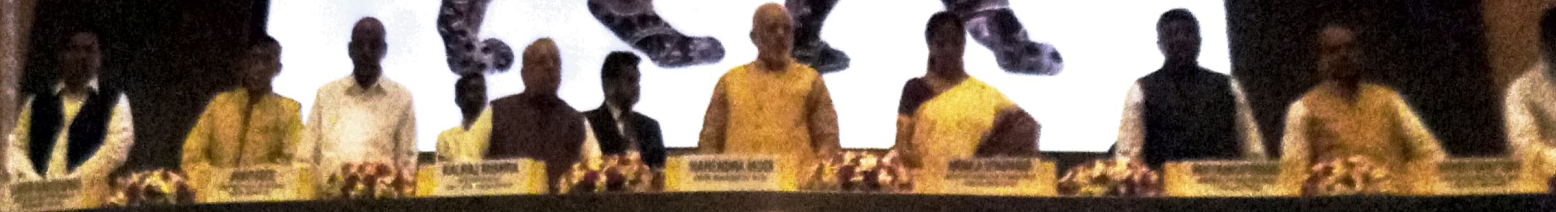



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मेक इन इंडिया  MAKE IN INDIA



DEVELOPMENT OF RURAL INDUSTRIES IN INDIA

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened. The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated. Therefore, entrepreneurship in the rural and tribal areas looms large to solve the problems of poverty, unemployment and backwardness of Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship.

Keywords: Rural Industries in Indian Economy - Recent Developments - Types

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Introduction:

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened. The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated.

problems of poverty, unemployment and backwardness of Indian economy. Rural industrialisation is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship.

Meaning:

Rural entrepreneurs are those who carry out entrepreneurial activities by establishing industrial and business units in the rural areas of the economy. In other words, entrepreneurship refers to rural entrepreneurship. In other words, rural entrepreneurship refers to rural entrepreneurship.

Definition:

Rural industries and business organisations in rural areas generally associated with agriculture and allied activities to agriculture. According to KVIC (Khadi and Village Industry Commission), "village industries or Rural industry means any industry located in rural areas, population of which does not exceed 10,000 or such other figure which produces any goods or renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a thousand rupees".

RURAL INDUSTRIES IN INDIAN ECONOMY

The Ministry of Agro and Rural Industries (MoARI) in India was established in September, 2001 with the aim to develop the Rural Industries in the Indian Economy. The main objectives of this initiative were to ameliorate the supply chain management, upgrade skills, introduce innovative technologies and expand markets of the entrepreneurs and artisans. A wide range of programs, schemes, projects and policies have been formulated to carry out various activities in the rural sector in India. Also, the Government of India has also ensured employment generation program in the rural regions under Rural Employment Generation Program (REGP) and the Prime Minister's Rozgar Yojana (PMRY) in association with of State Governments, Reserve Bank of India (RBI) and other banks.

1. Rubber Business in India

Rubber is one of the significant commercial crops in India. Rubber Industry in India has accounted for a production of 6.49 lakh tons for the year 2006. Places in India where rubber is cultivated include areas of southwest Konkan and Malabar Coast in Kerala and in some areas of Tamil Nadu.

2. Fisheries in Rural India

The fish production rate in India has witnessed a remarkable growth since 1995. 96. The National Program of Developing Fish Seeds, Fish Farmers' Development Agencies and Brackish Water Fish Farmers' Development Agencies have been the major contributors to the growth in fisheries in rural India. A diversified range of fishing methods along with processed fish products have been introduced in the Indian rural market through an Integrated Fisheries Project.

3. Poultry Business in India

Poultry Business is one of the major contributors to the growing economy of rural and semi-urban India. India has witnessed a remarkable growth in the egg and poultry meat industry in the recent period. States of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu contribute to around 45 percent of the total egg production in India whereas the eastern and central parts of India contribute to around 20 percent of the same. India is the seven largest poultry producer all over the world.

4. Tobacco Business in India

India is one of the most predominant producers as well as consumers of tobacco in India. It ranks third in terms of tobacco production around the world. Tobacco leaves are highly exported in the overseas countries which has accounted for a 99 percent increase in the revenue from exports.

5. Jute Business in India

Jute is one of the most prime products in terms of exporting to the overseas nations and it brings in maximum foreign exchange earnings. The delta of the river Ganges in West Bengal is perfect for jute cultivation. A wide range of gunny bags, shopping bags, handicrafts, carpets, and many more other items are made from Jute.

6. Horticulture Business in India

India has a diverse soil and climate which provides a promising opportunity for

horticulture. Some of the crops cultivated in the horticultural sector comprise of fruits, vegetables, root and tuber crops, flowers, ornamental plants, medicinal and aromatic plants, spices, condiments, plantation crops and mushrooms.

7. Sericulture Business in India

Sericulture is one of the rural based agro industries in India. Silk production activity has accounted for a total income from export production of more than USD 600 million. Sericulture offers agro based, ecologically and economically sustainable activity for the poor, small and marginal farmers which also include women. 60 percent of the pre-cocoon and post-cocoon sector activities are carried out by women.

8. Tea Business in India

The tea business has been ruling Indian economy for the past 170 years. The chief areas of tea production in India include rural hills and backward areas of Northeastern and southern states like Assam, West Bengal, Tamil Nadu and Kerala. India mainly manufactures tea variants such as CTC, Orthodox tea and green tea.

RECENT DEVELOPMENTS IN RURAL INDUSTRIES

Following are some of the major investments and developments in the Indian rural sector.

- ❖ The Ministry of Rural Development is expecting to achieve its annual targeted length of 48,812 kilometers of rural roads by March 31, 2017 under the Pradhan Mantri Gram Sadak Yojana (PMGSY), which has reached a completion stage of 67.53 per cent (32,963 kms) as on January 27, 2017.

- ❖ The National Bank for Agriculture and Rural Development (NABARD) plans to provide around 200,000 point-of-sale (PoS) machines in 100,000 villages and distribute RuPay cards to over 34 million farmers across

India, to enable farmers to undertake transactions.

- ❖ Magma Fincorp, a Kolkata-based banking finance company (NBFC) plans to expand its operations in South India with specific focus on rural and semi-urban markets to help the company grow rapidly.

- ❖ The Ministry of Textiles has issued a memorandum of understanding (MoU) with 20 e-commerce companies, aimed at providing a platform to artisans and weavers in different handloom and handicraft clusters across the country to help them sell their products directly to the consumer.

- ❖ The Ministry of New and Renewable Energy (MNRE) has an annual target of setting up one lakh family size biogas plants in the states and union territories for FY 2017.

- ❖ Indian Institute of Technology-Madras (IIT-M) has entered into a three-year partnership with Nokia Networks to co-develop technology solutions which will enhance broadband connectivity in rural India.

- ❖ The United Economic Forum (UEF), an organisation that works to improve the economic status of the minority communities in India, has signed a Memorandum of Understanding (MoU) with Indian Overseas Bank (IOB) for financing entrepreneurs in backward communities to set up business in Tamil Nadu. As part of the agreement, entrepreneurs who have been chosen by UEF, will get term loan / working capital requirements from the bank. The UEF will appoint mentors to guide entrepreneurs for successful implementation of the project. Both IOB & UEF periodically monitor the progress of the project.

- ❖ Tata Motors, India's biggest automotive company by revenues, plans to aggressively expand its network with a focus on emerging markets. The company is aiming to

triples its network to 1,500 over the next three years from 460 now, making it the biggest such expansion by a passenger vehicle maker in the country so far.

➤ Bharti Airtel is applying for a payments bank licence and has involved Kotak Mahindra Bank as a potential investor in the venture, in a bid to tap significant revenue opportunities from the Reserve Bank of India's financial inclusion initiative. Payments banks are meant to fan out into the rural, remote areas of the country, offering limited but critical services such as money transfers, loans and deposit collection. While banks have the know-how, telecom companies have the network, making it an ideal match.

GOVERNMENT INITIATIVES

The Government of India has planned various initiatives to provide and improve the infrastructure in rural areas which can have a multiplier effect in increasing movements of goods, services and thereby improve earnings potential of rural areas subsequently improving consumption.

The Government has introduced various reforms in the Union Budget 2017-18 to uplift the rural markets. Some of the key highlights of the Budget are:

➤ Rs 187,223 crore (US\$ 28.08 billion) has been allocated towards rural, agriculture and allied sectors.

➤ The Allocation for Pradhan Mantri Awas Yojana-Gramin has been increased from Rs 15,000 crore (US\$ 2.25 billion) to Rs 23,000 crore (US\$ 3.45 billion) in the year 2017-18 with a target to complete 10 million houses for the houseless by the year 2019.

➤ The pace of roads construction under Pradhan Mantri Gram Sadak Yojana (PMGSY) has been accelerated to 133 kms per day as against an average of 73 kms per day during the years 2011-14.

➤ The allocation to the Mahatma Gandhi National Rural Employment Guarantee Act

(MGNREGA) has been Rs 48,000 crore (US\$ 7.2 billion) in the year 2017-18, which is the highest ever allocated amount.

The Government of India is looking to install Wi-Fi hotspots at more than 1,000 gram panchayats across India, under its ambitious project called Digital Village, in order to provide internet connectivity for mass use, as well as to enable delivery of services like health and education in far-flung areas.

➤ In the Union Budget 2017-18, the Government of India mentioned that it is on course to achieve 100 per cent village electrification by May 1, 2018.

➤ The Government of India has sought Parliament's approval for an additional expenditure of Rs 59,978.29 crore (US\$ 8.9 billion), which will be used to support the government's rural jobs scheme, building rural infrastructure, urban development and farm insurance.

➤ The Government of India plans to integrate villages with country's economic mainstream by purchasing around 80,000 mini-buses, which will connect over 125,000 villages to markets and thereby provide access to better job and education prospects.

➤ Prime Minister Mr Narendra Modi has launched the National Rural Mission with the aim of enabling cluster based development and creating smart villages which will complement the smart cities initiative.

➤ The Government of Gujarat plans to undertake several steps to promote micro, small and medium enterprises (MSMEs) in the state, including setting up a separate department for this segment and providing dedicated industrial estates for MSMEs.

➤ The Union Government plans to build 2.23 lakh km of roads in the rural areas and has proposed a total spending of Rs 27,000 crore (US\$ 4.05 billion) until March 2017.

➤ E-commerce players like Flipkart, Snapdeal, Infibeam and mobile wallet major

Paytm have signed Memoranda of Understanding (MoUs) with the government to reach rural areas by connecting with the government's common service centres (CSCs) being setup in villages as part of the 'Digital India' initiative.

➤ With the increasing demand for skilled labour, the Indian government plans to train 500 million people by 2022, and is looking out for corporate players and entrepreneurs to help in this venture. Corporate, government, and educational organisations are joining in the effort to train, educate and produce skilled workers.

➤ The Union Cabinet has cleared the Pradhan Mantri Krishi Sinchae Yojana (PMKSY), with a proposed outlay of Rs 50,000 crore (US\$ 7.5 billion) spread over a period of five years starting from 2015-16. The scheme aims to provide irrigation to every village in India by converging various ongoing irrigation schemes into a single focused irrigation programme. The Government of India aims to spend Rs 75,600 crore (US\$ 11.34 billion) to supply electricity through separate feeders for agricultural and domestic consumption in rural areas. This initiative is aimed at improving the efficiency of electricity distribution and thereby providing uninterrupted power supply to rural regions of India.

➤ To promote agriculture-based businesses, the Government of India has started 'A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship' (ASPIRE). Under this scheme, a network of technology centres and incubation centres would be set up to accelerate entrepreneurship and to promote start-ups for innovation and entrepreneurship in agro-industry.

➤ The Government of India plans to form a committee to study various innovations and submit their reports to the concerned Department or Ministry. The programme

called the 'Nav Kalpana Kosh' aims to improve rural areas at various levels, such as governance, agriculture and hygiene.

As is the trend with urban India, consumers in the rural regions are also expected to embrace online purchases over time and drive consumption digitally. The rural regions are already well covered by basic telecommunication services and are now witnessing increasing penetration of computers and smartphones. Taking advantage of these developments, online portals are being viewed as key channels for companies trying to enter and establish themselves in the rural market. The Internet has become a cost-effective means for a company looking to overcome geographical barriers and broaden its reach. Market research firm Nielsen expects India's rural FMCG market to reach a size of US\$ 100 billion by 2025. Another report by McKinsey Global Institute forecasts the annual real income per household in rural India to rise to 3.6 per cent 2025, from 2.8 per cent in the last 20 years.

