  
Facilities, include APMC**



**Specialized Storage  
Facilities like Onion Crop**



**Electronic Trading including Spot  
and Futures Markets & E-auction**



**Farm Service  
CENTER**



**E-Kisan Bhawans /  
Internet Kiosks**

# Pradhan Mantri Kisan SAMPADA Yojana

Scheme for **Agro-Marine Processing and Development of Agro-Processing Clusters** by Ministry of Food Processing Industries (MoFPI)



India is the **3rd largest fish producing** and **2nd largest aquaculture** nation in the world after China

**Rs. 6,000 crore** for the period **2016-20** to promoting modern infrastructure including that of post-harvest and marketing infrastructure for agriculture marketing

PMKSY is expected to leverage investment of **Rs. 11,095.93 crore**, benefiting **28,49,945 farmers** and generating **5,44,432 direct/indirect employment** in the country by the year **2025-26**

# PMKSY

## Achievements

From **2019–20 to 2021–2022**, the Fisheries sector had an incredible **growth of 14.3%**

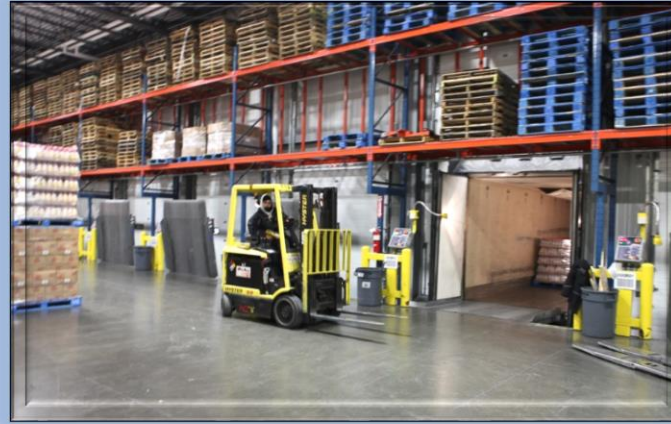
Fish production has increased from **141.64 lakh tonnes in 2019-20** to **161.87** lakh tonnes (provisional) in **2021-22**

The sector achieved all-time high exports of **13.64 lakh tonnes**, reaching **Rs 57,587 crores** topped by shrimp exports

# Schemes implemented under PMKSY



**Mega Food Parks**



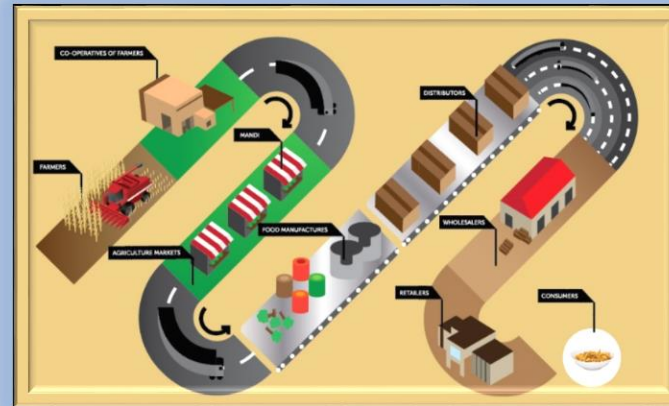
**Integrated Cold Chain and Value Addition Infrastructure**



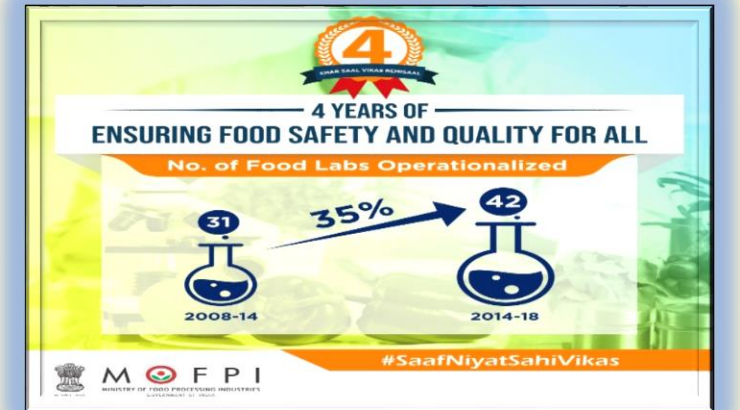
**Creation/ Expansion of Food Processing**



