



MARKETING OF RURAL NON-FARM PRODUCTS WITH REFERENCE TO HANDLOOM & PROCESSED FOOD PRODUCTS – A STUDY IN SLUM AREAS OF DIBRUGARH TOWN.

Horeswar Das

Associate professor

CKB Commerce College, Jorhat

Munmi Bordoloi

Research Scholar

Dibrugarh University

1. INTRODUCTION

1.1 Rural Marketing:

Rural Marketing is an approach that looks at the rural population not only as consumers but also as producers or suppliers. It can be termed as the two way marketing process. On one hand it covers marketing of all intermediate and consumable goods to rural people and on the other marketing of products Produced and developed in the rural areas.

1.2 Marketing of Rural Products:

Marketing of rural products includes various agricultural and non agricultural products produced and developed in the rural areas. It is a vital aspect in a country like India where majority of its population lives in rural areas. But due to various reasons the rural producer are struggling to market their products. Rural producers in both farm and nonfarm product categories are facing serious problems about technical and marketing knowledge. Taking about the North East region the rural marketing is largely unorganized and dominated by the private traders. This region has good reserve of natural resources (including forest resource) and also having huge production of various fruits, vegetables etc. But it is seen that the people of these region are not getting much benefits in terms of revenue out of them. The infrastructure, marketing approaches and processing facilities are observed as the major constraints in the rural marketing in this region. Hence it is necessary to look into the various problems faced by the producers so that better rural marketing environment can be developed in this region.

1.3 Marketing of Rural Nonfarm Products:

Rural non farm products include all products produce and developed in the rural area apart from the agricultural outputs. It generally includes various handicraft and handlooms activities, food processing etc.

Few decades before marketing or rural product are restricted to marketing of agricultural outputs. Basically in this part of the globe still nonfarm activity have not got much importance inspite of having scope for developing such products. And also having a huge potential for employment opportunity among the rural population which is a major problem due to increasing population. Taking this into consideration government is taking a lot of step through its various departments and agencies such as DICC, KVIC, NABARD, and MINISTRY OF PANCHAYATI RAJ etc by implementing various schemes for such development.

Marketing of rural non farm products with reference to processed food and handloom: A study in slum areas of Dibrugarh town focuses on the various problems faced by the micro producers dealing in processed food and handlooms items in developing and marketing their products, awareness and benefits avail by such producer under different government schemes, the information we have gathered during the period of our research and drawing inferences out of it.

1.4 Statement of the Problems:

With the increasing population mass unemployment is a huge problem throughout the globe, basically in a country like ours where majority of it population lives in rural areas and depending on agriculture as their occupation. It is seemed that either inadequacy of agricultural land or inadequacy of income has supplemented the growth of many tiny and small non farming enterprises. But due to some reason in our region these farms were not seem to operate successfully.

The problem to be dealt by the concerned paper is to find out the problems faced by such handloom and processed food manufacturer in marketing and developing their products. And the role played by KVIC in Dibrugarh District.

1.5 Objectives of the Study:

To study the marketing strategy used by such micro producer for marketing their products

To study the initiative taken by KVIC in Dibrugarh district for the promotion of such micro producer.

To study the problems faced by the micro producer dealing in handloom and processed food products in the slum area of Dibrugarh town..

1.6 Methodology:

Sample

The Sample survey forming part of the study consist of weavers from Notungoan and Amoranguri goan and processed food manufacturer from Chring goan, Banipur area of Dibrugarh.

Moreover officials from DICC & KVIC were also included.

The sample has been selected through convenience sampling technique.

Data collection

The primary data for the study has been collected through unstructured interviewed method. Secondary data has been collected from internet, and also referring to KCIV activities and programmers' guide and records of DICC.

1.7 Criteria under which the respondent were interviewed and observed:

1. Working technique, condition, regularity of working.
2. Training avails by them.
3. Financial and any other benefit avail.
4. Marketing strategy:
 - a. regarding their customers
 - b. selling techniques
 - c. participation in trade fairs and other such activities.
5. Development and progress.
7. Initiative of KVIC for development of handloom and other rural product in Dibrugarh District.

1.8 Analysis of the Data collected

Working condition and regularity of working

| | |
|-----------------------|---|
| Handlooms | <ul style="list-style-type: none"> • No proper work place, most of them could work only for few months due to rain and flood. • Could not find a regular market for their products. |
| Processed food | <ul style="list-style-type: none"> • Production is done in their home; some of them are using the benefit of food processing center. • Faced problem in storing which restricts most of their products to seasonal. • Sifting from one product to another due to limited market. |

Training avail

Regarding this the majority of respondent from both the sector has not attend any formal training. But some of them has attend certain workshops organized by DICC and some other authority which they have failed to named. It is seen that most weavers we have interviewed were seen to be unaware about training.