TYPES OF RURAL INDUSTRIES

All the village industries come under the following broad categories:

1. **Agro Based Industries:** like sugar industries, jaggery, oil processing from oil seeds, pickles, fruit juice, spices, dairy products etc.
2. **Forest Based Industries:** like wood products, bamboo products, honey, coir industry, making eating plates from leaves.
3. **Mineral based industry:** like stone crushing, cement industries, red oxide making, wall coating powders etc.
4. **Textile Industry:** like spinning, weaving, colouring, bleaching.
5. **Engineering and Services:** like agriculture equipments, tractors and pumpsets repairs etc.

IMPORTANCE OF RURAL ENTREPRENEURS

Rural entrepreneurs play a vital role in the overall economic development of the country. The growth and development of rural industries facilitate self employment, results in wider dispersal of economic and industrial activities and helps in the maximum utilisation of locally available raw materials and labour. Following are some of the important role which rural industries play in ameliorating the socio-economic conditions of the rural people in particular and the country in general.

1. Proper utilization of local resources: Rural industries help in the proper utilisation of local resources like raw materials and labour for productive purposes and increases productivity. They can also mobilise rural savings which help in increase of rural funds.

2. Employment generation: Rural industries create large-scale employment opportunities for the rural people. The basic problem of large-scale unemployment and underemployment of rural India can be effectively tackled through rural industrialization.

3. Prevents rural exodus: Lack of employment opportunities, heavy population pressure and poverty forced the rural people to move to urban areas for livelihood. It creates rural urban imbalance. Under these circumstances, rural industries help in reducing disparities in income between rural and urban people and acts as a potential source of gainful employment. This prevents rural people to migrate to urban areas.

4. Fosters economic development: Rural industrialization fosters economic development of rural areas. This curbs rural urban migration on the one hand and reduces disproportionate growth of towns and cities,

growth of slums, social tensions and environmental pollution etc. on the other.

5. Earnings of foreign exchange: Rural industries play an important role in increasing the foreign exchange earnings of the country through export of their produce.

6. Producer's goods of consumers' choice: Rural industries including village and cottage industries produce goods of individual consumers' choice and taste. Jewellery, sarees, artistic products are produced to cater to the needs of different consumers according to their taste, design and choice.

Conclusion

I conclude that the rural industries has been given by Government of India in order to enlarge its scope. According to Government of India, "Any industry located in rural area, village or town with a population of 20,000 and below and an investment of Rs. 3 crores in plant and machinery is classified as a village industry." Rural entrepreneurs play a vital role in the overall economic development of the country. The growth and development of rural industries facilitate self-employment, results in wider dispersal of economic and industrial activities and helps in the maximum utilisation of locally available raw materials and labour.

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MARKETING PRACTICES OF SELECT RURAL INDUSTRIES IN SPSR NELLORE DISTRICT

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ABSTRACT

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. Number of strategies like product, price, promotion, distribution, marketing and sales strategies can help various organizations to capture large market share of rural India. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, Inadequate Media coverage for rural communication, Multi language and Dialects, Traditional Values, Lack of proper physical communication facilities. But every problem has its solution. So, the problems of rural marketing can be solved by improving infrastructure, transportation, communication, warehousing and packing facilities. The paper includes method of selling of products, marketing planning, marketing objectives, selection of the products, Nature of competition, furnish details of customers, area wise sales, sales promotion, products require packaging, strategy of pricing method, distribution channels, goods transportation, promote of products and production sample units in Nellore district.

KEYWORDS

selling methods, products require packaging.

INTRODUCTION

In the context of development of a nation then the most important thing is to contribute in development of industrialization, which is very large area to develop the existing product and new product in the market with the help of branding techniques. The rural industries have a very big role in development of Indian industry and Indian economy. Rural Industries generally use power driven machine and also apply modern methods of production, engage labour on wage produce for expanded market, wherever cottage industry gives the new way in the context of employment for poor people and growth of the rural industry. Such industries can be managed with little resources and in terms of result provide much better results.

OBJECTIVES

1. To examine the methods of selling the products of the selected Rural Industries in Nellore district.
2. To examine the various channels of marketing the products of select Rural Industries in Nellore district.

METHODOLOGY

SPSR Nellore District is purposively selected for the study because of the proximity and familiarity of the researcher. The primary data covering all the aspects of rural industries units in accordance with the objectives of the study are collected through personal interviews with the entrepreneurs and managers of the sample units with the help of a schedule, which is to be specially designed for the study.

SAMPLING

Primary data will be collected from the Rural Industries in SPSR Nellore district. A sample of (3202 Rural Industries in 2015-16) 10 per cent will be drawn at random covering all categories of Rural Industrial artisans belonging to different groups and different product lines. In selecting the sample enterprises, the researchers will be used a sample technique known as "Stratified Random Sampling with proportional allocation". Table 1 shows that 55 (17.19 per cent) of the rural industrial units sell personally, 46 (14.38 per cent) units are through mediators, 35 (10.94 per cent) through commission agents, 24 (7.50 per cent) through brokers and 29 (9.06 per cent) through others. The leather and leather footwear units highest with 20 and chemical based units lowest with 2 in sell personally. The Food and agro based units highest with 7 and mineral and textile based units lowest with 2 each sell through mediators. The plastic and rubber units highest with 6 and paper board units lowest with 0, the textile based and forest based units 3 each sell through franchising (out of 30). In Engineering based units out of 34, 6 (17.65 per cent) each are personally and commission agents sell products, 3 (8.82 per cent) each through mediators and retailers, 9 (26.47 per cent) through wholesalers and 5 (14.71 per cent) through foreign agencies sell the products.

TABLE 1: CATEGORY - WISE METHODS OF SELLING THE PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No.	Industrial Category	Methods of selling the products										
		1	2	3	4	5	6	7	8	9	10	
1	Textile based units	15 (26.32)	03 (5.38)	03 (5.38)	04 (7.04)	03 (5.38)	06 (10.71)	03 (5.38)	03 (5.38)	04 (7.04)	04 (7.04)	04 (7.04)
2	Forest based units	08 (20.00)	03 (7.50)	06 (15.00)	03 (7.50)	06 (15.00)	03 (7.50)	03 (7.50)	03 (7.50)	03 (7.50)	03 (7.50)	
3	Mineral based units	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	03 (15.38)	
4	Leather and footwear units	03 (20.00)	04 (26.67)	03 (20.00)	03 (20.00)	03 (20.00)	03 (20.00)	03 (20.00)	03 (20.00)	03 (20.00)	03 (20.00)	
5	Food and agro based units	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
6	Engineering based units	08 (17.65)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	03 (6.63)	
7	Chemical based industrial units	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	03 (8.33)	
8	Building material units	03 (9.09)	04 (18.18)	03 (9.09)	03 (13.64)	03 (13.64)	03 (13.64)	03 (13.64)	03 (13.64)	03 (13.64)	03 (13.64)	
9	Electronics units	03 (10.00)	03 (13.33)	03 (13.33)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
10	Plastic and rubber units	03 (10.00)	03 (20.00)	03 (13.33)	03 (13.33)	03 (13.33)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
11	Paper board units	03 (0.00)	03 (0.00)	03 (0.00)	03 (21.43)	03 (35.71)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
12	Printing units	03 (15.38)	04 (30.77)	03 (10.00)	03 (30.77)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
13	Miscellaneous units	03 (10.00)	03 (27.27)	04 (36.36)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	03 (10.00)	
Total		53 (17.19)	46 (14.38)	35 (10.94)	38 (11.88)	30 (9.38)	30 (9.38)	33 (10.31)	24 (7.50)	29 (9.06)	320 (100)	

Note: Figures in parenthesis represent the percentages

Source: Field Survey

1. Personal selling, 2. Through Mediators, 3. Foreign Agencies, 4. Wholesalers, 5. Retailers, 6. Franchising, 7. Commission agent, 8. Brokers and 9. Other. Marketing planning of the sample units is shown in table 2. It indicates that out of 320 rural industrial units, 119 (37.19 per cent), have developed annual marketing planning, 303 (92.81 per cent) have more than one year plan and 98 (30.63 per cent) do not prepare any kind of marketing planning in this regard. The footwear units rank highest with 17 (42.50 per cent) and the miscellaneous units rank lowest with 1 (9.09 per cent) as per more than one year marketing planning. The textile based units rank highest with 14 (36.84 per cent) and miscellaneous units rank lowest with 1 (9.09 per cent) have developing annual marketing planning. The paper and printing units rank highest with 21 (52.50 per cent) and the paper and printing units lowest with 1 (9.09 per cent) have plan for more than one year. Of the total number of 320 rural industrial units in Nellore district, 38 are in textile based industries, and out of those 38 textile based industries 14 (36.84 per cent) have no marketing planning, 11 (28.95 per cent) have developed annual marketing planning, and 13 (34.21 per cent) have plan for more than one year. Of 11 miscellaneous units, 1 (9.09 per cent) have no marketing planning, 9 (81.82 per cent) have plan for more than one year and 1 (9.09 per cent) have developed annual marketing planning.

TABLE 2: CATEGORY - WISE FORMAL MARKETING PLANNING OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No.	Industrial Category	Formal marketing planning		
		No marketing planning	Developing annual marketing planning	Developing plans for more than one year
1	Textile based units	14 (36.84)	11 (28.95)	13 (34.21)
2	Forest based units	11 (27.50)	21 (52.50)	08 (20.00)
3	Mineral based units	10 (38.46)	06 (23.08)	10 (38.46)
4	Leather and footwear units	09 (22.50)	14 (35.00)	17 (42.50)
5	Food and agro based units	08 (28.57)	08 (28.57)	12 (42.86)
6	Engineering based units	12 (35.29)	12 (35.29)	10 (29.41)
7	Chemical based industrial units	06 (25.00)	05 (20.83)	13 (54.17)
8	Building material units	08 (36.36)	10 (45.45)	04 (18.18)
9	Electronics units	05 (33.33)	07 (46.67)	03 (20.00)
10	Plastic and rubber units	05 (33.33)	10 (66.67)	00 (0.00)
11	Paper board units	03 (21.43)	00 (0.00)	11 (78.57)
12	Printing units	06 (46.15)	06 (46.15)	01 (7.69)
13	Miscellaneous units	01 (9.09)	09 (81.82)	103 (9.09)
Total		98 (30.63)	119 (37.19)	103 (32.19)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

The nature of competition faced by the sample rural industrial units under study is presented in table 3. It reveals that 112 (35 per cent) units are facing heavy competition, 138 (43 per cent) units are facing moderate competition and 70 (22 per cent) units are facing low competition. The leather and footwear units among the sample units are facing moderate competition and 83 (25.94 per cent) units are facing low competition.

highest with 24 (25.3) per cent and building material units rank lowest with 2 (9.09 per cent) under the units facing heavy competition. The Paper board units rank highest with 14 (28.57) per cent and the Forest based units rank lowest with 2 (5.00 per cent) under units with moderate competition. The Mineral based units rank highest with 46 (15.38) per cent and plastic and rubber units lowest with 13 (33.33) per cent under units with low competition. It can be concluded that the sample industrial units in the district on the whole face moderate competition.

TABLE 3: CATEGORY - WISE NATURE OF COMPETITION PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Nature of competition product			Total
		Heavy competition	Moderate competition	Low competition	
1	Textile based units	11 (28.95)	17 (44.74)	10 (26.32)	38 (100)
2	Forest based units	20 (50.00)	10 (25.00)	10 (25.00)	40 (100)
3	Mineral based units	08 (19.23)	09 (34.62)	12 (46.15)	26 (100)
4	Leather and footwear units	23 (57.50)	11 (27.50)	06 (15.00)	40 (100)
5	Food and agro based units	12 (42.86)	07 (25.00)	09 (32.14)	28 (100)
6	Engineering based units	10 (29.41)	15 (44.12)	09 (26.47)	34 (100)
7	Chemical based industrial units	05 (20.83)	12 (50.00)	07 (29.17)	24 (100)
8	Building material units	02 (9.09)	11 (50.00)	09 (40.91)	22 (100)
9	Electronics units	07 (46.67)	05 (33.33)	03 (20.00)	15 (100)
10	Plastic and rubber units	05 (33.33)	08 (53.33)	02 (13.33)	15 (100)
11	Paper board units	05 (35.71)	09 (64.29)	00 (0.00)	14 (100)
12	Printing units	03 (23.08)	07 (53.85)	03 (23.08)	13 (100)
13	Miscellaneous units	04 (36.36)	04 (36.36)	03 (27.27)	11 (100)
Total		112 (35.00)	125 (39.06)	83 (25.94)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Category-wise product sales in different types of markets by the rural industrial units are exposed in table 4. It divulges that 96 (30 per cent) rural units are selling their products in local market, 116 (36.25 per cent) in regional markets, 65 (20.31 per cent) in national market and only 43 (13.44 per cent) in international markets. The textile based units ranked highest with 11 (28.95 per cent) and the Engineering based units lowest with 3 (8.82 per cent) under units selling in local markets. The textile based units rank highest with 19 (27.66 per cent) and the Building material units lowest with 2 (9.09 per cent) under units selling their products regional. The leather and footwear units ranks highest with 15 (37.50 per cent) and chemical based industrial units lowest with 2 (8.33 per cent) under units selling in national markets. The engineering based units rank highest with 8 (23.53 per cent) and textile based units lowest with 2 (5.26 per cent) under units selling their products international level.