**Infrastructure for Agro-processing Clusters**



**Creation of Backward and Forward Linkages**



**Food Safety and Quality Assurance Infrastructure**

# Agricultural Marketing Infrastructure

A central government backed scheme to promote agriculture marketing infrastructure projects for **reducing the involvement of intermediates** and **minimizing post-harvest losses**

## Purposes

Storage infrastructure in a agricultural and allied sector

To benefits the farmers individually and collectively through FPOs through small size processing units

To incentive developing and upgrading of Gramin Haats

To provide infrastructure facilities for grading, standardization and quality certification of agricultural and allied products

# Agriculture Infrastructure Fund under Atma Nirbhar Bharat

Gol has approved Agriculture Infrastructure Fund (AIF) of **Rs.1.00 lakh crore** for **financing Agriculture Infrastructure projects** at farm gates and aggregation points for all the supply chain services

Collateral free term loan upto **Rs. 2.00 crore** and interest subvention of **3.00%** on the **term loan** availed for creation of post harvest infrastructure



The infographic features a central portrait of PM Narendra Modi against a background of a green agricultural field. To the left, there are illustrations of a blue tractor pulling a red trailer and a green tractor pulling a green trailer. The text is presented in a clean, modern font with key figures in bold red and orange. The layout is organized into a grid with icons for each benefit. At the bottom, there is a green banner with a hashtag and a date.

भारत सरकार  
MINISTRY OF  
AGRICULTURE & FARMERS WELFARE  
GOVERNMENT OF INDIA

**PM Modi Launches  
Agriculture  
Infrastructure  
Fund**

-  To provide debt financing facility for post-harvest management Infrastructure & community farming assets
-  Corpus of ₹1 lakh crore for FPOs, SHGs, PACS\*, Startups, Agri-entrepreneurs, for other farm processing-based activities
-  Interest subvention of 3% per annum up to ₹2 crore for a max. period of 7 years
-  Moratorium for repayment from 6 months up to 2 yrs
-  Scheme to be implemented from August 2020

#AatmaNirbharKrishi

\*Primary Agri Credit Societies

Date: 8 August, 2020

# e - NAM

National Agriculture Market (NAM) is a **pan-India electronic trading portal** launched on **14th April, 2016** completely funded by Central Government and implemented by **Small Farmers Agribusiness Consortium (SFAC)**

## Beneficiaries

- Farmers
- APMCs/  
RMC(Mandies)
- Traders
- Buyers, Processor  
and Exporters

## Supported and Implemented by

- APMC/  
RMC(Mandies)
- Lead Implementing  
Agency – SFAC
- DMI/ NIC/ SAMB/  
DAM

