

## **Indian Rural Market: The Unfulfilled Dreams of Indian Marketers, Government of India and Rural Customers**

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### **ABSTRACT**

Rural marketing has been gaining importance in India since 1970s. A large number of companies are involved in the marketing of various products in the rural areas of India from agriculture output, input and consumer goods. The objective of this study is to develop an understanding of Indian rural market and its socio-economic fabric and psyche of rural consumers and apply this practical knowledge for developing rural market, as we knew that rural marketing is developmental marketing. Indian marketers after saturation in urban market wanted to shift to untapped rural market of India and they have been consistently trying to penetrate in rural market and create a viable business by adopting different types of distribution and rural organized retailing by opening rural Malls like choupal sagar by ITC, Aadhaar by Godrej and project Shakti by HUL but they have not succeeded yet due to various reasons. Government of India has been also trying to develop rural market by its various programmes and schemes for employment, self-employment and housing and health, connectivity, subsidized agriculture input and foods to improve the income and living of Indian rural people but still not succeeded due to rapid rise in population, division of land, migration of educated and labour and drain of wealth for education, health and housing in urban area and also farmers are not getting proper prices of their products last but not the least the Indian rural customers who also dreamed for better products and services to make their lives easy and comfortable but due to low and uncertain income their dreams are not yet fulfilled.

**Key words: Rural Market, India, Government, Rural Customers, Dreams, Challenges**

### **INTRODUCTION**

Rural marketing has been gaining importance in India since 1970s. A large number of Indian companies are involved in the marketing of various products in the rural areas of India from agriculture output, input and consumer goods. The objective of this study is to develop an understanding of Indian rural market and its socio-economic fabric and psyche of rural consumers and apply this practical knowledge for developing rural market, as we knew that

rural marketing is developmental marketing. Indian marketers after saturation in urban market wanted to shift to untapped rural market and they have been consistently trying to penetrate in rural market and create a viable business but they have not succeeded yet due to various hindrances. Government of India has been also trying to develop rural market by its various programmes and schemes to improve the living of rural people but still not succeeded and last but not the least the Indian rural customers who also dreamed for better products and services to make their lives easy and comfortable but due to low and uncertain income their dreams are not yet fulfilled.

**Rural Marketing:** Rural marketing is now considering a two-way marketing process from rural to urban and vice versa. There are inflow of products and services into rural markets for production or consumption from urban market and there is also flow of products to urban areas from rural areas. The urban to rural flow consists of agricultural inputs, fast-moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles, and so on. The rural to urban flow consists of agricultural produce such as rice, wheat, sugar, and cotton, fruits and vegetables. There is also a movement of rural products within rural areas for consumption.

## **REVIEW OF LITERATURE**

The term “rural” suggests many things to many people, such as agricultural landscapes, isolation, small towns, and low population density (L. Gary Hart, Eric H. Larson and Denise M. Lishner,). “Rural” refers generally to areas of open country and small settlements, but the definition of “rural areas” in both policy-oriented and scholarly literature are terms often taken for granted or left undefined, in a process of definition that is often fraught with difficulties (IFAD, 2010).

What do we mean by rural? The term ‘rural’ has various meanings and connotations. Pandey (1996) lists at least four different conceptualizations of rural; first, rural conceptualized in terms of urban-rural dichotomy; second, conceptualization of rural from the census variables; third, conceptualization of rural in terms of a particular land use, rural as a system of social relationships of agrarian production; and fourth, rural as a social construction and a state of mind, rural people think they are rural and that is why they are rural.

Ultimately, in developing countries as well as developed countries, the rural is defined as the inverse or the residual of the urban (Lerner and Eakin, 2010). Human settlements in fact exist along a continuum from “rural” to “urban,” with “large villages,” “small towns,” and “small urban centers” not clearly fitting into one or the other. The variations in definitions from

country to country can best be described through several examples (from both developed and developing countries of different sizes). Researchers have increasingly recognized that the simple dichotomy between “rural” and “urban” is extremely problematic (Simon et al., 2006, p. 4). India Urban area Population of 5000 or more; or where at least 75% of the male working population is non-agricultural; or having a density of population of at least 400 people km<sup>-2</sup>. It is implied that all non-urban areas are rural (Government of India (2012)).

Rural Area is a geographical unit of human settlement to cover maximum land for performing economic activity based on agriculture and its related activities by using Human and animal energy in an easily managed area. The purpose of rural area was to utilize scattered land in economical way for survival of human civilization. It is consist of a population of less than hundred to five thousands, depends on fertility of land and geographical terrain. Thus rural area created economic viability of land and brought subsistence living for rural folks.