TABLE 4: CATEGORY - WISE AREA SALES OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Area wise Sales				Total
		Local	Regional	National	International	
1	Textile based units	11 (28.95)	19 (50.00)	06 (15.79)	02 (5.26)	38 (100)
2	Forest based units	08 (20.00)	16 (40.00)	06 (15.00)	10 (25.00)	40 (100)
3	Mineral based units	07 (26.92)	11 (42.31)	05 (19.23)	03 (11.54)	26 (100)
4	Leather and footwear units	09 (22.50)	16 (40.00)	15 (37.50)	00 (0.00)	40 (100)
5	Food and agro based units	07 (25.00)	07 (25.00)	10 (35.71)	04 (14.29)	28 (100)
6	Engineering based units	03 (8.82)	13 (38.24)	10 (29.41)	08 (23.53)	34 (100)
7	Chemical based industrial units	07 (29.17)	13 (54.17)	02 (8.33)	02 (8.33)	24 (100)
8	Building material units	10 (45.45)	02 (9.09)	05 (22.73)	05 (22.73)	22 (100)
9	Electronics units	06 (40.00)	05 (33.33)	02 (13.33)	02 (13.33)	15 (100)
10	Plastic and rubber units	07 (46.67)	05 (33.33)	00 (0.00)	03 (20.00)	15 (100)
11	Paper board units	11 (78.57)	03 (21.43)	00 (0.00)	00 (0.00)	14 (100)
12	Printing units	04 (30.77)	02 (15.38)	04 (30.77)	03 (23.08)	13 (100)
13	Miscellaneous units	06 (54.55)	04 (36.36)	00 (0.00)	01 (9.09)	11 (100)
Total		96 (30.00)	116 (36.25)	65 (20.31)	43 (13.44)	320

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Table 5 reveals the category-wise sales promotion methods adopted by rural industries in Nellore district. It could be seen from the table a significant portion of 33 units Newspapers, an only contribution of food and agro based industries of 10.71 per cent, 14.71 per cent of engineering based and 25.05 per cent textile based industries respectively. Electronics based units have very good performance of 33.33 per cent. In mineral based 11.54 per cent, forest based 25 per cent, mineral based 16.67 per cent, leather and footwear units 7.50 per cent, building material units 9.09 per cent, printing based board units 21.43 per cent and printing units 23.08 per cent. Next portion occupies 47 units of wallpapers, while a greasy contribution of a gargantuan portion of engineering based units 41.18 per cent, forest based 22.50 per cent of leather and footwear units, 12.50 per cent of forest based, 11.54 per cent of mineral based, 10.53 per cent of textile based, 7.14 per cent of food and agro based, 20.83 per cent of chemical based and 21.43 per cent of paper board units. Next place is occupied by Outdoor advertising of 66 units with 6.00 per cent of engineering based, 10 per cent of food and agro based, 17.50 per cent of forest based, 10.53 per cent of textile based, 12.50 per cent of mineral based and a gigantic portion of mineral based units with 26.92 per cent. Sales promotion methods adopted by rural industries advertising of television are 49 units, of these units contribution of 21.43 per cent of food and agro based, 21.05 per cent of textile based, 25 per cent of forest based, 7.69 per cent of mineral based, 30 printing based industries of 30.77 per cent are observed. Banners also as sales promotion of units are 30 and of these contributions of 36.36 per cent are miscellaneous units; remaining industrial categories are below 20 per cent. Pamphlets advertising of 32 units of these units have a contribution of 20 per cent of the chemical based, electronic based and plastic and rubber based industries.

TABLE 5: CATEGORY - WISE SALES PROMOTION METHODS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Methods of Sales promotion								Total
		1	2	3	4	5	6	7	8	
1	Textile based units	08 (21.05)	08 (21.05)	06 (15.79)	04 (10.53)	04 (10.53)	02 (5.26)	02 (5.26)	04 (10.53)	38 (100)
2	Forest based units	10 (25.00)	06 (15.00)	00 (0.00)	05 (12.50)	07 (17.50)	03 (7.50)	06 (15.00)	03 (7.50)	40 (100)
3	Mineral based units	03 (11.54)	02 (7.69)	06 (23.08)	03 (11.54)	07 (26.92)	00 (0.00)	03 (11.54)	02 (7.69)	34 (100)
4	Leather and footwear units	03 (7.50)	05 (12.50)	00 (0.00)	02 (2.50)	04 (10.00)	09 (22.50)	05 (12.50)	05 (12.50)	40 (100)
5	Food and agro based units	03 (10.71)	06 (21.43)	06 (21.43)	02 (7.14)	02 (7.14)	05 (17.86)	00 (0.00)	04 (14.29)	33 (100)
6	Engineering based units	05 (14.71)	05 (14.71)	00 (0.00)	14 (41.18)	03 (8.82)	00 (0.00)	02 (5.88)	05 (14.71)	34 (100)
7	Chemical based industrial units	04 (16.67)	00 (0.00)	03 (12.50)	05 (20.83)	03 (12.50)	02 (8.33)	02 (20.83)	03 (8.33)	32 (100)
8	Building material units	02 (9.09)	02 (9.09)	08 (36.36)	03 (9.09)	02 (27.27)	00 (0.00)	00 (0.00)	03 (9.09)	30 (100)
9	Electronics units	05 (33.33)	00 (0.00)	04 (26.67)	00 (0.00)	00 (0.00)	00 (0.00)	03 (20.00)	03 (20.00)	15 (100)
10	Plastic and rubber units	00 (0.00)	02 (13.33)	05 (33.33)	00 (0.00)	02 (13.33)	00 (20.00)	03 (20.00)	00 (0.00)	14 (100)
11	Paper board units	03 (21.43)	00 (0.00)	00 (0.00)	03 (21.43)	05 (35.71)	00 (0.00)	00 (0.00)	03 (21.43)	14 (100)
12	Printing units	03 (23.08)	04 (30.77)	03 (23.08)	00 (0.00)	01 (7.69)	02 (15.38)	00 (0.00)	00 (0.00)	13 (100)
13	Miscellaneous units	03 (27.27)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	04 (36.36)	03 (27.27)	02 (9.09)	12 (100)
Total		52 (16.25)	40 (12.50)	41 (12.81)	47 (14.69)	44 (13.75)	30 (9.38)	32 (10.00)	34 (10.63)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

1. Newspapers, 2. Television, 3. Electronic Displays, 4. Wallpapers, 5. Outdoor advertising, 6. Banners, 7. Pamphlets and 8. Brochures. Use of packing materials by the sample rural industrial units is shown in Table 6. It shows that 99 (30.94 per cent) sample units use polythene covers for their product packing, 112 (35 per cent) units use paper covers, 65 (20.31 per cent) units use jute bags and 44 (13.75 per cent) units use other materials. The mineral based units' score highest 65.38 per cent and miscellaneous units are lowest score with 9.09 per cent using polythene covers. The paper board units with the highest 57.14 per cent and mineral based units lowest with 26.92 per cent use paper covers. The printing based units with the highest 38.46 per cent and chemical based units lowest with 8.33 per cent use jute bags. The Plastic and rubber units with the highest 53.33 per cent and mineral based units lowest with 5.26 per cent use other material for packing of products.

TABLE 6: CATEGORY - WISE PACKAGING OF PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Products require any packaging				Total
		Polythene Covers	Paper Covers	John Bags	Others	
1	Textile based units	13	13	10	07	38
		(34.21)	(34.21)	(26.82)	(18.25)	(100)
2	Forest based units	06	17	11	06	40
		(15.00)	(42.50)	(27.50)	(15.00)	(100)
3	Mineral based units	17	07	07	09	26
		(65.38)	(26.92)	(7.69)	(30.00)	(100)
4	Leather and footwear units	07	20	10	09	46
		(17.50)	(50.00)	(25.00)	(7.50)	(100)
5	Food and agro based units	07	05	06	19	28
		(25.00)	(17.86)	(21.43)	(65.71)	(100)
6	Engineering based units	17	06	08	09	24
		(50.00)	(17.65)	(23.53)	(28.82)	(100)
7	Chemical based industrial units	09	10	02	09	24
		(37.50)	(41.67)	(8.33)	(32.50)	(100)
8	Building material units	10	05	05	02	22
		(45.45)	(22.73)	(22.73)	(9.09)	(100)
9	Electronics units	06	06	00	03	15
		(40.00)	(40.00)	(0.00)	(20.00)	(100)
10	Plastic and rubber units	00	05	02	08	15
		(0.00)	(33.33)	(13.33)	(53.33)	(100)
11	Paper board units	03	08	00	03	14
		(21.43)	(57.14)	(0.00)	(21.43)	(100)
12	Printing units	03	04	05	01	13
		(23.08)	(30.77)	(38.46)	(7.69)	(100)
13	Miscellaneous units	01	06	04	00	11
		(9.09)	(54.55)	(36.36)	(0.00)	(100)
Total		99	112	65	44	320
		(30.94)	(35.00)	(20.31)	(13.75)	(100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

The pricing objectives of the rural industrial units are presented in Table 7. It exposes that 48 (15 per cent) rural industrial units have for their pricing objectives market penetration, 57 units (17.81 per cent) have market skimming, 47 (14.69 per cent) current revenue maximizing, 69 (21.56 per cent) target profit, 42 (13.13 per cent) units on promotion and 57 (17.81 per cent) on no profit and no loss objective. The engineering based units registered highest with 23.53 per cent and food and agro based units lowest with 7.14 per cent in the objective of market penetration. The plastic and rubber units which are the highest 40 and food and agro based units which are lowest with only 7.14 per cent in the objective of market skimming. The engineering based units stand highest with 38.24 per cent and the miscellaneous units the lowest with 8.33 per cent in the current revenue maximizing category. The printing based units are highest with 53.85 per cent and agro based units the lowest with 9.09 per cent under target profit. Of the 42 units which come under the category of promotion, the food and agro based units are highest with 25 per cent and leather and footwear units lowest with 5 per cent. The chemical based units had highest with 45.83 per cent and food and agro based units the lowest with 7.14 per cent under no profit and no loss objective. It can be concluded that the majority of the rural industries i.e., 69 (21.56 per cent) base their rising objective Target profit.

TABLE 7: CATEGORY - WISE PRICING METHODS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Strategy of pricing method					Total	
		Market penetration	Market skimming	Current revenue maximizing	Target profit	Promotional		No profit No loss
1	Textile based units	03	10	03	07	09	38	
		(7.89)	(26.32)	(7.89)	(18.42)	(23.68)	(15.79)	(100)
2	Forest based units	06	10	03	08	08	40	
		(15.00)	(25.00)	(7.50)	(20.00)	(20.00)	(12.50)	(100)
3	Mineral based units	06	06	00	13	02	26	
		(23.08)	(23.08)	(0.00)	(32.50)	(5.00)	(0.00)	(100)
4	Leather and footwear units	08	09	08	07	07	28	
		(20.00)	(22.50)	(20.00)	(25.00)	(25.00)	(7.14)	(100)
5	Food and agro based units	02	02	08	05	00	24	
		(7.14)	(7.14)	(28.57)	(14.71)	(0.00)	(14.71)	(100)
6	Engineering based units	08	03	13	02	02	24	
		(23.53)	(8.82)	(38.24)	(8.33)	(8.33)	(45.83)	(100)
7	Chemical based industrial units	06	00	03	08	00	22	
		(25.00)	(0.00)	(12.50)	(36.36)	(0.00)	(31.82)	(100)
8	Building material units	00	05	02	05	02	15	
		(0.00)	(22.73)	(9.09)	(33.33)	(13.33)	(0.00)	(100)
9	Electronics units	05	03	00	02	02	15	
		(33.33)	(20.00)	(0.00)	(13.33)	(13.33)	(33.33)	(100)
10	Plastic and rubber units	00	06	00	00	02	14	
		(0.00)	(40.00)	(0.00)	(0.00)	(14.29)	(0.00)	(100)
11	Paper board units	03	03	06	07	02	13	
		(21.43)	(21.43)	(42.86)	(53.85)	(15.38)	(23.08)	(100)
12	Printing units	01	00	00	00	03	11	
		(7.69)	(0.00)	(0.00)	(0.00)	(27.27)	(63.64)	(100)
13	Miscellaneous units	00	00	01	69	42	320	
		(0.00)	(0.00)	(9.09)	(21.56)	(13.13)	(17.81)	(100)
Total		48	57	47	69	57	320	
		(15.00)	(17.81)	(14.69)	(21.56)	(13.13)	(17.81)	(100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Share of profit margin of the rural industrial units is shown in Table 8. It shows that 166 (51.88 per cent) sample units are satisfied with their present profit margin and 154 (48.13 per cent) units are not satisfied. Out of 38 forest based industries 22 (57.89 per cent) have been satisfied and 16 (42.11 per cent) are not satisfied. Out of 166 (51.88 per cent) satisfied units 22 are in textile based, 12 in forest based, 23 each in mineral and engineering based, 17 in leather and footwear units, 16 in food and agro based units, 12 each in chemical based, printing based and building material units and 4 in plastic and rubber units. Out of 154 (48.13 per cent) not satisfied units, 23 units are in food and agro based, 16 in textile based, 3 in mineral based units, 28 in forest based, 14 in paper board units, 12 each in chemical and food and agro based, 11 each in engineering and rubber based units, 10 in building material units and 6 in miscellaneous based units.