## Introduced and managed by

- State Govt.  
Department
- District  
Administration



SFAC  
सत्यं कृषाकं  
एवं शान्तिं यते

States & APMC's  
integrated on eNAM  
1260 Markets in  
22 States & 3 UTs



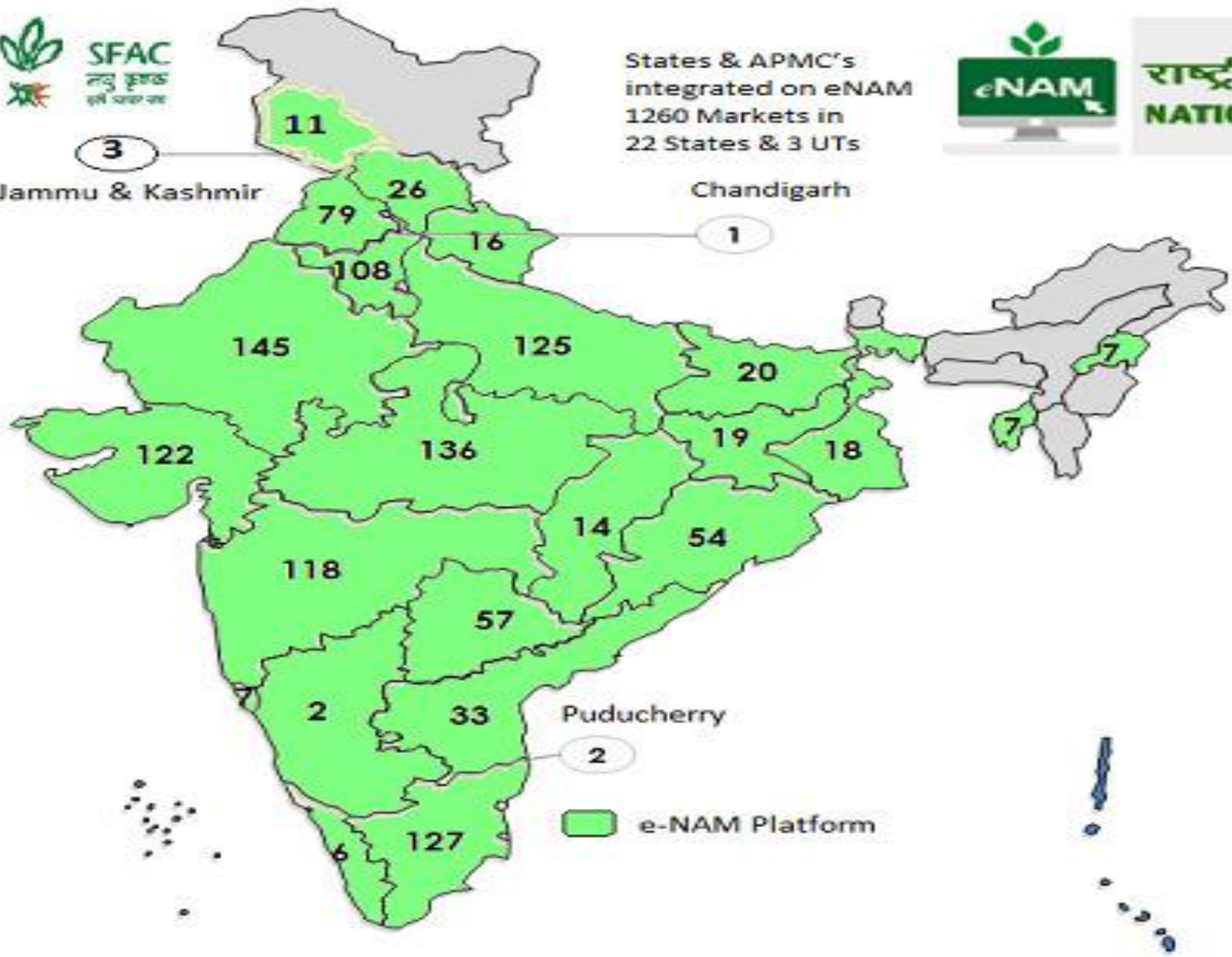
राष्ट्रीय कृषि बाजार  
NATIONAL AGRICULTURE MARKET

3  
Jammu & Kashmir

Chandigarh

Puducherry

e-NAM Platform



# E- NAM Mandis Trade Details

## e-NAM Mandis Trade Details

State

KARNATAA

APMC's

APMC KALBI

Commodity

CHANA (BEI)

From date

28/03/20

To date

28/03/20

Refresh

Trading detail on: 28-03-2023 to 28-03-2023

Page: 1

Price In Rs.			Commodity Arrivals	Commodity Traded	Unit
Min Price	Modal Price	Max Price			
4,415	4,559	7,830	341	273	Qui

top

State

KARNATAA

APMC's

APMC CHINC

Commodity

TUR/ARHAR

From date

28/03/20

To date

28/03/20

Refresh

Trading detail on: 28-03-2023 to 28-03-2023

Page: 1

Price In Rs.			Commodity Arrivals	Commodity Traded	Unit
Min Price	Modal Price	Max Price			
8,100	8,600	8,600	536	536	Qui

top

Source: [enam.gov.in](http://enam.gov.in)

# **Outcome of Scheme**

- ❖ **Single license for trading across all markets in a State**
- ❖ **Single point of market**
- ❖ **E - auction for transparent price discovery**
- ❖ **Abolition of fragmented markets**
- ❖ **Seamless transfer of agricultural commodities**
- ❖ **Improved supply-chain and reduced wastage**
- ❖ **Increased price share for the farmers**
- ❖ **Warehouse based sales**
- ❖ **Quality based informed training**



सत्यमेव जयते  
Ministry of  
Agriculture



SFAC  
लघु कृषक  
कृषि व्यापार संघ

260 New Mandis  
integrated on  
eNAM Platform  
On 20.06.2022

1260  
Mandis

20.06.2022

Integrated  
With



Ministry of Agriculture & Farmers Welfare  
Government of India



e-NAM Platform of Platforms (PoP)  
Launched on 14th July'2022



REACH MORE TRADERS

- ✓ Sell 209 Commodities
- ✓ Transparent e-bidding
- ✓ Direct Online Payments

Trade Value



On e-NAM



24th May 2022



ONLINE PAYMENTS IN  
eNAM



# Infrastructure required at a market level



**Computer**



**Printer**



**Network**



**Uninterrupted  
Power Supply**



**LED Lights**



**Basic Softwares**

# Agricultural Produce Marketing Committees

Presently, India's agricultural markets are regulated by the states government under APMC