Financial and Other Benefit avail by the respondent

| | |
|-----------------------|---|
| Handlooms | <ul style="list-style-type: none"> • According to the respondent no such financial incentive were received. • Mostly unaware about such benefits. • Some of them have received threads but they are of very low quality. |
| Processed Food | <ul style="list-style-type: none"> • Some of the respondent recieved certain financial benefit under DICC. • Not being able to utilize the loan properly because of limited market, storing problems etc. |

Marketing Strategy

| | Handlooms | Processed Food |
|---|--|---|
| Regarding their customers | Their customers are limited mainly to locality or nearby market. | They mainly sold their products to retailers in the nearby areas, 2 respondent were having their own outlet, few dealing in pickles and jams used to sell to the local people |
| selling techniques | Door to door service, accepting orders and delivering, during certain occasion in market. | Door to door service, selling to the retailers. Through own outlet |
| Participation in trade fairs and other such activities. | Majority of the respondent have not got such opportunity. Some of them have said that they doesn't get the information at the right time | Similar situation |

Development and Progress

- Regarding this most of our respondent have gave negative opinion. According to them limited scope for selling, limited storage capacity has restrict their production to a small scale.
- It is observed that lack of information about available facility and no such proper initiative in the part of government to create awareness and development of such product.
- Sifting to other occupation is seen as because they are not being able to generate much income from these activities.

Initiative of KVIC for development of handloom and other rural product in Dibrugarh District

According to the officials of KVIC the role in Dibrugarh District is quite silent. They admitted that there is ample scope to develop such industries in here but due to lack of attention on the part of government they are unable to do so. More over the lurching of schemes like job card, people were not giving much importance for development such industries.

The table below shows the various industries cum training centers developed by KVIC along with a review of Dibrugarh District.

| Production cum Training Centers | All total in Assam | Dibrugarh District |
|---------------------------------|--------------------|--------------------|
| Khadi | 94 | Nil |
| Village oil | 14 | Nil |
| Paper | 1 | Nil |
| Leather | 1 | Nil |
| Agarbatti | 1 | Nil |
| Fibre | 1 | Nil |
| Soap | 1 | Nil |
| Steel Fabrication | 1 | Nil |
| Bee keeping | 17 | Nil |
| | | |
| | | |
| | | |
| | | |
| | | |

Apart from these for marketing these products they have 54 Khadi Gramodyog Bhandars including one at Dibrugarh.

The Board is providing financial assistance through various banks under the PMEGP for new enterprise from 2008 onward but the beneficiaries in Dibrugarh District are mostly failing to utilize the amount properly.

Some other facts about AKVIB

According to the officials

- There production and sales turnover is decreasing year after year.
- Due to lack of attention of people as well as the government toward Khadi some companies are taking away the cockoons at a low cost by investing in the farming.

1.9 Findings

1. Our study reveals that most of the people engage in these sector are facing problems regarding work place, storage etc. Moreover they don't get a regular market which put restraint to the regularity of their work and availability of their product throughout the year.
2. Most of our respondent has not attend any formal training under any authority, It is found that they were not even aware of any such training provided by DICC and KVIC for the development of these sector. This shows that the concern authority has not been able to create awareness among the people.
3. Regarding the financial incentives most of them have reveals that they doesn't proper knowledge about such assistance and due to lack of information they could not avail such benefit. Moreover it is found that whoever has avail such benefit were not being able utilize it properly.
4. It is found that these people are facing lots of problems in marketing their products, they mostly depends on the nearby area for selling their products, they were not getting proper attention from the organized market and are not getting much scope to participate in trade fare and such activity.

5. The progress of this sector is seen negative in our study area, most of them were seen sifting from one product to other as well some people were engaging themselves in some other jobs.
6. The role played by KVIC in Dibrugarh District is far behind satisfactory, till date no training cum production centre in respect to any product has been developed in the district.
7. It is found that government is not giving proper attention toward the problems and development of activities of this board but were initiating different scheme which were acting as a barriers in the progress of this sector.

1.10 Suggestion

1. It is seen that awareness camp organized by different authorities were not fruitful..It is suggested instead of organizing such camps in some special center, they should organised directly in rural area taking into consideration the product which can be developed.
2. Proper step should be taken to developed multipurpose storing facility. It will be beneficiary for both farming and non farming sector.
3. Lots of training camps are organized under DICC. KVIC has established a number of such centers where free training along with accommodation and wages are provided, people should try to avail such benefit.