TABLE 8: CATEGORY - WISE DISTRIBUTION CHANNELS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Present distribution channels are satisfactory		Total
		Satisfactory	Not satisfactory	
1	Textile based units	22 (57.89)	16 (42.11)	38 (100)
2	Forest based units	12 (30.00)	28 (70.00)	40 (100)
3	Mineral based units	23 (88.46)	03 (11.54)	26 (100)
4	Leather and footwear units	17 (42.50)	23 (57.50)	40 (100)
5	Food and agro based units	16 (57.14)	12 (42.86)	28 (100)
6	Engineering based units	23 (67.65)	11 (32.35)	34 (100)
7	Chemical based industrial units	12 (50.00)	12 (50.00)	24 (100)
8	Building material units	12 (54.55)	10 (45.45)	22 (100)
9	Electronics units	08 (53.33)	07 (46.67)	15 (100)
10	Plastic and rubber units	04 (26.67)	11 (73.33)	15 (100)
11	Paper board units	00 (0.00)	14 (100.00)	14 (100)
12	Printing units	12 (92.31)	01 (7.69)	13 (100)
13	Miscellaneous units	05 (45.45)	06 (54.55)	11 (100)
Total		166 (51.88)	154 (48.13)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Types of transportation being had by rural industrial units are shown in table 9. It shows that 61 (19.06 per cent) sample units have their own transport, 126 (39.38 per cent) units hired transport, 81 (25.31 per cent) sample units have transport arranged by customers and 52 (16.25 per cent) units have transportation on contract. Of the units which have their own transport, the plastic and rubber units score the highest of 46.67 per cent and the printing based units the lowest of 7.69 per cent. In using hired transport, the forest based units score the highest 72.50 per cent and the chemical units the lowest 8.33 per cent. The building material units score the highest 45.45 per cent and the forest based units lowest 7.50 per cent in using the transport arranged by customers. The mineral based units score the highest 38.46 per cent and forest based units score lowest 7.50 per cent engaging on contract. It is clear from the table that the majority of the sample units 126 (39.38 per cent) have their goods carried by hired transport.

TABLE 9: CATEGORY - WISE METHODS OF TRANSPORTATION OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Methods of transportation				Total
		Own transport	Hired transport	Transport arranged by customer	On contract	
1	Textile based units	03 (7.89)	14 (36.84)	14 (36.84)	07 (18.42)	38 (100)
2	Forest based units	05 (12.50)	29 (72.50)	03 (7.50)	03 (7.50)	40 (100)
3	Mineral based units	03 (11.54)	07 (26.92)	06 (23.08)	10 (38.46)	26 (100)
4	Leather and footwear units	09 (22.50)	11 (27.50)	16 (40.00)	04 (10.00)	40 (100)
5	Food and agro based units	10 (35.71)	08 (28.57)	05 (17.86)	05 (17.86)	28 (100)
6	Engineering based units	06 (17.65)	20 (58.82)	00 (0.00)	08 (23.53)	34 (100)
7	Chemical based industrial units	05 (20.83)	02 (8.33)	10 (41.67)	07 (29.17)	24 (100)
8	Building material units	02 (9.09)	10 (45.45)	10 (45.45)	00 (0.00)	22 (100)
9	Electronics units	05 (33.33)	05 (33.33)	05 (33.33)	00 (0.00)	15 (100)
10	Plastic and rubber units	07 (46.67)	05 (33.33)	00 (0.00)	03 (20.00)	15 (100)
11	Paper board units	02 (14.29)	06 (42.86)	06 (42.86)	00 (0.00)	14 (100)
12	Printing units	01 (7.69)	04 (30.77)	03 (23.08)	05 (38.46)	13 (100)
13	Miscellaneous units	03 (27.27)	05 (45.45)	03 (27.27)	00 (0.00)	11 (100)
Total		61 (19.06)	126 (39.38)	81 (25.31)	52 (16.25)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Type of promotional activity of sample rural industrial units is presented in Table 10. It shows that out of the total 320 units, 68 (21.25 per cent) sample units are undertaking promotional activity through advertising, 114 (35.63 per cent) units through publicity, 44 (13.75 per cent) units through free samples, 52 (16.25 per cent) units through label/branding and 42 (13.13 per cent) units through sign boards. The plastic and rubber units score the highest 53.33 per cent (out of 15) and engineering based units score the lowest 5.88 per cent (out of 34) in using advertising techniques. The leather and footwear units score the highest 57.50 per cent (out of 40 units) and paper board units score the lowest with 21.43 per cent (out of 14) in using publicity. The printing based units score highest with 30.77 per cent and engineering based units lowest with 5.88 per cent in using free samples. The paper board units with highest 42.86 per cent and forest based units with lowest 5 per cent are using label and branding. The building material units score highest with 22.73 per cent and plastic and rubber based units lowest with 6.67 per cent in using signboards. It can be concluded that the majority of the sample units i.e., 114 (35.63 per cent), (out of 320) are using publicity.

TABLE 10: CATEGORY - WISE PROMOTION METHODS OF PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Promote of products					Total
		Advertising	Publicity	Free samples	Label/ Branding	Sign boards	
1	Textile based units	08 (21.05)	09 (23.68)	03 (7.89)	13 (34.21)	05 (13.16)	38 (100)
2	Forest based units	10 (25.00)	13 (32.50)	07 (17.50)	02 (5.00)	08 (20.00)	40 (100)
3	Mineral based units	07 (26.92)	07 (26.92)	02 (7.69)	08 (30.77)	02 (7.69)	26 (100)
4	Leather and footwear units	03 (7.50)	23 (57.50)	07 (17.50)	04 (10.00)	03 (7.50)	40 (100)
5	Food and agro based units	12 (42.86)	07 (25.00)	03 (10.71)	02 (7.14)	04 (14.29)	28 (100)
6	Engineering based units	02 (5.88)	18 (52.94)	02 (5.88)	07 (20.59)	05 (14.71)	34 (100)
7	Chemical based industrial units	03 (12.50)	09 (37.50)	07 (29.17)	05 (20.83)	00 (0.00)	24 (100)
8	Building material units	05 (22.73)	08 (36.36)	04 (18.18)	00 (0.00)	05 (22.73)	22 (100)
9	Electronics units	04 (26.67)	06 (40.00)	02 (13.33)	00 (0.00)	03 (20.00)	15 (100)
10	Plastic and rubber units	08 (53.33)	04 (26.67)	00 (0.00)	02 (13.33)	01 (6.67)	15 (100)
11	Paper board units	03 (21.43)	03 (21.43)	00 (0.00)	06 (42.86)	02 (14.29)	14 (100)
12	Printing units	02 (15.38)	03 (23.08)	04 (30.77)	02 (15.38)	02 (15.38)	13 (100)
13	Miscellaneous units	01 (9.09)	04 (36.36)	03 (27.27)	01 (9.09)	02 (18.18)	11 (100)
Total		68 (21.25)	114 (35.63)	44 (13.75)	52 (16.25)	42 (13.13)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

CONCLUSION

Rural marketing have to play a vital role in the economic development of a developing country, is beyond doubt at present. An intensive effort in order to provide the basic facilities to rural consumers is the need of the hour. Indian rural marketing system should be made much more competitive by infusing competition within the country and preventing the external system equation from interfering with the local markets in the larger interests of the nation.

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ABSTRACT

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. Number of strategies like product, price, promotion, distribution, marketing and sales strategies can help various organizations to capture large market share of rural India. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, inadequate media coverage for rural communication, Multi language and Dialects, Traditional Values, Lack of proper physical communication facilities. But every problem has its solution. So, the problems of rural marketing can be solved by improving infrastructure, transportation, communication, warehousing and packing facilities. The paper includes method of selling of products, marketing planning, marketing objectives, selection of the products, Nature of competition, furnish details of customers, area wise sales, sales promotion, products require packaging, strategy of pricing method, distribution channels, goods transportation, promote of products and production sample units in Nellore district.

KEYWORDS

selling methods, products require packaging.

INTRODUCTION

In the context of development of a nation then the most important thing is to contribute in development of industrialization, which is very large area to develop the existing product and new product in the market with the help of branding techniques. The rural industries have a very big role in development of Indian industry and Indian economy. Rural industries generally use power driven machine and also apply modern methods of production, engage labour on wage produce for expanded market, wherever cottage industry gives the new way in the context of employment for poor people and growth of the rural industry. Such industries can be managed with little resources and in terms of result provide much better results.

OBJECTIVES

1. To examine the methods of selling the products of the selected Rural Industries in Nellore district.
2. To examine the various channels of marketing the products of select Rural Industries in Nellore district.

METHODOLOGY

SPSS Nellore District is purposively selected for the study because of the proximity and familiarity of the researcher. The primary data covering all the aspects of rural industries units in accordance with the objectives of the study are collected through personal interviews with the entrepreneurs and managers of the sample units with the help of a schedule, which is to be specially designed for the study.

SAMPLING

Primary data will be collected from the Rural Industries in SPSS Nellore district. A sample of (3202 Rural Industries in 2015-16) 10 per cent will be drawn at random covering all categories of Rural Industrial artisans belonging to different groups and different product lines. In selecting the sample enterprises, the researchers will be used a sample technique known as "Stratified Random Sampling with proportional allocation". Table 1 shows that 55 (17.19 per cent) of the rural industrial units sell personally, 46 (14.38 per cent) units are through mediators, 35 (10.94 per cent) through foreign agencies, 38 (11.88 per cent) through whole sellers, 30 (9.38 per cent) each through retailers and franchising units, 33 (10.31 per cent) through commission agents, 24 (7.50 per cent) through brokers and 29 (9.06 per cent) through others. The leather and leather footwear units highest with 20 and chemical based units lowest with 2 in sell personally. The Food and agro based units highest with 7 and mineral and textile based units lowest with 2 each sell through mediators. The plastic and rubber units highest with 6 and paper board units lowest with 0, the textile based and forest based units 3 each sell through franchising (out of 30). In Engineering based units out of 34, 6 (17.65 per cent) each are personally and commission agents sell products, 3 (8.82 per cent) each through mediators and retailers, 5 (26.47 per cent) through wholesalers and 5 (14.71 per cent) through foreign agencies sell the products.

TABLE 3: CATEGORY - WISE NATURE OF COMPETITION PRODUCTS OF SAMPLE UNITS IN SPSS-WELLSURE DISTRICT

S. No	Industrial Category	Nature of competition product				Total
		Heavy competition	Moderate competition	Low competition	High	
1	Textile based units	11 (28.95)	17 (44.74)	31 (78.23)	38 (100)	
2	Forest based units	20 (50.00)	10 (25.00)	10 (25.00)	40 (100)	
3	Mineral based units	05 (12.73)	09 (20.45)	06 (13.64)	20 (100)	
4	Leather and footwear units	23 (57.50)	13 (31.75)	06 (15.00)	42 (100)	
5	Food and agro based units	17 (42.86)	15 (37.50)	10 (25.00)	42 (100)	
6	Engineering based units	18 (28.42)	15 (23.08)	10 (15.38)	43 (100)	
7	Chemical based industrial units	05 (20.83)	12 (46.15)	10 (38.46)	27 (100)	
8	Building material units	07 (19.05)	15 (44.12)	05 (14.63)	27 (100)	
9	Electronics units	07 (16.67)	10 (23.26)	07 (16.28)	24 (100)	
10	Plastic and rubber units	05 (15.33)	05 (15.33)	05 (15.33)	15 (100)	
11	Paper board units	05 (19.75)	10 (34.38)	05 (16.67)	20 (100)	
12	Printing units	03 (23.08)	07 (53.85)	05 (38.06)	15 (100)	
13	Miscellaneous units	04 (36.36)	04 (36.36)	05 (40.27)	13 (100)	
Total		112 (25.10)	125 (28.05)	85 (19.34)	322 (100)	

Note: Figures in parenthesis represent the percentages

Source: Field Survey

The category-wise product sales in different types of markets by the rural industrial units are discussed in table 4. It divulges that 95.30 per cent rural units are selling their products in local market, 116 (36.25 per cent) in regional markets, 65 (20.31 per cent) in national market and only 45 (13.94 per cent) are used in international markets. The textile based units ranked highest with 11 (28.95 per cent) and the Engineering based units lowest with 3 (8.33 per cent) under units selling in local markets. The mineral based units ranked highest with 19 (27.66 per cent) and the Building material units lowest with 1 (6.15 per cent) under units selling their products regional. The leather and footwear units rank highest with 15 (37.50 per cent) and chemical based industrial units lowest with 2 (8.33 per cent) under units selling in national markets. The engineering based units rank highest with 8 (29.63 per cent) and textile based units lowest with 1 (5.35 per cent) under units selling their products international level.