National Commission on Agriculture of India (XII Report) has defined rural marketing as a process which starts with a decision to produce a saleable farm commodity and involves all the aspects of market structure or system, functional and institutional, based on technical and economic considerations, and includes pre- and post-harvest operations, assembling, grading, storage, transportation and distribution (as in Kashyap and Raut 2006). This definition of rural marketing explains marketing of agriculture produces. Dogra and Ghuman (2008) have defined rural marketing as planning and implementation of marketing function for the rural areas.

Jha (1988) has proposed a domain of rural marketing, which has found wider acceptance in the current literature. He visualized the domain of rural marketing as the flow of goods between rural and urban areas and divided into four groups. One, two, and three broadly represent the domain of rural marketing – the flow of goods from rural to rural, rural to urban, and urban to rural areas. The study of the flow of goods between rural areas can be considered intra-rural marketing – the marketing of rural produce to rural consumers. This has been a largely neglected research area. The flow of goods from urban to rural has received wider academic and business attention, and it is frequently equated with rural marketing (e.g., Nabi and Raut 1995; Singh 1992). Marketing of FMCG and consumer durables in rural areas is only one small component of rural marketing. The study of flow of goods from rural to urban incorporates marketing of farm and non-farm produce in urban areas.

Gopaldaswamy (1997) borrowed from Jha’s (1988) conceptualization and defined rural marketing as a two-way marketing process concerned with the flow of goods and services from

urban to rural, rural to urban, and rural to rural areas. Kotler (2007) definition is much evolved than the previous definitions of rural marketing. They defined rural marketing as any marketing activity in which one dominant participant is from the rural area. However, it does not clarify what constitutes a dominant participant and who all can be considered as participants in marketing activities. For example, should we consider the rural poor as participants in rural marketing activity just because multinationals are targeting them for selling their beauty products? The definition also fails to provide a precise criterion that can help identify and demarcate rural marketing activities from other marketing activities taking place in rural areas.

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with customers to satisfy their needs and wants, and also to achieve organizational objectives.( Dr. Geeta Yadav). “Rural Marketing is defined as a function that manages all activities involved in assessing, stimulating and converting the purchasing power of rural consumers into an effective demand for specific products & services and moving these products & services to the people in rural areas to create satisfaction and a better standard of living and thereby achieving organizational goals” (Iyer, 2010).

Drucker (1958) argued that marketing activities led to economic integration and full utilization of productive capacities of nations by lifting the entrepreneurial spirit of people. Similarly, Rao and Tagat (1985) also defined rural marketing as a process of delivering better standard of living and quality of life to rural people. Rural areas in developing countries, such as India, have extremely low standard of living. Rural marketing, through its developmental impact, has the potential to deliver a better standard of living in rural areas.

The rural market functions in highly complex environment, it is important for the marketers to formulate tailored strategies for rural areas. The formulation of strategies depends upon product category, targeted segment, accessibility to the area etc. It is difficult to understand the mind set of rural people and to develop products according to their needs. Nevertheless there are many companies which entered and captured the far flung rural markets and now have trail of success sagas behind them. They have set examples before their competitors that with proper understanding of the market and implementing innovative marketing ideas, it is possible to trap the rural markets (Ms. Himani Joshi, Dr. R. K. Srivastava(2011)).

An improved marketing mix is the call of hour, with strategies framed by deeply considering the dynamic rural buying behaviour. Indian rural market is an open challenge to the marketers with its multicultural and multi-lingual. Some mettle solutions to these challenges are found

by studying some successful rural marketing strategies of modern times and describing rural sales promotion mix. (Sumit Mishra, Vinay Kumar(2012)). Mary Raza and Prof. Nizamuddin Khan (2020) explores the evolving patterns in Indian rural marketing and markets, taking into account factors such as consumer behaviour, product availability, public and private sector participation, technical and infrastructural development, and economic growth, among others. It reviews how rural markets have switched from a purely agricultural market to an ICT processed large market with diversified amount of goods and services.

Geeta Yadav(2018) found that Due to green revolution in India, the rural areas are consuming a large quantity of industrial and manufactured products due to increase in disposable income, increase in literacy level and large scope for penetration. In this way rural market offers opportunities of large untapped market. Aditi Naidu (2016) found that sustainable marketing is the need of hour for Indian rural marketing not only by provide products that add value to the customers but also to alleviate the living standards of the Indian rural customers in the long run and profitably serve the rural consumer through building relationships and loyal customers built on the principle of sustainable development of rural India.

