

SMALL TO BIG MARKETING MAKES IT POSSIBLE: THE BASICS OF RURAL MARKETING

INTRODUCTION:

In this era of globalization, in order to achieve inclusive growth it is important to bring in the informal sector to the mainstream market. As of now no professional universities exist that help build capacities of micro enterprises of the rural sector. Our Members are involved in marketing of their products for their micro enterprises. Training them on Rural Marketing will help them in increasing their sales and thereby profitability. By sharpening their marketing skills at grass root level, they will be able to change their lives through improved income generation. Marketing will help them to generate the pull for the product rather than push for the product. They will understand the importance of keeping the promotion costs to minimum and manage their cash flows better. They will also learn how to make pricing and promotion better so as to generate the sustainable profit over the long term.

DURATION: 3 days

BENEFITS:

Training members in rural marketing will help them increase their sales and hence their profitability. This will also help them understand their customers, their behaviour, expectations, promotion tools and pricing methodology for better marketing of their products. They will learn

how to make pricing and promotion better so as to generate a sustainable profit in the long run.

TARGET TRAINEES:

This course is designed for the informal sector workers like rag pickers, farmers, agricultural labourers etc. Others may also include small and medium enterprise managers, self-help group members etc.

PROGRAM OUTLINE:

- ❖ Introduction to Rural Marketing: Getting to know other participants and basic structure of the course.
- ❖ Consumer Behaviour: Understanding the importance of consumers and the affects of their behaviour on any business.
- ❖ Accounts: Learn about segmentation and different segmentation strategies.
- ❖ Targeting and Positioning: Will include different strategies for both and their importance.
- ❖ Product Development: Allows participants to develop a systematic framework for developing a product and coordinating the right market strategy.
- ❖ Pricing: Understanding pricing with relation to the quality of the product and creating an image.
- ❖ Place: To learn about the place and related aspects like location and channel and decisions based on them.
- ❖ Promotion: To learn effective promotion of a product.