TABLE 4: CATEGORY - WISE AREA SALES OF SAMPLE UNITS IN SPSS-WELLSURE DISTRICT

S. No	Industrial Category	Area wise Sales				Total
		Local	Regional	National	International	
1	Textile based units	33 (28.95)	12 (52.00)	12 (25.79)	5 (6.26)	62 (100)
2	Forest based units	28 (21.00)	16 (40.00)	10 (25.00)	10 (25.00)	64 (100)
3	Mineral based units	07 (26.92)	11 (42.31)	15 (57.29)	11 (42.94)	44 (100)
4	Leather and footwear units	18 (22.50)	16 (40.20)	15 (37.50)	07 (16.80)	56 (100)
5	Food and agro based units	17 (42.86)	10 (25.00)	15 (37.50)	04 (9.52)	46 (100)
6	Engineering based units	18 (8.82)	14 (34.38)	10 (25.00)	10 (25.00)	52 (100)
7	Chemical based industrial units	12 (29.63)	11 (26.19)	12 (29.63)	05 (11.90)	40 (100)
8	Building material units	10 (40.00)	05 (19.23)	10 (39.68)	02 (7.69)	27 (100)
9	Electronics units	10 (40.00)	05 (20.83)	05 (20.83)	04 (16.33)	24 (100)
10	Plastic and rubber units	08 (53.33)	05 (33.33)	02 (13.33)	05 (33.33)	15 (100)
11	Paper board units	11 (55.00)	05 (25.00)	04 (20.00)	05 (25.00)	25 (100)
12	Printing units	04 (26.67)	05 (33.33)	05 (33.33)	05 (33.33)	19 (100)
13	Miscellaneous units	05 (38.46)	04 (30.77)	05 (38.46)	05 (38.46)	19 (100)
Total		180 (55.90)	136 (42.29)	130 (40.31)	63 (19.64)	309 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

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1. **Textile based units:** In which the category wise sales promotion methods adopted by rural industries in Nellore district. It could be seen from the table - figures portion of 51 units newspapers, an ok contribution of food and agro based industries of 10.71 per cent, 14.71 per cent of engineering based and 21.05 per cent of chemical based 16.67 per cent, leather and footwear units 7.50 per cent, building material units 9.09 per cent, printing based units 21.43 per cent, forest based 23 per cent, Chemical based 22.50 per cent. Next portion occupies 47 units of wallpapers, while a greasy contribution of a gargantuan portion of engineering based units is 41.18 per cent and agro based, 20.85 per cent of chemical based and 21.43 per cent of forest based, 17.50 per cent of paper board units. Next place is occupied by Outdoor advertising of 44 units of food and a gigantic portion of mineral based units. Next place is occupied by rural industries, advertising of television are 40 units, these units contribution of 21.43 per cent of food and agro based, 21.05 per cent of textile based, 25 per cent of forest based, 7.60 per cent of mineral based and printing based industries of 30.77 per cent are observed. Banners also as sales promotion of units are 30 and of these contributions of 36.36 per cent of mineral based and miscellaneous units, remaining industrial categories are below 20 per cent. Pamphlets advertising of 32 units of these units have a contribution of 20 per cent of chemical based, electronic based and plastic and rubber based industries.

TABLE 5: CATEGORY - WISE SALES PROMOTION METHODS OF SAMPLE UNITS IN SPSE NELLORE DISTRICT
Methods of Sales promotion

S. No	Industrial Category	1	2	3	4	5	6	7	8	Total
1	Textile based units	08 (21.05)	08 (21.05)	06 (15.79)	04 (10.53)	04 (5.26)	02 (5.26)	07 (16.57)	04 (9.09)	38 (100)
2	Forest based units	10 (25.00)	06 (15.00)	00 (0.00)	05 (12.50)	07 (17.50)	03 (7.50)	06 (15.00)	03 (7.50)	40 (100)
3	Mineral based units	03 (11.54)	02 (7.69)	06 (23.08)	03 (11.54)	07 (26.92)	00 (0.00)	00 (0.00)	02 (7.69)	40 (100)
4	Leather and footwear units	03 (7.50)	05 (12.50)	00 (0.00)	09 (22.50)	04 (10.00)	08 (20.00)	09 (22.50)	05 (12.50)	40 (100)
5	Food and agro based units	03 (10.71)	06 (16.36)	06 (15.79)	02 (5.26)	02 (5.26)	05 (12.50)	03 (7.50)	04 (10.00)	28 (70)
6	Engineering based units	05 (12.50)	05 (12.50)	00 (0.00)	14 (35.00)	03 (7.50)	00 (0.00)	02 (5.26)	05 (12.50)	34 (85)
7	Chemical based industrial units	04 (10.00)	00 (0.00)	03 (7.50)	05 (12.50)	03 (7.50)	02 (5.26)	05 (12.50)	02 (5.26)	24 (60)
8	Building material units	02 (5.26)	02 (5.26)	08 (20.00)	02 (5.26)	06 (15.00)	00 (0.00)	00 (0.00)	02 (5.26)	22 (55)
9	Electronics units	05 (12.50)	00 (0.00)	04 (10.00)	00 (0.00)	00 (0.00)	00 (0.00)	03 (7.50)	03 (7.50)	15 (37.5)
10	Plastic and rubber units	00 (0.00)	02 (5.26)	05 (12.50)	00 (0.00)	02 (5.26)	03 (7.50)	00 (0.00)	00 (0.00)	15 (37.5)
11	Paper board units	03 (7.50)	04 (10.00)	03 (7.50)	03 (7.50)	05 (12.50)	01 (2.50)	02 (5.26)	00 (0.00)	13 (32.5)
12	Printing units	03 (7.50)	00 (0.00)	00 (0.00)	00 (0.00)	04 (10.00)	04 (10.00)	03 (7.50)	01 (2.50)	11 (27.5)
13	Miscellaneous units	03 (7.50)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	3 (7.5)
		52 (16.25)	40 (12.50)	41 (12.81)	47 (14.69)	44 (13.75)	30 (9.38)	32 (10.00)	34 (10.63)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

6. Banners, 7. Pamphlets and 8. Brochures.

9. Newspapers, 2. Television, 3. Electronic Displays, 4. Wallpapers, 5. Outdoor advertising, 6. Banners, 7. Pamphlets and 8. Brochures.

Use of packing materials by the sample rural industrial units is shown in Table 6. It shows that 99 (30.94 per cent) sample units use polythene covers for their product packing, 112 (35 per cent) units are use paper covers, 65 (20.31 per cent) units use jute bags and 44 (13.75 per cent) units use other materials. The mineral based units' score highest 65.38 per cent and miscellaneous units are lowest score with 9.09 per cent using polythene covers. The paper board units and chemical based units lowest with 26.92 per cent use paper covers. The printing based units with the highest 38.46 per cent and mineral based units lowest with 5.26 per cent use other material for packing of products.

Share of private margin of the rural industrial units is shown in Table 8. It shows that 106 (51.88 per cent) sample units are satisfied with their present mode and 104 (48.13 per cent) units are not satisfied. Out of 88 forest based industries, 23 (25.89 per cent) have been satisfied and 65 (74.11 per cent) are not satisfied. Out of 166 (81.88 per cent) satisfied units, 72 are in textile based, 32 in forest based, 23 each in mineral and engineering based, 17 in leather and footwear based, 16 in food and agro based units, 12 each in chemical based, printing based and building material units and 8 in plastic and rubber units. Out of 158 (76.13 per cent) not satisfied units, 23 units are in food and agro based, 36 in textile based, 3 in mineral based, 3 in forest based, 18 in paper board units, 12 each in chemical and food and agro based, 11 each in engineering and rubber based units, 10 in building material units and 4 in miscellaneous based units.

TABLE 8: CATEGORY - WISE DISTRIBUTION CHANNELS OF SAMPLE UNITS IN UPPIR HILLIGRE DISTRICT

S. No	Industrial Category	Present distribution channels are satisfactory		Total
		Satisfactory	Not satisfactory	
1	Textile based units	22 (57.89)	16 (42.11)	38 (100)
2	Forest based units	12 (30.00)	28 (70.00)	40 (100)
3	Mineral based units	23 (88.46)	03 (11.54)	26 (100)
4	Leather and footwear units	17 (42.50)	23 (57.50)	40 (100)
5	Food and agro based units	16 (57.14)	12 (42.86)	28 (100)
6	Engineering based units	23 (67.65)	11 (32.35)	34 (100)
7	Chemical based industrial units	12 (50.00)	12 (50.00)	24 (100)
8	Building material units	12 (54.55)	10 (45.45)	22 (100)
9	Electronics units	08 (53.33)	07 (46.67)	15 (100)
10	Plastic and rubber units	04 (26.67)	11 (73.33)	14 (100)
11	Paper board units	00 (0.00)	14 (100.00)	14 (100)
12	Printing units	12 (92.31)	01 (7.69)	13 (100)
13	Miscellaneous units	05 (45.45)	06 (54.55)	10 (100)
	Total	166 (51.88)	154 (48.13)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Types of transportation being had by rural industrial units are shown in table 9. It shows that 61 (18.06 per cent) sample units have their own transport, 126 (39.38 per cent) units hired transport, 81 (25.31 per cent) sample units have transport arranged by customers and 52 (16.25 per cent) units have transport arranged by customers and 62 (19.29 per cent) units have transport arranged by customers. Of the units which have their own transport, the plastic and rubber units score the highest of 48.87 per cent and the printing units score the highest of 48.87 per cent and the chemical units the lowest 9.33 per cent. The building contract. Of the units which have their own transport, the forest based units score the highest 72.50 per cent and the chemical units the lowest 9.33 per cent. The mineral based units score the highest 65.45 per cent and the forest based units lowest 7.50 per cent in using the transport arranged by customers. The mineral based units score the highest 65.45 per cent and the forest based units lowest 7.50 per cent in using the transport arranged by customers. It is clear from the table that the majority of the units have their goods carried by hired transport.

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 TABLE 9: CATEGORY-WISE METHODS OF TRANSPORTATION OF SAMPLE UNITS IN SP5R NELLORE DISTRICT

S. No	Industrial Category	Methods of transport arranged by customer							Total
		Own transport	Hired transport	Transport arranged by customer	On contract				
1	Textile based units	03 (7.89)	14 (36.84)	14 (36.84)	07 (18.42)	38 (100)			
2	Forest based units	05 (12.50)	29 (72.50)	03 (7.50)	10 (26.00)	46 (100)			
3	Mineral based units	03 (11.54)	07 (26.92)	06 (23.08)	04 (10.00)	26 (100)			
4	Leather and footwear units	09 (22.50)	11 (27.50)	16 (40.00)	05 (12.50)	46 (100)			
5	Food and agro based units	10 (35.71)	08 (28.57)	05 (17.86)	08 (23.53)	28 (100)			
6	Engineering based units	06 (17.65)	20 (58.82)	00 (0.00)	07 (20.00)	34 (100)			
7	Chemical based industrial units	05 (20.83)	02 (8.33)	10 (41.67)	07 (29.17)	24 (100)			
8	Building material units	02 (9.09)	10 (45.45)	10 (45.45)	00 (0.00)	22 (100)			
9	Electronics units	05 (33.33)	05 (33.33)	05 (33.33)	00 (0.00)	15 (100)			
10	Plastic and rubber units	07 (46.67)	05 (33.33)	00 (0.00)	03 (20.00)	15 (100)			
11	Paper board units	02 (14.29)	06 (42.86)	06 (42.86)	00 (0.00)	14 (100)			
12	Printing units	01 (7.69)	04 (30.77)	03 (23.08)	05 (38.46)	13 (100)			
13	Miscellaneous units	03 (27.27)	05 (45.45)	03 (27.27)	00 (0.00)	11 (100)			
Total		61 (19.06)	126 (39.38)	81 (25.31)	52 (16.25)	320 (100)			

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Type of promotional activity of sample rural industrial units is presented in Table 10. It shows that out of the total 320 units, 68 (21.25 per cent) sample units undertaking promotional activity through advertising, 114 (35.63 per cent) units through publicity, 44 (13.75 per cent) units through free samples, 52 (16.25 per cent) units through label/branding and 42 (13.13 per cent) units through sign boards. The plastic and rubber units score the highest 53.33 per cent (out of 15 engineering based units score the lowest 5.88 per cent (out of 34) in using advertising techniques. The leather and footwear units score the highest 57.50 per cent (out of 40 units) and paper board units score the lowest with 21.43 per cent (out of 14) in using publicity. The printing based units score highest with 30.77 per cent and engineering based units lowest with 5.88 per cent in using free samples. The paper board units with highest 42.86 per cent and forest based units lowest 5 per cent are using label and branding. The building material units score highest with 22.73 per cent and plastic and rubber based units lowest with 0 per cent in using signboards. It can be concluded that the majority of the sample units i.e., 114 (35.63 per cent), (out of 320) are using publicity.

