

ROLE OF RURAL MARKET FOR LIVELIHOOD PROMOTION: CASE ANALYSIS

Abstract

In the emerging business environment, rural market is imperative tool in scaling up the demand and supply of the rural community. The rural market has made the possibilities to producers to sale their products at affordable price to the consumers and consumers buy their agriculture produces at fresh at minimum cost. In this context, the present paper focuses the emerging of rural market for agriculture produces and how provides an opportunity to enable livelihood opportunity to rural community. The study is confined to Samiyarpatti Village of Dindigul District, Tamil Nadu and 17 respondents have randomly selected in the study area. The researchers have used the case analyses method to scale up the effectiveness and importance of emerging rural market for agriculture produce at village level.

Keywords: The study is confined to Samiyarpatti Village of Dindigul District, Tamil Nadu. In this context, the present paper focuses the emerging of rural market.

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I. INTRODUCTION

In the emerging business environment, rural market is imperative tool in scaling up the demand and supply of the rural community. It facilitates the producers to provide their services directly to the consumers. The rural market emerging scenario has made an opportunity to the rural community to get their agriculture and allied goods and services at easy access level. The rural market has made the possibilities to producers to sale their products at affordable price to the consumers and consumers buy their agriculture produces at fresh at minimum cost. In this context, the present paper focuses the emerging of rural market for agriculture produces and how provides an opportunity to enable livelihood opportunity to rural community.

Earlier Studies: Saranya G (2020) studied the entrepreneurial competencies of women micro entrepreneurs involved in distribution services such as buying, packaging, assembling, selling, etc. In this study out of 595, 221 are the distributive women entrepreneurs and they emphasized that the entrepreneurial avenue determined the sales of the product and services. Further, the previous experiences, strategies used in selling and marketing of products were also played an important role in distributive services enterprises.

Koli (2018) observed that more than half of the farmers [55%] had sold their produce through commission agents 20.83 and 19.17 percent of them sold their produce to wholesalers and retailers respectively. Half of the lemon growers [50.84%] had transported their produce to the marketing place by tractor while 23.33 percent had 15.84 percent of them used bullock cart and truck for transporting and 60 percent of the lemon growers had done grading at the time of harvesting while 30.83 and 9.17 percent of the lemon growers had done grading at the time of storage and marketing respectively. The majority of the lemon growers [65%] had considered the size of the lemons for grading while 25 percent and 10 percent considered colour and weight of the lemons for grading.

Kyungmin Kim (2017) study was conducted on the role of time on the market information in dynamic trading environments under adverse selection such as informed and uninformed buyers and sellers about the prices of the products. The study findings revealed that the informed buyers and sellers are benefitted much more than other categories due to information acted as a resource whereas they could know the prices of products and also analyzed the marketing scenario so it was easy to take decision that whether could buy the products and reduce price of the lemon products based on its marketing fluctuations.

Keiichi Kawai (2014) study revealed that a dynamic market for lemons in which the quality of the good is endogenously determined by the seller. Potential buyers sequentially submit offers to one seller. The sellers make investments that determine the quality of the item at the beginning which is unobservable to buyers. At the interim stage, the information and payoff structures are the same as in the market for lemons.

Krishnaveni V, Haridas R (2014), Marketing is an important area of functioning of the SHGs. However, they face different problems in the marketing of products produced by them. Some of them include lack of sufficient orders, lack of linkage with the marketing agencies, lack of adequate sale promotion measures, lack of permanent market for the

products of SHGs, absence of proper brand name, poor / unattractive packing system, poor quality of products due to the application of traditional technology, stiff competition from other major suppliers and lack of a well-defined and well-knitted channel of distribution for marketing.