Rajan Girdhar (2011) studies some of the retailers who have already entered Indian rural market with rural supermarket formats like Future group and Godrej's joint venture Aadhar, ITC's Choupal Saagar, DCM's Hariyali Kisaan Bazaar, Triveni Khushali Bazaar and Mahindra & Mahindra's Shubhlabh and suggested that retailers adopt a comprehensive model with key elements and variables to succeed in Indian rural market to en cash opportunities and face challenges before entering rural markets.

Venugopal Pingali (2012) studied consumer behaviour of Indian rural customers and found their orientation towards purchasing from nearby big towns and found its implications on rural distribution channel which further decreases viability of rural distribution and retailing. Bhagya Sri Chinakula (2020) discussed causes of the backwardness of the Indian rural areas and also suggested measures taken by the government of India to improve the living conditions of the people and the importance of developing the rural system for the overall development of the country.

Vijay Kumar Sarabu (2018) described various facets of Indian rural development and suggested various ideas for rural development and measures taken by government of India. Majority of Indian rural entrepreneurs is facing so many problems due to non-availability of primary facilities like lack of education, financial problems, insufficient technical and

conceptual ability in rural areas and it is too difficult for the rural entrepreneurs to stabilize industries in the rural areas. (Y. M. Gosavi, Prof. Vishal Balkruhsna Samudre)

### **OBJECTIVES OF THE STUDY**

1. To understand the Indian rural market.
2. To assess the various developmental activities taken by the government of India and their impact on Indian rural customers.
3. To assess the success various marketing strategies adopted by Indian companies and their impact on rural market.

### **RATIONALE OF THE STUDY**

Rural Marketing plays a vital role in the overall economic development of the India because two-thirds of India still lives in rural area. The rural marketing is consider as developmental marketing and provides various inputs for agriculture output and these output is sold in urban area which brings income to Indian rural customers. Indian rural customers spend this income on their various needs and facilitate growth rural market. The development of Indian rural area and rural market is most difficult task for government of India and Indian corporates due to large and scattered area and both are trying continuously by various strategies and programs but still results are not so good. This study is trying focus on some fundamental reasons for the partial success of efforts of government of India, corporates and rural customers so that a holistic approach of rural marketing can be prepared for long time success.

### **OPPORTUNITIES OF INDIAN RURAL MARKET**

Almost 65% of India's population living in rural areas contribute to a great chunk of the Indian economy. In rural areas, a large number of populations are dependent on agriculture and allied activity for their income. The rural population is comprised of big framers, traders, government employees, cottage manufacturer and landless labour. Rural India is getting a noticeable growth. The rural Indians are no more a negligible part for the big companies and MNCs. There are several reasons for it, like increase in income, rising of agriculture opportunities, technology development brought electricity, all whether road for promoting product Television and now internet and social media and government support etc. customers of rural area also wanted to buy branded products.

The consumption patterns of Indian rural population are certainly changing and it is witnessing a shift of MNC companies to rural India. Rural spending is 40% of India consumer spending

for 2021 was \$1,891.90B of which 40%. 60% of income comes from agriculture in rural area and 47% population depends on agriculture. 56% of wages, 64% of consumption, 33% of reserve funds.53% of FMCG sale in India of \$110 Billion comes from rural area but growth of rural area is higher than urban area in 2020and 59% durables are sold in rural area of \$ 48.37 billion. There are still large numbers of households and customers are either still not using necessary products or using unbranded or local products. Presently rural customers fulfil their needs from four sources, first self-produced products like grain, milk, poultry and fish etc., second village producers like Iron smith, gold smith Cobbler, weaver and tailors etc, third local manufacturers and unbranded/local brands like edible oil, soap and detergent and other FMCG products and forth from National and MNCs product like FMCG, Durables, clothes and garments, automobiles and mobile and banking services etc. Therefore all big Indian and MNCs are wanted to tap these leftover needs of rural customers which are fulfilled by three first sources in rural areas. The first two sources are contributing to local economy by providing employment and retaining income in local area while latter two sources are providing employment to local sellers but draining resources from rural to urban areas.