TABLE 10: CATEGORY - WISE PROMOTION METHODS OF PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Promote of products							Total
		Advertising	Publicity	Free samples	Label/ Branding	Sign boards			
1	Textile based units	08 (21.05)	09 (23.68)	03 (7.89)	13 (34.21)	05 (13.16)	38 (100)		
2	Forest based units	10 (25.00)	13 (32.50)	07 (17.50)	02 (5.00)	08 (20.00)	40 (100)		
3	Mineral based units	07 (26.92)	07 (26.92)	02 (7.69)	08 (30.77)	02 (7.69)	26 (100)		
4	Leather and footwear units	03 (7.50)	23 (57.50)	07 (17.50)	04 (10.00)	03 (7.50)	40 (100)		
5	Food and agro based units	12 (42.86)	07 (25.00)	03 (10.71)	02 (7.14)	04 (14.29)	28 (100)		
6	Engineering based units	02 (5.88)	18 (52.94)	02 (5.88)	07 (20.59)	05 (14.71)	34 (100)		
7	Chemical based industrial units	03 (12.50)	09 (37.50)	07 (29.17)	05 (20.83)	00 (0.00)	24 (100)		
8	Building material units	05 (22.73)	08 (36.36)	04 (18.18)	00 (0.00)	05 (22.73)	22 (100)		
9	Electronics units	04 (26.67)	06 (40.00)	02 (13.33)	00 (0.00)	03 (20.00)	15 (100)		
10	Plastic and rubber units	08 (53.33)	04 (26.67)	00 (0.00)	02 (13.33)	01 (6.67)	15 (100)		
11	Paper board units	03 (21.43)	03 (21.43)	00 (0.00)	06 (42.86)	02 (14.29)	14 (100)		
12	Printing units	02 (15.38)	03 (23.08)	04 (30.77)	02 (15.38)	02 (15.38)	13 (100)		
13	Miscellaneous units	01 (9.09)	04 (36.36)	03 (27.27)	01 (9.09)	02 (18.18)	11 (100)		
Total		68 (21.25)	114 (35.63)	44 (13.75)	52 (16.25)	42 (13.13)	320 (100)		

Note: Figures in parenthesis represent the percentages

Source: Field Survey

CONCLUSION

Rural marketing have to play a vital role in the economic development of a developing country, is beyond doubt at present. An intensive effort in order to provide the basic facilities to rural consumers is the need of the hour. Indian rural marketing system should be made much more competitive by infusing competition within the country and preventing the external system equation from interfering with the local markets in the larger interests of the nation.

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MARKETING PRACTICES OF RICE MILLERS: A CASE STUDY OF KODADA

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Abstract

Rice is the principal food crop in the plains in the tropical and sub-tropical parts of South-eastern Asia and one of the oldest cultivated food grains. It thrives best in high temperatures and abundant moisture and is generally grown in fields susceptible of being flooded at certain stages of its growth. Hence, the largest areas under rice are located in river deltas or low-lying coastal districts or in tracts subject to inundation during the summer rains. Rice is the basic grain consumed as a food in India which is found in almost every Indian kitchen. It is the most common grain and the most common food in India, however, India is not only a big consumer of rice but also it is the second largest producer of rice in the world after China. India also holds the largest agriculture land for paddy production in the world.

Keywords: Development of Rice Mills, Socio-economic conditions of Rice Mills, Distribution practices and Problems of Rice Millers

INTRODUCTION

Rice is the basic grain consumed as a food in India which is found in almost every Indian kitchen. It is the most common grain and the most common food in India, however, India is not only a big consumer of rice but also it is the second largest producer of rice in the world after China. India also holds the largest agriculture land for paddy production in the world. In 2009 total arable land for paddy in the world is 158300068 hectare with the total production of 685240469 tonnes of paddy, out of which 41850000 hectare of the area is held by India only, which produced 133700000 tonnes of paddy just second after 196681170 tonnes by China. India leads in terms of the land holding, while the production is led by China. The smallest paddy production and arable land both is claimed by the Russian Federation with 912970 tonnes and 177500 hectares respectively with second lowest figure of Iran.

A time series statistics by 'Indiastat.com' from 1949 to 2010 shows, that India over a period of time has grown in the total agriculture land and the



production of rice. The statistics shows the continuous growth for area, production and the yield of rice, however in recent years it has shown a little bit of decline, which should be considered seriously and the necessary measures must be taken to keep it again on the growing track. But over the period of time it has shown a growing trend which we can interpret that India has grown in terms of rice producing land from 30.5 million hectare and 23.5 million tonnes of rice production with an yield of 771kg per hectare in 1941N9-50 to 41.92 million hectare agriculture land for rice, 89.09 million tonnes of produced rice and 2125 kg per hectare yield in the year 2009-10.

India is not only known for its production, but it is also one of the biggest consumers of rice in the world Figure 1 shows its domestic consumption while making it clear that most of its total rice supply is consumed in India. With the help of a time series data from 1960 - 2012, the statistics of the figure shows that in year 1960 the domestic consumption of rice was 35473 thousand metric tonne on the supply of 38040 thousand metric tonnes rice, which increased in the year 2012 after a long growing trend to 95250 thousand metric tonnes of domestic consumption on a supply of 124100 thousand metric tonnes of rice.

Rice is the principal food crop in the plains in the tropical and sub-tropical parts of South-eastern Asia and one of the oldest cultivated food grains. It thrives best in high temperatures and abundant moisture and is generally grown in fields susceptible of being flooded at certain stages of its growth. Hence, the largest areas under rice are located in river deltas or low-lying coastal districts or in tracts subject to inundation during the summer rains. Provided the water supply is abundant and the summer sufficiently warm, rice may also be grown in hill tracts at high elevations, as for example, in Kashmir where comparatively large areas are put under this crop in the wide, gently sloping valley of the river Jhelum at an average height of some 5,000 feet. Rice culture is also earned on in the Kangra Valley of the Punjab and along many of the lower slopes of the Himalayas in Uttar Pradesh, Bihar and West Bengal. For the purposes of cultivation, the hill sides are cut into terraces which are levelled off and embanked by means -of dams in order to retain the moisture obtained from streams or from rainfall.

The economics of rice in India including production, supply, consumption and yield, along with the agriculture land for paddy farming has continuously shown a growing trend for a period of time, however, with lots of fluctuations and inconsistency. After a growing trend it has shown a declining trend in all these areas in the recent time which is the time of global change.

About KODADA:

Kodada is treated as gate way of Telangana because it is the last big town in the Telangana on the National Highway. Kodada is prominent town of Surya Pet District. It is popular in Politically, Culturally, Historically,



Philanthropically and Industrially. In Kodada surroundings ancient areas are Krishnapuram, Repala and Nelamarri. The historical places in Kodada surroundings are Munagalam, Nadigudem, Nelamarri and Thadwaie. The history told that Anantagiri had been constructed by Kundhurunadu Chodudu as "Giridhurgam" in 1073 AD. The historians wrote that Srikrishna Devaraya conquered Giridhurga in 1519 AD and had taken one day rest their.

The historians wrote that the ancient name of Kodada is "Kodethadu" but gradually that become "Kothadu" and later it become Kodada. The popular temple in Kodada surroundings is Swayambhu Chambu Lingeswara Swamy temple at Mellacheruvu.

NEED FOR THE STUDY

It may be interesting to draw attention to a significant difference between rice and wheat culture. Rice is raised wholly by manual labour and is in fact the only useful food grain that can be grown under swampy conditions. Wheat, on the other hand, is a crop of the relatively sparsely populated temperate zones. Its cultivation is highly mechanised in the main exporting countries and is associated with communities whose standards of living are much higher than those of the great majority of the rice-growing areas.

OBJECTIVES OF THE STUDY:

1. To review the status and development of Rice Industry in India.
2. To study the socio-economic conditions of the selected Rice Millers in Kodada surroundings.
3. To evaluate the distribution practices of selected Rice Millers in Kodada surroundings.
4. To identify the problems encountered by the selected Rice Millers in Kodada surroundings.

METHODOLOGY

Nalgonda District is purposively selected for the study because of the proximity and familiarity of the researcher. The primary data covering all the marketing practices of Rice Millers in accordance with the objectives of the study are collected through personal interviews from the entrepreneurs and managers of the sample units.

SAMPLING

Primary data is collected from the selected Rice Millers in Kodada of Nalgonda district of Andhra Pradesh. In Kodada surroundings there are 52 Rice Mills are existed. Out of them 25 Rice Mills are taken as sample study.

TOOLS FOR DATA COLLECTION

A pre-tested schedule is constructed to collect the primary data from the sample Rice Millers relating to their socio-economic and educational background, entrepreneurial factors influencing the selection of unit, marketing



practices and strategies, production and marketing problems encountered by them.

TOOLS FOR ANALYSIS

In order to study the marketing practices of rice Millers, the data collected in this regard is analysed by using the different statistical and mathematical tools. The tools like simple percentages, averages, simple graphs are used in the selected sample Rice Millers.

Forms of organization of sample Rice Millers in Kodada

Table 1 presents the classification of the sample Rice Millers under different types of organizations. It shows that 08 of the rice mills (32.00 per cent) are classified as under proprietorship, followed by 11 (44.00 per cent) under partnership units and 06 (24.00 per cent) by private limited out of 25 Rice Millers. Therefore, it is clear that the partnership form of organizations dominate among the units selected.

Table 1
Forms of organization of sample Rice Millers in Kodada

Forms of organization	Proprietary	Partnership	Private Ltd.	Total
	8	11	6	25
	(32.00)	(44.00)	(24.00)	(100)

Source: 1. APIIC, Hyderabad.

2. A Reference Annual, Ministry of Information and Broadcasting Government of India.

3. Handbook of Statistics, Chief Planning Officer, Nellore District

Note: Figures given in brackets indicate percentage to total.

Fig: 1 Form of organization

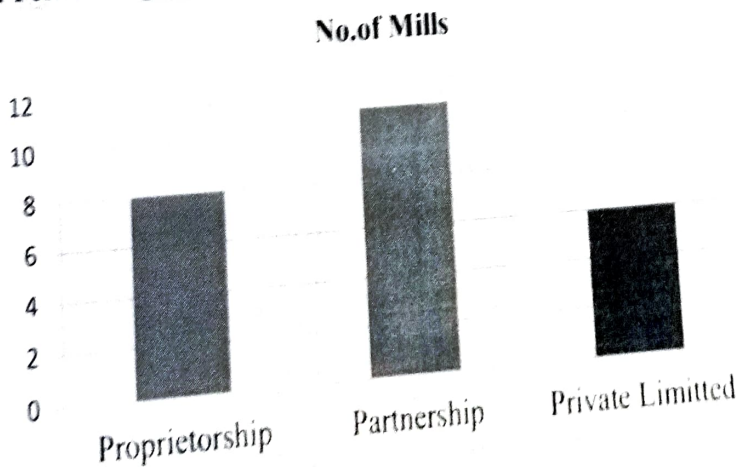
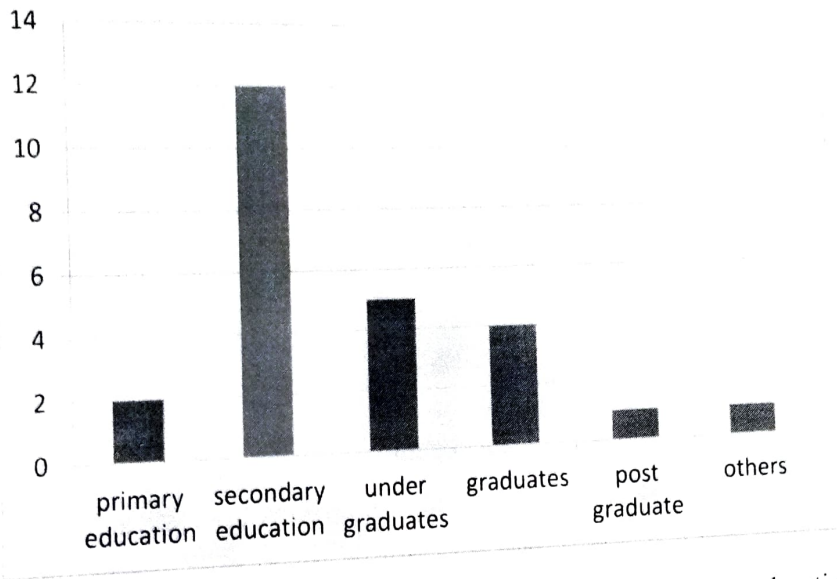


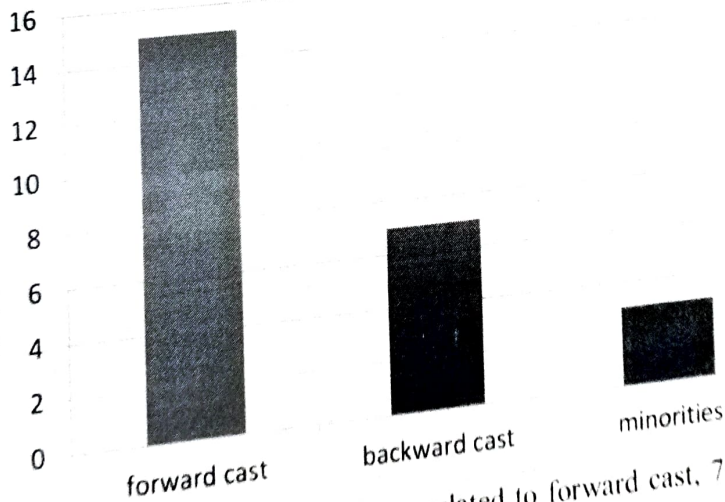


Fig 2 Educational Qualification



Out of 25 sample Rice Millers two are having primary education as educational qualification, 12 rice millers are having secondary education, 5 rice millers are under graduates and 4 rice millers are graduates. 1 rice miller is post graduate. And 1 rice miller is other qualification.