Saranya G (2012) examined the preference shown by women entrepreneurs while locating their business. His study was based on primary data collected from 120 women entrepreneurs from the state of Haryana. Analysis of data revealed that almost 50 percent women entrepreneurs were managing their business from their homes and one third had taken rented buildings. Preference of location further revealed that most of the women entrepreneurs wanted to operate their business near the market followed by their homes. It might be due to the dual function they have to perform, lack of finance and socio economic factors. But due to stringent rules and regulations, they had to face problems while managing the business at homes.

Anand Kumar Patel, Swadesh Kumar Saxena., Avnish Chauhan (2010) revealed that 78 percent of the lemon growers marketed their produce through commission agents. Sonawane et.al. [2016] revealed that 92.91 percent of respondents engaged in nursery management were selling the grafts to the wholesaler in the village on their own while, the retail selling of produce from the nursery was done by 84.62 percent of the respondent themselves.

Kumar Dileep M (2006) studied the problems related to packaging. The major difficulty in marketing articles produced by SHGs are packing and labeling where goods are sold to consumers using self-service methods. Packaging can perform an important information and promotional role. The package and labeling can inform the customer of what is inside and indeed can communicate a large amount of information directly. In addition, the package can communicate the brand name, both directly through name association and in directly by associating the brand with a distinctive type of packaging. Basically the packaging materials should be eco -friendly, economical and retain the utility and freshness of the product for a longer time.

Shanthi (2006) reported that among her subjects consisting of 300 women engaged in employment generating technologies, only 99 women started micro enterprises and only a third of them entered into the venture of marketing the products. Nearly half of them (50 percent) sold their products in public gatherings such as meetings, rallies and crowded venues, while less than 30 per cent of them sold in the markets. Eighteen percent of them sold their products from their homes. While a negligible percent adopt door to door method, about 2 per cent of them sold their products at public places like temples, churches, post offices and schools where people gather for a variety of purpose.

From the previous studies, the researcher has come to understand that the studies related to the rural marketing and the issues are enormous in the research world. However the geographical area which was selected by the researcher to the particular research are not available. Hence the researcher attempted to know the existing market practices and its effect on livelihood in the Samiyarpatti village, Dindigul District, Tamil Nadu for the study.

II. OBJECTIVES OF THE STUDY:

The objectives of the study are

- To understand the existing rural marketing practices at village level
- To study the challenges and issues in rural marketing
- To describe the cases for rural market and its effect on beneficiary livelihood

III. METHODOLOGY

The study is confined to Samiyarpatti Village of Dindigul District, Tamil Nadu. The study has covered the rural marketers and their customers. For the study, 17 respondents have randomly selected in the study area. The researchers have used the case analyses method to scale up the emerging rural market for agriculture produce.

IV. CASE ANALYSIS

The present cases explained the market which emerging at a hamlet called “Samiyarpatti”, Dindigul district, TamilNadu. At present, this village is a hub for marketing the agriculture products in order to balance the supply and demand of products between farmers and customers in and around village. In this context, the case study method has used to scale up the effectiveness and importance of rural market practices at village level and the issues faced by both the farmers and the customers. The Samiyarpatti Rural Market is operating on every Friday between 06.00 – 09.00pm.

V. EFFECT OF RURAL MARKET ON FARMERS' PERSPECTIVE

CASE 1: G.Kesavan [46 year old] lives in Chinnalapatti with his family and doing farming as an occupation. He studied upto 10th standard. He is farming various agriculture products such as tomato, brinjal, ladies finger, curry leaves, lemon and greens. He was a hawker for vegetables at the time he was not able to sell the items who had farmed. Most of them were not sellable since it was perishable and sometimes he had thrown away due to lack of good price. In this condition, he aware that in samiyarpatti village, there is a good marketing for his agriculture products, he immediately met the panchayat president of Gandhigram and got permission to sell his agriculture products since then he sells his agriculture products. The rural market has given a good profit to him then earlier working occupation called hawker. He has a good number of regular customers which provides the confidence to buy additional products from other market to attract his customer to hold good marketing shares. At present he earns about 8,000 per week.