### **CHALLENGES OF INDIAN RURAL MARKET**

The Unique characteristics of Indian rural markets and rural consumers pose various challenges to marketers in reaching them effectively and efficiently. The main challenges of Indian rural marketing are discussed below:

**Transportation Problems**-Transportation is essential for movement of products from urban production centres to remote villages. In rural India transportation facilities are quite poor. Nearly 80 percentages of villages in the country are not connected by well-constructed roads or all whether roads. Many parts of India have kachcha roads. Thus due to poor transportation facilities it is not possible for a marketer to access the rural market.

**Warehousing Problems** -- storage of goods is necessary because there is a time gap between production and consumption of goods. Agricultural commodities are produced at particular season but they are consumed over the year, so there is need to store them. But in rural areas, there is great lack of public as well as private storage/warehousing. Marketers have problems of storage of their goods in rural areas.

**Underdeveloped People and Markets** - Rural society in India is not able to develop due to various economic and social reasons. With the help of modern technology we have been trying

to develop the people and markets in rural areas, but the technology has not made very big impact in rural areas due to higher cost.

**Inadequate Media Coverage**-Reach of Media in rural areas is very poor and people are also illiterate. This makes difficult for the marketers to promote their products in rural areas and thus the awareness of the product is very low. Due to non-availability of power as well as television sets, mobile and internet, majority of rural population cannot get the benefits of these media.

**Many Languages**- In India many languages and dialects are spoken by people and every 100 to 200 kms we find a new language/dialect. The number of languages vary from state to state, region to region and district to district, etc. Thus Language becomes barrier in effective communication in the marketing efforts.

**Low Level of Literacy**- The literacy rate is very low in rural areas as compared to urban areas. This creates problems for rural people in communication and getting good jobs. Marketers face communication problem due to the lack of literacy rate.

**Seasonal Demand**-Seasonal demand of the product is main problem of rural market. Agriculture output plays most important role in the demand of products/commodities in the rural market because it is the main source of income of the rural people. But agriculture output in India depends on monsoon so buying capacity of rural consumers depends on good monsoon. Demands come after the harvesting of Kharif and Ruby crops in November-December and March-April.

**Traditional outlook**- The Indian rural consumers value old customs and traditions. They do not prefer changes. Gradually, the rural population is changing its demand pattern, and there is demand for branded products in villages.

**Marketing mix**- The urban products cannot be dumped on rural population; separate sets of products are designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumers. In India Rural customers prefer simple and economic products.

**Local unbranded products**- There are large numbers of local and unbranded products sold in rural areas. These products are cheaper than branded products because they are poor quality and also no tax is levied on them. Thus it is difficult for branded companies to compete with these unbranded products in rural areas.



**Social-economic fabric-** In India society is divided on the basis of castes and occupations of people are based on caste. Large number of low caste people occupied low and manual works like labourer in agriculture and allied activities and their income is low.

**Population is large but consumption is low-** There is around 60% population of India lived in rural India but consumption of products is less except few basic products (Sugar, tea, edible oil, soaps, detergents and clothes and footwear).

### **FLOW OF MONEY FROM RURAL TO URBAN AREA**

1. Earlier it was considered that rural folks goes to urban areas for earning money and sends it to their home in rural area. But now a day's Indian rural people sends their children to urban areas for education which require much money for education and particularly higher and professional education.
2. Most of these educated lots employed in urban areas and never return back and they require to purchases houses and they sold their properties in rural areas and bring this money to purchase houses.
3. In India Rural people visits urban hospitals for treatments for diseases and spent lot of money in urban areas.
4. Agriculture products sold in urban area which is purchased on low prices by middle men and sold on high prices. Thus Indian rural people are not getting good money on agriculture products and milk.
5. Thus lots of money flows from Indian rural to urban areas for education, medical and purchasing houses. Thus it is a vicious cycle for rural poverty.

**Brain Drain form Rural to Urban area-** People come from rural area to urban area for good education and after receiving it, they settled in urban area and become very much useful for productive economy of urban area at the expense of rural resources.

**Small and Unprofitable land holding-** Due to division of family in rural India, agriculture land is also divided between family male members and land holding become small and unprofitable. Thus, Modernization becomes difficult for this small land holding, which is less than 2 acres per family. Thus, economic viability of agriculture land is lost.

### **Rural Development Strategies in India**

To fulfil the dreams of Indian rural consumers, government of India and corporates are adopted various strategies and programs for the development of rural areas and market. The objectives

of these strategies are to remove the poverty and increase income of the Indian rural people and ultimately raise their living standards by providing better products and services.