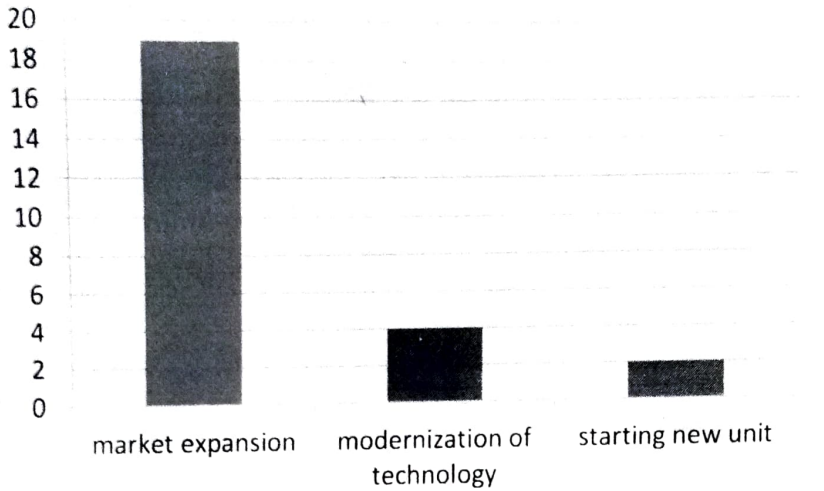
Fig: 3 Social status



Out of 25 Rice Millers, 15 are related to forward cast, 7 are related to Backward classes, 3 are related to minorities.

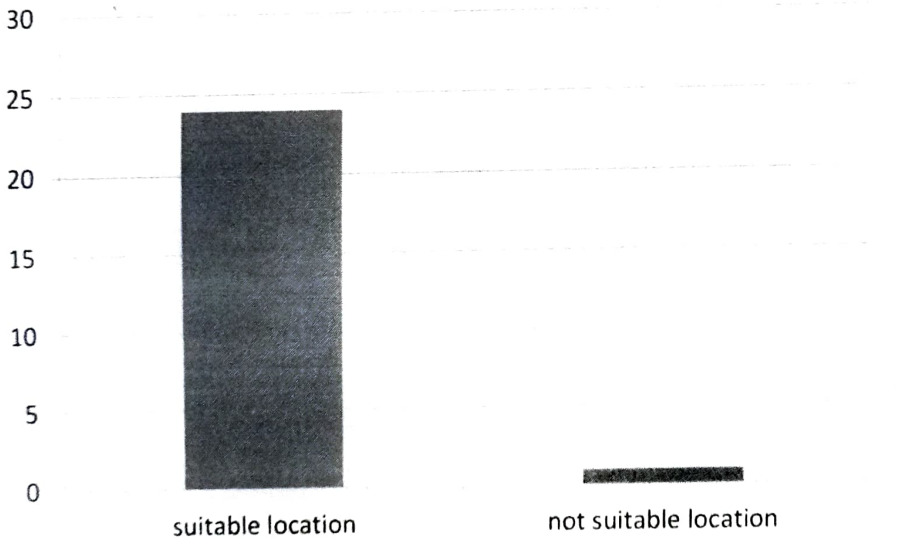


Fig: 4 Future plans for the development of the unit



Out of 25 Rice Millers, 19 are preferred to market expansion, 4 are prefer to modernization of technology, 1 is given priority to start new unit.

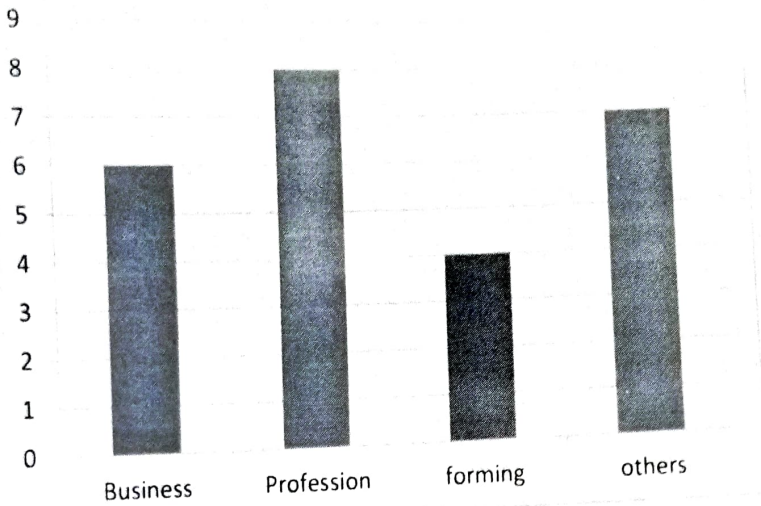
Fig: 5 Location of the unit.



Out of 25 Rice Millers 24 Rice Millers says that their existing location is suitable to their enterprise but 1 says that their existing location is not suitable for their firm.

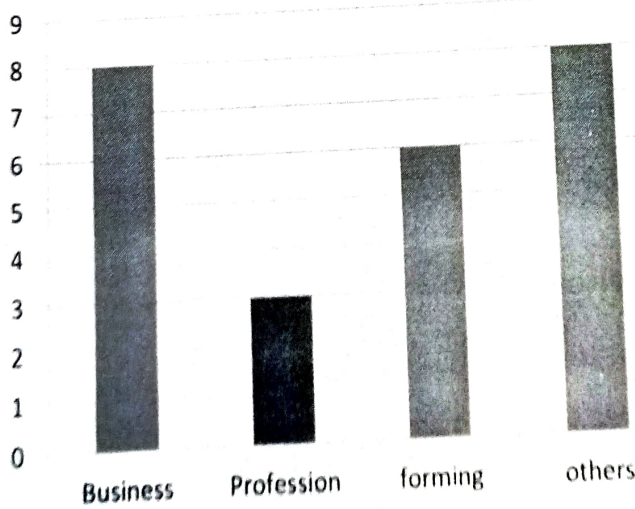


Fig: 6 Activity before starting the Rice Mill



Out of 25 Rice Millers 6 Rice millers were doing business, Rice millers were doing profession, 4 Rice millers doing forming, 7 Rice Millers are doing other type of activity before they will come to Rice Mill Business.

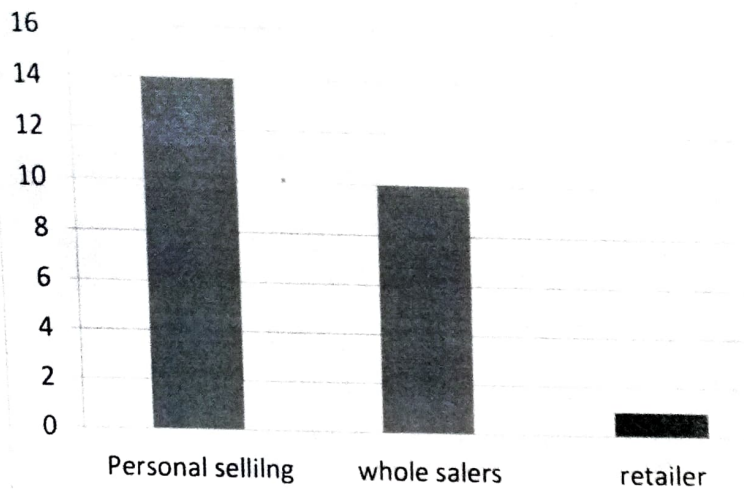
Fig: 7 Occupation of the family



Out of 25 Rice millers 3 Rice millers families are related to professional, 8 families are related to business, 6 families are related to forming and 8 families are related to other activity.

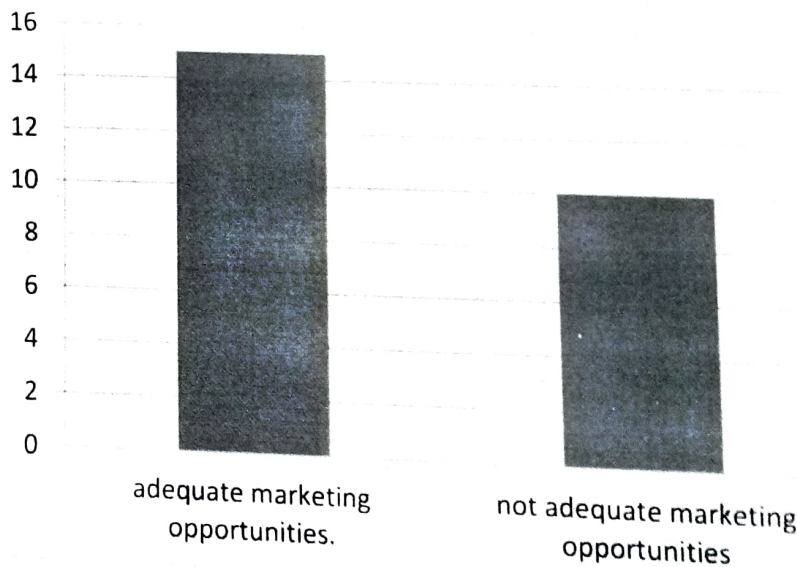


Fig: 8 Method of Selling:



Out of 25 sample Rice Millers 14 millers are doing marketing of their product through personal selling, 10 are doing with wholesalers and 1 are doing with retailers

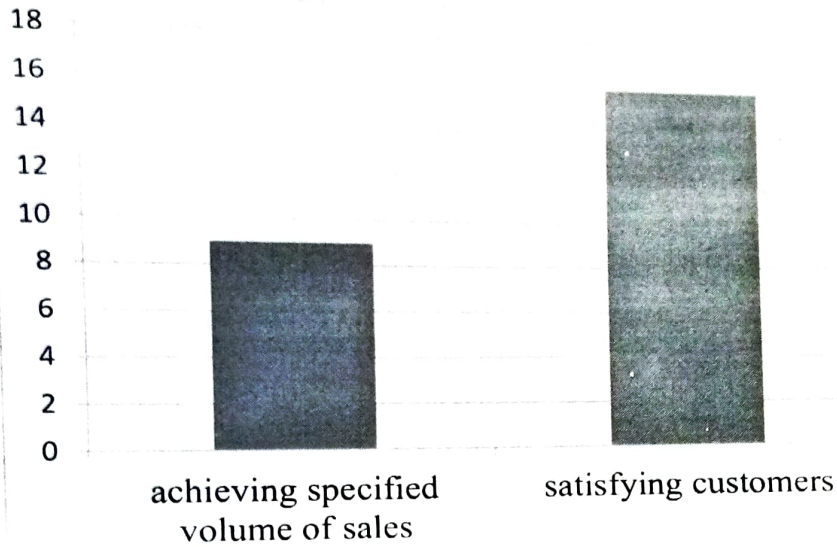
Fig: 9 Marketing Opportunities:



Out of 25 sample Rice Millers 15 millers told that their product have adequate marketing opportunities and 10 are told that their product have not having adequate marketing opportunities.