CASE 2: Sheela [50 year old] is doing Greenleaf vending. She finds her livelihood by working in MGNREGS and also becomes an entrepreneur by turns as a vendor. She has a small land for her livelihood. In that land, she is doing farming of greens along with mint and coriander. She does this market business when Friday only rest of the days she goes for MGNREGS works to earn income and evening time she sells the greens regularly in nearby area of Annanagar and Chinnalapatti. She sells the greens for Rs. 500 every day when the marketing day alone she sells the greens and other products to Rs.

2000 which makes her good contacts to enable business more and found a permanent avenue for her greens.

CASE 3: Raja [43 year old] lives with his family in Annanagar, Gandhigram. He has marked his agriculture products in Chinnalapatti market. Chinnalapatti market is a regular market but samiyapatti market is weekly market only in every Friday whereas he has made an arrangement to look over his wife during the Friday in Samiyarpatti market since customers range is small. He is selling big onion, small onion, tomato, drumstick and other indigenous agriculture products. He earns more than Rs. 20,000 through this market which enables his business further through when the functions hold at the time he took order and sells his agriculture products at a good price. The rural market makes his business expansion to the next stage.

CASE 4: Muniyandi [67 years old] from Jathigoundapatti village. He is a farmer who farms more than 4 decades. He is a small farmer and seller who produces and sells beetroot, radish, brinjal, bitterguard and also less count of chickens to the market yard. He sells the vegetables into small bunch and the chickens to kilograms. Each bunch of vegetables has Rs.10 which attracts the rural people and easily sold without negotiating. He also gives some additional vegetables to the buyers whereas every time people willing to buy the bunch of vegetables to make use of their money. He sells the country breed variety of the chicks and having more demand to his birds. There are selected customers who buy his birds regularly. This practice enable the person to continue the process and the satisfied the livelihood of the old-man.

CASE 5: Sanmugam [38 years old], **Kalyani** [40 years old], **Sundry** [20 years old] and **Kamatchi** [50 years old] from Vakkampatti, Sempatti and S. Paraipatti. They have arranged a vehicle to transport their agriculture products from various places to reach samiyapatti village on Friday to sell their products because transportation cost is so high when they moved alone so they have discussed and decision was taken to collect the vegetables and other agriculture items together and share the cost according to the distance. Moreover, when products are not sold out to marketer at the time they ask to sell their products by other marketers. This type of practice saves their time, energy and money effectively and efficiently, in this market each one of them earning more than Rs. 15,000 per week.

VI. EFFECT OF RURAL MARKET ON CUSTOMER PERSPECTIVE

CASE 6: Selvi [47 years old] from Samiyarpatti village. She is a widow living with her son. She is breadwinner of the family. She works as a housemaid and also works as ironing. She spent a sizeable amount for vegetable purchasing every day and also it was difficult to find a fresh vegetable at shops, the shops are locating from 3 kilo meters away. So as she was not willing to buy regularly and also searching always son to assist to buy the vegetables. In this situation, the rural market for agriculture produce has facilitated her to buy the vegetables at her own village at lowest price and also saves her time and energy. She buys the required vegetables such as tomato, brinjal, ladies finger, potato, onion, greens, coconut and other agriculture products bought are preserved in her home with refrigerator to daily use for making food. The refrigerator has given by her house

owner at free of cost which helps her a lot. In addition to that, she has a drumstick tree at her backyard, it has bunch of drumsticks, occasionally she sells them in samiyarpatti market at affordable cost with fellow-buyers and also to farmer-sellers.

CASE 7: Saranya [24 year old] lives with his husband and a child in Ambathurai. She is a home maker. She used to buy the vegetables in Chinnalapatti which made her to travel more than 2 kilo meters and spent for travel extra than vegetable cost. So as she was not able to go for market frequently and also she has a child whereas she could not go out for a long every time. The Samiyarpatti village market has made possibilities to her for visiting the market and gets the required vegetables and other agriculture products within 1km from her dwelling place. So she regularly visits the market along with her child to buy the vegetables with a walk it saves her traveling cost and also get the vegetables at lowest cost.