Under the APMC Act, the states can establish agricultural markets, popularly known as **mandis**

The National Agriculture Market (NAM) is a pan-India electronic trading portal, which links the existing APMC mandis across the country

About **2477** principal regulated markets based on geography and **4843** sub-market yards regulated by the respective APMCs in India

# **APMC Act, 2003**

- ✓ **Farmer doesn't need to bring his produce to APMC Mandi**
- ✓ **Allows alternate markets such as direct purchase centres**
- ✓ **Provisions were made like Full payment, display of quantity brought and prices near arrival gate**
- ✓ **Establishment of State Agricultural Produce Marketing Standards Bureau for Grading, Standardization and Quality Certification**
- ✓ **Provision of contract farming**
- ✓ **Single point levy of market fee on the sale**
- ✓ **Creation of marketing infrastructure from the revenue earned by the APMC**

# Karnataka Model

In Karnataka, **51 of the 155 main market yards and 354 sub-yards** have been integrated into a single licensing system

**Rashtriya e-market Servies Ltd. (ReMS)**, a joint venture created by the State government and Spot Exchange, offers automated auction, facilitate warehouse-based sale of produce, facilitate commodity funding, price dissemination by leveraging technology

Reduce the fragmented markets has enabled **private sector investment** in marketing infrastructure

**Source:** [indiabudget.gov.in](http://indiabudget.gov.in)

# APMC Benefits



**Safeguard the farmers**



**Mandated to arrange market and storage facilities**

Month	Cost (a kg)
May 2013	Rs. 180
August	Rs. 210
October	Rs. 360
May 2014	Rs. 370
First week of June	Rs. 410
First week of July	Rs. 830
July 15	Rs. 610



\* Karnataka stands first in terms of **Arecanut**

## SHOOTING UP

➤ Market Yard officials said that the prices of fruits have gone up mainly due to high consumption of fruits among citizens

➤ Most fruits are being sold at over ₹100 per kg in retail markets across the city

➤ The APMC officials said that the supply of all fruits is available at sufficient quantities. As a result, the



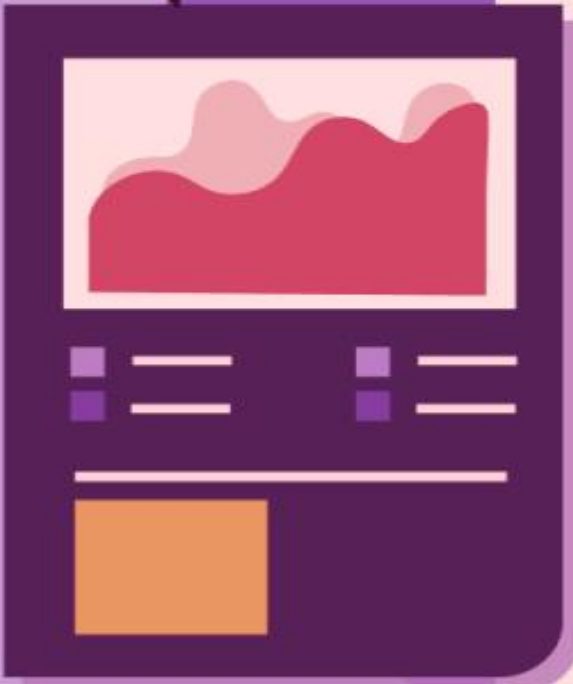
prices have not gone out of range of common citizens

➤ However, they have not ruled out the possibility of a further spike in prices considering the market demand at present

**Does not spike unreasonably**



# Research Paper



# **A STUDY ON RURAL MARKETING INFRASTRUCTURE FOR VEGETABLES IN TIRUVARUR DISTRICT**

**- Hemalatha, S and Paramasivan, T. 2016**

## **Research Methodology**

- Nature of research : Exploratory method
- Sample size : 606
- Data collection method : Questionnaire method
- Data Analyzing tool : Statistical Package for Social Science (SPSS)

