

A Study on Economic Development of Rural Weekly Marketing In Trichy District

M. Rajalakshmi

Assistant Professor MBA, Department of Management Studies

Bharath Institute of law,

Bharath Institute of Higher Education and Research

Selaiyur, Chennai, Tamil Nadu 600 073

ABSTRACT

Rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities. Rural marketing is a developing concept and as a part of any economy has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach promise a bright future for those intending to go rural. Any macro-level strategy for these markets should focus on availability, accessibility and affordability. Focused attention needs to be paid to market research that goes on to reduce the uncertainty in dealing with these markets. More specifically, in relation to rural areas, demand is seen to be very highly price elastic. There is no doubt that divides do exist between urban India and rural India. This paper discusses the rural marketing and its strategies and also focus on issues and challenges for selling products and services.

1. INTRODUCTION

Rural Weekly Marketing is a very important sector for village promotion and local economy development of Tamilnadu people. Rural area poor people purchasing many goods and provision items in this weekly market. Seller and buyer meeting at weekly marketing i.e. Monday in Mannachanallur. This marketing business is opening at 11.00 am and closing at night 9 o'clock. Consumer goods sales are approximately some lakhs money transactions within particular hours. Tuesday at Tollgate weekly Market, Friday at Lalgudi weekly market and Saturday at Samayapuram weekly market and Musiri weekly market. Monday Kulumani weekly market.

CONCEPT

In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities.

On account of green revolution, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing, has emerged. But often, rural marketing is confused with agricultural marketing - the latter denotes marketing of produce of the rural areas to the urban consumers or industrial consumers, whereas rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers.

AGRICULTURE MARKETING

The efficient marketing with a dynamic supply chain is essential for the development of the agriculture sector. Agricultural marketing is the process of encompassing all the steps involved from the producer to consumer including pre and post harvest process such as assembling, grading, storage, transportation and distribution, promotion of standardization and grading of agriculture products is the main function under institutionalized agricultural marketing. An effective quality control mechanism is also to be present for improving the marketability of products, farmers need easy access to well-built market net work on a regular basis to fetch better price for their product.

RURAL MARKETING PROMOTION OF RURAL DEVELOPMENT

A basic feature of economic development is that it involves large transfers of people from relatively poor to relatively advanced sectors of the economy. In dual economy, economically backward and progressive sectors co-exist and development proceeds by the advance sector. Feeding on the backward sector for resources to propel its own growth rural sector needs to be dynamized. This sector is characterized by a multiple deprivations such as high incidence of poverty, low assets-holdings capacity, debt burden, high IMR, relatively lower gross enrolment, low presentation of technology, inadequate employment generation etc.

CHALLENGES IN RURAL MARKETING

Despite the fact that rural markets are a huge attraction to marketers, it is not easy to enter the market and take a sizeable share of the market in the short time due to the following reasons.

LOW LITERACY

There are not enough opportunities for education in rural areas. The literacy level is low (36%) when compared to all India average of 52%.

SEASONAL DEMAND

Demand for goods in rural markets depends upon agricultural situation, as agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular.

TRANSPORTATION

Many rural areas are connected to weekly marketing in which the commodities or goods are sent by lorry or van or autos. These areas are not connected by rail transport, Kacha roads become unserviceable during the monsoon and interior villages get isolated.

PROFILE OF THE STUDY AREA

Tiruchirappalli district is centrally located in the state of Tamilnad. It is bounded by Salem and South Arcot District on the North, Thanjavur district on the east, Pudukkottai, Madurai and Pasum Muthuramalingam district on the south and by Periyar District on the West. It covers an area of 11,072 square kilometers.

Tiruchirappalli is a historical town with its famous Rockfort Temple. The river Cauvery and the Renganatha Swamy Temple at Srirangam attract large number of tourists. The Tiruchirappalli town has gained importance in business and it is a flourishing centre. This town is also a good education centre.

According to the 1991 census, the number of people residing in Tiruchirappalli district was 41,38,048 and it was ranked the seventh in density of population district in Tamilnadu.

In 1995, Tiruchirappalli district was sub-divided into 3 districts namely:

- Tiruchirappalli
- Perambalur
- Karur

In January 2001, the area was re-organized again to create another district, namely Ariyalur.

TIRUCHIRAPPALLI DISTRICT POPULATION 2011

In 2011, Tiruchirappalli had population of 27,22,290 of which male and female were 1,352,284 and 1,370,006 respectively. In 2001 census, Tiruchirappalli had a population of 2,418,366 of which males were 1,208,534 and remaining 1,209,832 were females. Tiruchirappalli District population constituted 3.77 percent of total Maharashtra population. In 2001 census, this figure for Tiruchirappalli District.

2. CONCLUSION

Weekly markets enable rural population to access the market. Weekly markets also help the small scale sector to distribute their products. Thus it helps the generation of employment all types of peoples.

Weekly markets also specialize in selling several kinds of eatables. Most of the agriculture product is perishable goods. Therefore, market period for such product consists of only a day or a very few hours. The fundamental feature of the market period is that it will be shot the supply of agriculture produce will be limited to the existing stock. The limited goods produced and limited goods selling. The buyer and seller transaction for once in a week.

3. REFERENCE

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