### **Strategies of Government of India**

In various five-year plans Government of India focussed on the development of rural areas because government believed that India resides in rural areas and without its development, the holistic development of India was not possible. The first objective of the government was to increase production of agriculture and reduce India's dependence for food grains on other countries and it will also convert subsistence farming to commercial farming and help in increase income of Indian rural people. The first five-year plan of government of India was totally focussed on agriculture and then green revolution was brought by third five-year plan which totally made India self-reliant in food grain. Thus, government of India adopted various programs for the development of rural India and general objectives of all these programs are

1. For increasing productivity of agriculture government of India provides good quality seeds, fertilizers, pesticides and tractors, electric motors and water pumps on subsidy to farmers
2. Irrigation facilities are increased by providing subsidized loans for well, stop dam and tube well.
3. Minimum Support Price (MSP) is provided for various crops to the farmers and also Crop Insurance to protect income of farmers from exploitative traders and vagaries of nature.
4. Agriculture marketing is provided by building godowns and cooperative societies manage by farmers.
5. CC roads for connecting, electricity, safe drinking water, drainage system and health system and primary and secondary education schools are made for improving life of rural folks.
6. Food, houses and clothes were provided to poor in village areas.
7. Various self-employment schemes are run by government of India for village poor, educated youths and entrepreneurs.
8. Panchayati Raj was introduced to participate in decision making of administration and in planning and execution of development schemes of village.
9. Government of India planned in 2017 to double the income of Farmers in five years by 2022

Government of India's efforts have not succeeded fully and still 30% population of rural area is still living below poverty line and income of farmers is also not improved and there was a long strike of farmers in 2021-22 over MSP. Due to corruption and rapid growth of population, purposes of all programs are defeated. Thus, rural India is still yearning for a developed economy and better living standard and thus the dream of government of India is still unfulfilled.

### **STRATEGIES OF INDIAN CORPORATES**

There are various strategies adopted by the Indian corporates to exploit the huge untapped rural market of India. These strategies are mostly confined to promotion, distribution and retailing in Indian rural areas. Promotion of products was biggest challenge to corporate because unavailability of media and illiteracy and various languages and dialects of India. After the coming of Television and internet, task of promotion becomes easy and corporates can connect to Indian rural customers in most cost-effective manner. The herculean task of Indian rural distribution is still mired by various factors like scattered areas, transportation problems and heavy cost and small quantity sell of products. The Indian rural market and its distribution is still a dream of Indian marketers to achieve it someday. Villages are created by human beings to utilize scattered land in most economical way and now corporate has challenged to provide their products to these villages in most economical way. Thus, economic viability of product distribution in Indian rural area must be created to fight against economic viability of scattered land created by human beings since dawn of the civilization. Since beginning of industrialization various distribution systems were devised by corporates like Hub and spoke model, Feeder town model etc. but no model has been succeeded 100% in rural India till date. Now the Indian companies and MNCs have been coming with some new models. The purpose of all these models is three folds, firstly to distribute products most cost effectively in rural areas and secondly to provide employments to rural people and thirdly purchase their agriculture products on good price and either sell it in urban areas or utilize it for production of other products. The clear objective is to remove intermediaries form sell and purchase of goods and products from rural areas. There are following strategies are adopted by some of the corporate groups of India to achieve their rural marketing dream

1. **Warana Bazar (WB)** - was founded in the year 1976 and started its operation in 1978 in Warana, Maharashtra. It started its operation as a consumer co-operative store and has become immensely successful in a very short period of time. In 2015, WB has 2 large departmental stores, 55 branches and 3 franchisees in 101 villages spread over Kolhapur

and Sangli in Maharashtra, Goa and Karnataka. The turnover of WB reached 132 crores with daily revenue of more than 35 lakhs achieved by 610 employees and 24,000 members. The stores provide 30,000 different types products and also eliminated the middlemen by purchasing 70% of these products directly from the manufacturers. These products are priced cheaper than competitors, suggesting an everyday low pricing policy. WB educates customers about spurious goods and A training center coined Tatyasaheb Kore Consumers Cooperative Training Centre was also established in 1996 to provide training to salesmen.