CASE 8: Ramasamy [57 year old], **Rajalakshi** [29 years old], **Panjavarnam** [48 years old], **Kalishwari** [31 years old], **Dharmaraj** [59 years old], **Murugan** [35 years old] and **Ananthi** [17 years old] who are from Samiyarpatti, Thoppampatti, Ambathurai and Annanagar village. These village people are regular customers who buy the agriculture products for their home use. Earlier, they went to buy the vegetables and other products to Chinnalapatti which makes them to walk or travel more than 3 kilo meters whereas they avoided many times to walk to Chinnalapatti. At present, they are visiting the Samiyarpatti market to buy the products at affordable cost than other market and shops. They are visiting the market with their family members and train them how to buy the vegetables at lowest cost and do bargaining, this type of educative behavior makes the learners to have aware and knowledge about the market and provides better competitive environment and experiences to the village people.

VII. THE MAJOR FINDINGS OF THE STUDY

1. The study findings highlight that Rural Marketing bridges gap between demand and supply of the rural community.
2. It is understood that the rural marketing facilitates the producers to earn income directly and also consumers to buy the required products at nominal cost.
3. It is noted that Two-thirds of countries consumers live in rural area and almost half of the national income is generated.
4. There are four types of markets such as consumer markets, Business Markets, Global Markets and Government or Non-profit Market.
5. Marketing function are Exchange, Physical distribution and Facilitating the goods and services.
6. One third had taken rented buildings. Preference of location further revealed that most of the women entrepreneurs wanted to operate their business near the market followed by their homes.
7. Many groups were producing quality goods at a fair price but absence of shops in the vicinity, paucity of funds to meet the rental expenditure and distant location of marketing centres were the problem faced.
8. The study is noticed that the rural market has faced the challenges that change in the role, time management, lack of education and required skill, lack of exposure to the business

environment, less mobility of women, low risk taking capability, lack of access to credit, lack of information to credit availability schemes, lack of marketing knowledge, lack of collateral security and low accounting knowledge.

9. The case study reveals the findings that the required agriculture products (tomato, brinjal, ladies finger, radish, carrot, beetroot, potato, onion, coconut, drumstick, ground nut, mint, coriander, curry leaves, bitter guard, ginger and chicken) of village peoples are selling by the farmers.
10. The illiterate and school level studied farmers have involved in the rural marketing selling process.
11. The rural market has given a good profit to the sellers
12. Some of the sellers have purchased additional products from other market to attract his customer to hold good marketing shares.
13. The rural market attracts the small farmers and provides a good revenue to them.
14. The rural market has enabled the wide range of business contact which makes the seller to supply the vegetables for function as whole sale rate to get additional revenue.
15. The farmers are using different strategies to sell their products by attracting way of presentation and small bunch of vegetables at fixed price and adjustable price variation based on the product life.
16. Some of the farmers are united in transporting to reduce the cost of transportation and selling the product where demand is high.
17. The rural market provides an opportunity to the all section of village people to visit the market in local place and get the agriculture products at reasonable price with fresh condition and also negotiable price range.
18. It saves the cost of traveling since the rural market available at their village and adjoining villages.
19. It also creates an opportunity to the customers to sell their vegetables to the farmers and fellow-buyers at affordable cost
20. It gives additional time to take care of the customers' family members and showcasing their family members to buying strategies and techniques with expertise view.

VIII. CONCLUSION

The rural market facilitates to both the farmers and village people in enabling the good market at local level which has made possibilities to get wide range of services on agriculture produce. It scales up the process of selling and buying the agriculture products at local level. The rural market is inevitable in nature to enable the supply and demand at local level.

It makes the rural community to get self-dependence in agriculture produce. Hence, it is concluded that the rural market is an imperative to address the supply and demand of agriculture produce at rural level.

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