# Respondents Weightage on Challenges

	(n = 606)
Top Five Challenges Identified	Weighted percentage of respondents
Inadequate infrastructural facilities	44.25
Comprehensive national level policy on food processing sector	34.46
Food safety Laws	28.51
Inconsistency in central and state policies	28.08
Availability of trained manpower	25.53

# Functional Infrastructure

(n = 606)

Types	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Ranking
Super Market	54	65	06	02	03	130	II
Grocery	09	37	67	02	08	123	III
Veg Vendor	05	10	37	201	100	353	I
Total	68	112	110	205	111	606	

# Channel Infrastructure

(n=606)

Types	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Ranking
<b>Super Market</b>	69	65	0	0	0	134	II
<b>Grocery</b>	0	37	79	0	0	116	III
<b>Veg Vendor</b>	0	0	39	221	96	356	I
<b>Total</b>	69	102	118	221	96	606	

# Major Findings

More than 65 percent of the respondents have told that there are no trained manpower

Only 20 percent of the vegetable vendors have agreed that there standard infrastructure facilities

More than 65 percent of the respondents have told that there are no trained manpower

About 60 percent of the respondents have told that there should a comprehensive and consistent central and state laws

There are high levels of wastage both in processed and in fresh vegetables. This happens due to fragmented supply chain

# **Conclusion of the Study**

**The fruit and vegetable processing industry in India is decentralized**

**A large number of units, having small capacities upto 250 tonnes/annum though big Indian and MNCs have capacities in the range of 30 tonnes/ hour**

**About 44.25 per cent of respondents were faced the inadequate infrastructure facilities**

**Thus if marketing, functional, mobile infrastructural facilities are accelerated improving all the shortcomings**

# **A Study on Rural Marketing and Digital Marketing in the Mirror of Current Scenario**

**- Dewangan and Pandey (2021)**

## **Research Methodology**

**Research Design : Descriptive Research Design**

**Reference : Secondary Data and  
Personal Experience,  
Journals, Books and  
Government websites**

# Challenges in Rural & Digital Marketing

## Rural Marketing

- **Small or disorder (Scattered) market**
- **Problem arising for manufacturing product**
- **Transportation problem**
- **Seasonal and irregular demand**
- **Living standard is below**
- **Lazy life style**
- **Language problem**

## Digital Marketing

- ✓ **Understand Customer behavior**
- ✓ **Collection of big data management**
- ✓ **Finding or Making best team**
- ✓ **More time is investing in digital marketing**
- ✓ **Sometimes budget is limited**
- ✓ **Success is also not determined**
- ✓ **Most creativity is necessary**
- ✓ **Social media interaction with youngsters**

# Opportunities of Rural & Digital Marketing

## Rural Marketing

- Agricultural equipment or materials
- Poultry
- Metals which was made in rural areas

## Digital Marketing

- ✓ TV (Television)
- ✓ Social media
- ✓ Newspaper

# Result and Discussion

(n=75)

Type	Variable	No. of Respondents	Mean	SD	t - value
<b>Statistical differential showing rural marketing and digital marketing</b>					
Rural Marketing	Marketing	75	75.56	9.16	7.025**
Digital Marketing		75	85.33	7.8	
<b>Statistical differential showing present scenario rural marketing and digital marketing</b>					
Rural Marketing	Marketing	75	76.83	4.24	16.71**
Digital Marketing		75	86.66	2.82	
<b>Statistical differential showing rural marketing and digital marketing according to opportunity and challenges</b>					
Rural Marketing	Marketing	75	75.56	75.56	9.025**
Digital Marketing		75	85.33	85.33	
<b>df= 148</b>	<b>**P &lt; 0.01</b>	<b>Significant</b>			

# **Conclusion of the study**

**There is a significant difference in the rural & digital marketing, the present scenario of rural & digital marketing, and opportunities and challenges of rural & digital marketing**

**Various problems arising in rural marketing. Nearly 8.9 per cent of Indian people are indigenous so there is a big problem of communication difficulties**

# **Conclusion of Seminar**

**India has facing the challenges and problems of fulfilling the rural infrastructure facilities, in general physical and digital infrastructure of both agriculture and non-agriculture sectors**

**Rural producers have faced major constraints in accessing, understanding and engaging with urban markets which have diverse consumer groups**

**Government policies and programmes that encourage the accessibility of basic rural infrastructure include marketing facilities which could contribute to our national income and create global market for our products**



THANK  
YOU