

**Paper –CONSUMER BEHAVIOUR**

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**Topic- Rural Marketing Strategy**

**1.Fertilisers**

During the fifties of the last century, fertilizers were not popular among farmers because of lack of awareness about scientific agricultural practices and fear of using chemicals. Consequent to the Green Revolution and promotional efforts of fertilizer companies and the Government, fertilizer marketing has developed to a high level in India. By the year 2002 annual sales of fertilizer nutrients reached a high level of 19 million tonnes valued at As.10,00 crores. Fertilisers consist d nitrogenous, phosphatic, and potassic varieties. Fertiliser marketing in India was a socio-economic phenomenon involving awareness creation, education of farmers on scientific cultivation and balanced application. Ammonium sulphate, urea

super phosphate, diammonium phosphate (DAP), NPK mixtures and potash are popular products. Fertiliser marketing was initially controlled by the Govt. of India, covered by Essential Commodities Act (ECA) and Fertiliser Control Order (FCO). Companies added their names to generic names and marketed, like SPIC urea, FACT.

sulphate, and so on. Symbols or logos were used tor brand identity (elephants for FACT, farmer's head for SPIC, MEL etc.) Distribution and quality were controlled by the Government in all states. Maximum Retail Price (MRP) was fixed le products by the Govt. of India, and subsidy was allowed to manufacturers to adjust production cost.

Later, from 1992 onwards, partial deregulation and decontrol were implemented. Al promote (2006), except urea fertilisers are free of control Manufacturers use private dealers, both wholesale and retail, plus co-operative outlets for distribution of foremen Presently, private channel accounts for 60 percent of business while co-operatives account for 40 percent. Some company like IFFCO, FACT and GSFC operate their own outlets also.

Since the normal promotion mix tools were inadequate for the rural market, fertilizer marketers innovated many interactive and interpersonal media to reach the farmers. Fertilizer demonstrations in farmer's fields, harvest melas, audio visual vans, films, farmer training, soil testing, Krishi Vigyan Kendras, Village Adoption Programmes, and so on were such innovative media. These helped in boosting the growth of fertilizer marketing in the country,

## **2. Agro-chemicals**

These are chemicals used for control of pests, plant diseases, rodents, viruses, etc., and include insecticides, fungicides, rodenticides, herbicides and fumigants. The market for agro-chemicals was about Rs.3000 crore in 2001. There are more than 80,000 retail sales points for agro-chemicals. Marketing is co-ordinated by the Central Insecticides Board under the Insecticides Act 1968. 50 percent of sale of agri-inputs comes from South India, 20 percent from West, and 1 percent each from North and East

## **3. Seeds**

Initially, seed production, seed multiplication, and marketing were done by the Central and State Seeds Corporation. Private manufacturers also came into the field later, and now MNCs have also started selling seeds in India. (e.g. Monsanto), Pioneer Seeds, Hoechst, ITC, Indo American Hybrid Seed Co., etc., are major players in seed marketing. The latest addition to the seed market is the genetically modified variety like BT cotton seeds.

## **Feeds**

In the area of cattle, poultry and aqua feeds, MNCs and domestic corporations are active in rural India. Hindustan Unilever and Godrej are leading players in this market. The Operation Flood

programme gave a boost to dairy industry, which pated increased market potential for cattle feed. Poultry farming and aqua farming are also growing and the feed mark growing along with it.

## **5. Tractors and Tillers**

Mechanised farming had brought in the use of tractors and power tillers in rural areas Around 2 lakh tractors are produced and sold per year at present, mainly by HMT Escorts, Eicher, Massey Ferguson, etc. Power tiers are sold by VST Tillers and Kerala Agro Machinery Corp Government subsidy was available upto 60% of the cost of such machinery Co-operative societies and rural banks also finance the sale

## **6. Irrigation Equipment's**

Pump sets, motors, pipes and sprinklers are marketed by many private producers. The use of pump sets is common or majority of famers, but sprinklers are used mainly by commercial crop growers. The mark for these is growing due to shortage of irrigation water.

## **7. Other Farm Machinery and Inputs**

Various other machinery is marketed for agricultural use, including ploughs, seed drill, winnowers, harvesters' threshers, etc. Further, farm tools like sickle, spade, etc., aro also sold to farmers. In addition, consumables like electricity Sospel, lubricants, etc., are also marketed in rural areas.