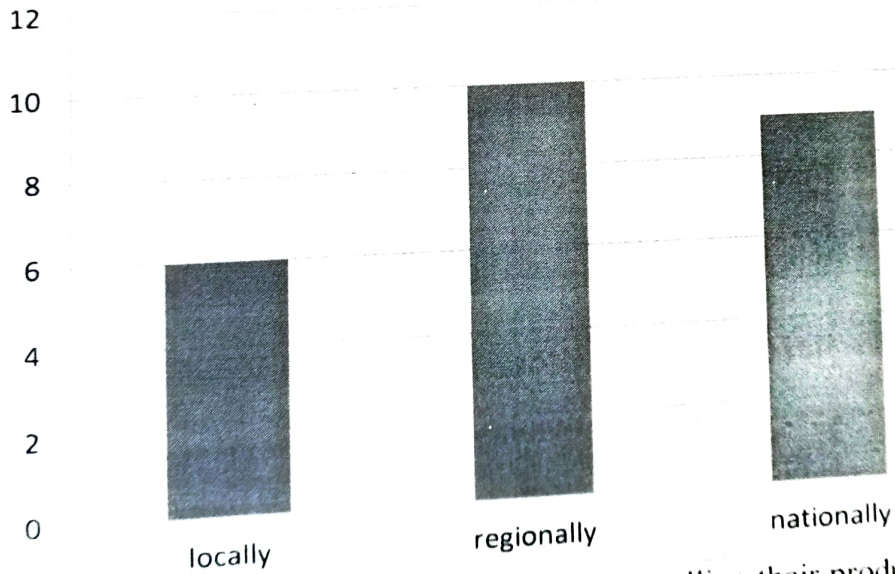


Fig: 10 Marketing Objectives:



Out of 25 sample Rice Millers 9 millers marketing objective is achieving specified volume of sales. 16 Rice millers are to satisfy customers.

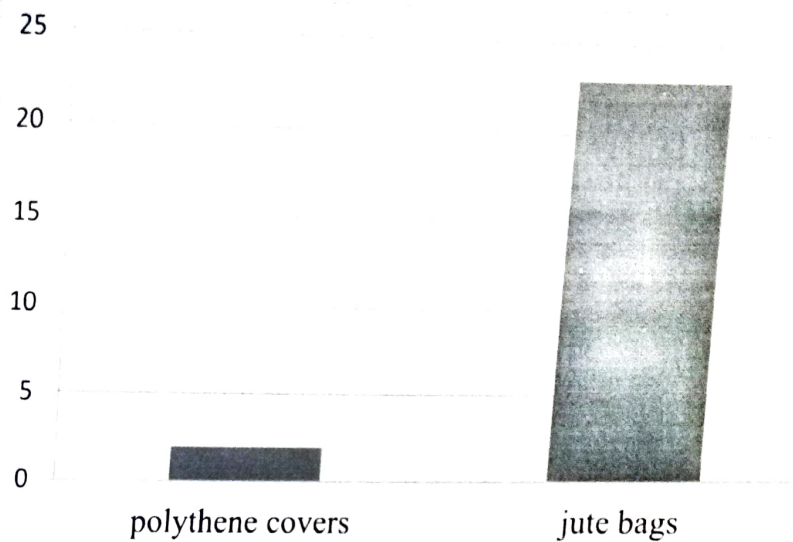
Fig: 11 Area wise Sales



Out of 25 sample Rice Millers 6 millers are selling their product locally. 10 millers are selling their products regionally, 9 millers are selling their product nationally.

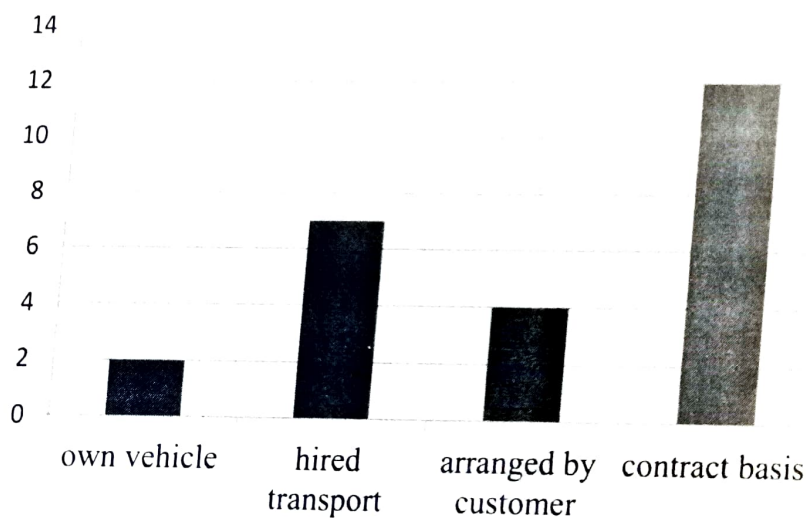


Fig: 12 Packing Requirements



Out of 25 sample Rice Millers 2 millers are packed their product in polythene cover, 23 millers packed their product in jute bags.

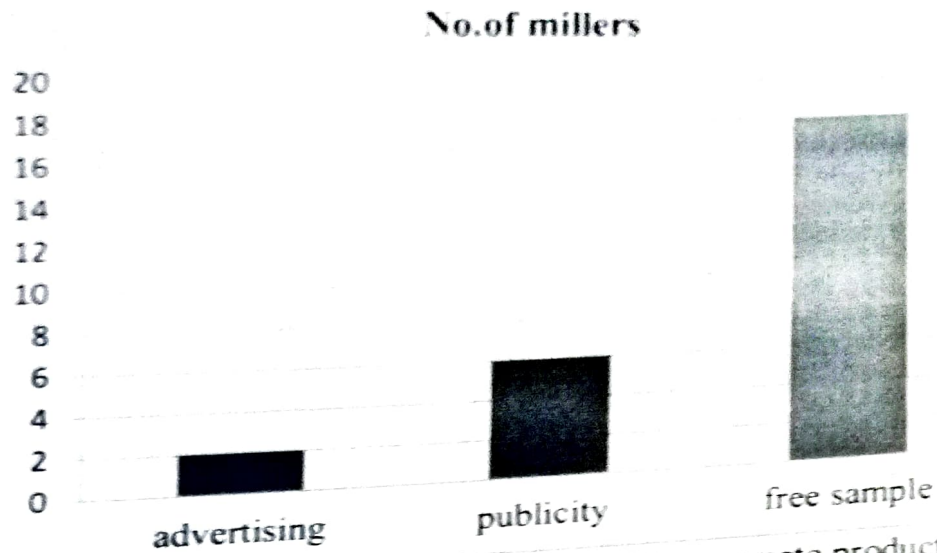
Fig: 13 Mode of Transport



Out of 25 sample Rice Millers 2 millers transport their product through their own vehicle, 7 millers are transport their product through hired transport, 4 are transport through transport arranged by customers, and 12 millers transport their product through contract basis.

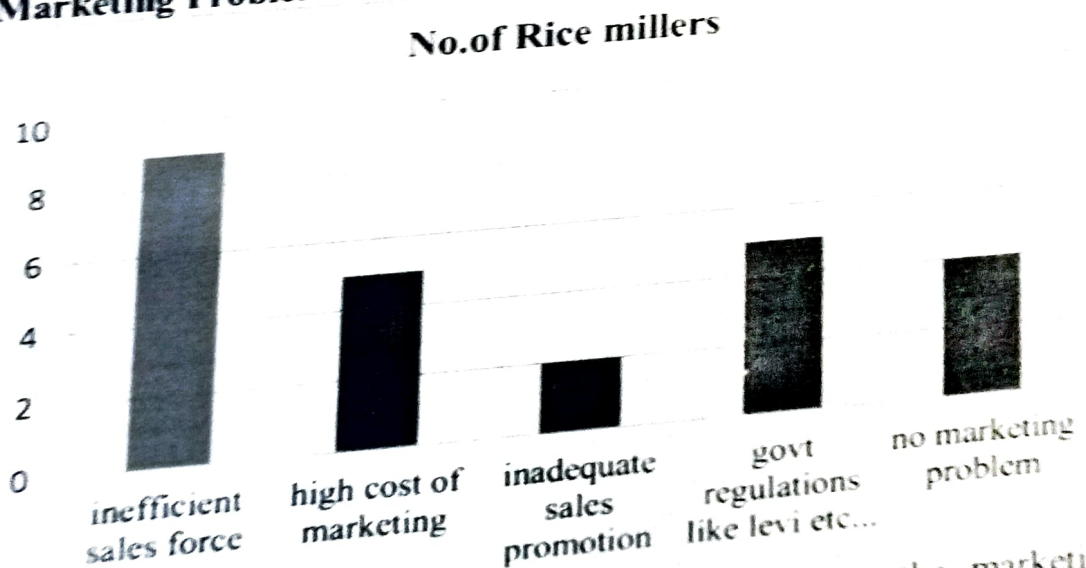


Fig: 14 Promotion of Product



Out of 25 sample Rice Millers 1 Miller promote product through advertising, 6 are promote through publicity and remaining 18 are promote through free samples.

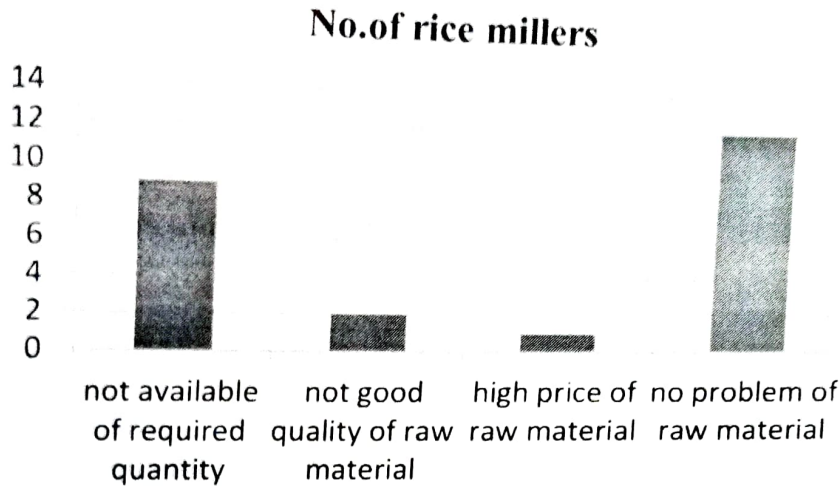
Fig: 15 Marketing Problems



Out of 25 Rice millers 9 millers are facing the marketing problem of inefficient sales force, 5 rice millers are facing the marketing problem of high cost of marketing, 2 millers are facing the marketing problem of inadequate sale promotion, 5 millers are facing the govt regulations like Levi etc. . and remaining 4 millers are not faced any marketing problem.

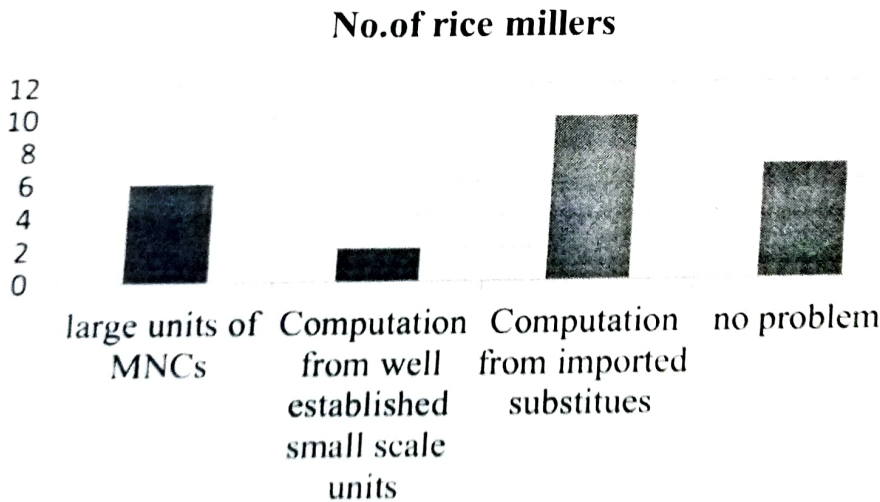


Fig: 16 Raw Material Problems



Out of 25 Rice Millers 9 millers are face the raw material problem not available in required quantity, 2 are face the problem of not available of good quality of raw material, 1 is facing the high price of raw material, 12 millers are facing the no problem of raw material.

Fig: 17 Computation Problem



Out of 25 Rice Millers 6 are face the computation problem from large units of MNCs, 2 Rice millers are face the computation from well established small scale units in the region, 10 rice millers are facing the computation from imported substitutes, and 7 millers are facing the no problem.



CONCLUSION:

I conclude that the Rice Millers should modernize technology and also try to market expansion. They are also try to increase their product through commission agents and brokers. The Rice Millers also try to sell their product internationally. The Rice millers should have label, trademark and ISI mark. They also try to having brand.