2. **Godrej Aadhaar Stores-** Godrej Aadhaar (GA), the agri services cum retail initiative of Godrej Agrovet Ltd., came into operation in December 2003 by opening first centre at Manchar, Pune in Maharashtra. In the beginning, the Aadhaar stores were owned and operated by Godrej Agrovet itself but after a joint venture with the Future Group in 2008, some company-owned outlets were closed and expanded through franchisees. By 2012, it entered the cash-and-carry business selling to wholesalers and Aadhaar outlets. By 2013, there were 45 Aadhaar outlets in Punjab and Gujarat. Its business comprises of farm inputs, apparel, consumer durables and consumer goods.
3. **ITC Ltd.: e-Choupal & Choupal Saagar** - ITC started an innovative venture of organized retailing in rural areas, branded as Choupal Sagar in 2006, when other companies were not dared to think about investing in organized retailing in rural segment. ITC launched e-Choupal and later Choupal Saagar as a part of its e-Choupal initiative. E-choupals are small kiosks spread over agricultural regions of India having computers and internet and run by a Sanchalak (trained fanner). These kiosks help the local farmers to obtain information about wholesale prices, good farming practices and also place orders for agricultural inputs. In 2007, it had 24 such outlets in the states of Madhya Pradesh, Maharashtra and Uttar Pradesh, and by 2013, 21 of these were earning profits. Choupal Saagar, is essentially a hub for collection and storage facilities of agriculture produces and rural hypermarket offering multiple services all in one place such as sourcing, training, soil testing, health clinic, cafeteria, banking, investment services, fuel station etc. ITC took this model a step further by introducing Choupal Fresh in 2006 in Hyderabad, by offering the urban consumers fresh fruits, vegetables and other farm products.
4. **HUL: Project Shakti** - Project Shakti of HUL was started to reach the big and under-served rural Indian markets which could not be economically and effectively served by traditional marketing. In remote villages, HUL identified underprivileged women and trained them to become Shakti Entrepreneurs (SEs) i.e. distributors of HUL products in rural areas, in this process help them to earn a suitable income through this business. In

the beginning, women were selected and trained as an entrepreneur and were called “Shakti ammas”, but later on, males are also selected and trained as “Shaktimaan”. Shakti serves as a micro-enterprise initiative and helps in improving the standards of life for rural people and HUL also benefitted from the project to directly reach in rural area and help for better communication of HUL’s brands effectively in media-dark regions. In 2001, Project Shakti started in 2008 from 17 SEs in a single state and by 2022 reached 160000SEs in 18 states. Additional projects associated with Project Shakti are Shakti Day, i-Shakti Unit and Shakti Vani Programme.

5. **HARIYALI KISAAN BAZAAR LIMITED-** DCM Shriram Consolidated Ltd. (DSCL) with its over 35 years of experience in the agri-input markets and knowledge of Indian farmers has set up a chain of centres called Hariyali Kisaan Bazaar, in 2004 for providing ground level support to the Indian farmers and to improve their profitability and productivity. DSCL was able to establish relationships with farmers and provide them many services like improved crop inputs, agronomic support, fuel, banking, and consumer goods. These centres also buy back some of the farmers' production at the time of harvest. There were 300 stores and each Hariyali Kisaan Bazaar covered an area of 20 kms and covering agricultural land of about 50,000-70,000 acres of nearly 15,000 farmers. Now Hariyali kisan bazaar has closed almost all the seventy five plus rural outlets of northern India.

Hariyali, Tata Kisan Sansar, ITC’s E-Chaupal, Mahindra Krishi Bihar called Subhlabh, Reliance fresh and many other such initiatives started two decade ago by Indian companies. These all companies were excited by the opportunities of Indian rural market and design various such models for conquering Indian Rural Market and fulfilling their great dream. There is no single company and format is able to create a viable business operation on the much expected hype. These companies are still learning and evolving their models and struggling to survive and scale up their business model for long run to succeed in reaching rural market and fulfil their great dream of Indian rural marketing. All these models are product of well thought process by Indian marketing Gurus and had very good intention of streamlining the agricultural supply chain of input and output and remove Indian farmers from exploitation from agents and intermediaries on different levels. But their failure and partial success raised many questions about capability of marketing Gurus of these companies.

## CONCLUSION

The great dream of Indian Government, corporates and Indian rural customer for achieving better and prosperous life for rural folk is still not achieved. Government of India since independence planned various programs to remove poverty and increase earnings of rural population by providing employments, agriculture inputs, food, clothes health and houses on subsidized rates have helped up to a great extent. But in a huge country like India with nearly two-third of the population residing in rural area is not enough to change over-night the life of whole rural India. The efforts of corporate are still lacking to provide good quality products to rural India because of competition from cheap products of local suppliers and economic unviability of distribution cost of products in scattered rural India. Thus, the dream of Government of India, Indian Marketers and rural customers is still unfulfilled and still we hope that one day this dream will be fulfilled in near future.

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