



# A Study On Trade Development In Rural Marketing Products

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**Abstract:**

Marketing may be described as the process of defining, anticipating and knowing customer needs, and managing all the resources of the organizing to satisfy them. The satisfaction of customer's needs and wants provides the existence for the organization. The consumer's behavior comprises the acts, processes and social relationships shown by individuals, groups and organizations with products and services.

**Key Word:**Marketing,Relationship,Products,Services,Consumer Behaviour

**Rural Marketing Introduction**

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives. The Rural Marketing refers to the activities undertaken by the marketers to encourage the people, living in rural areas to convert their purchasing power into an effective demand for the goods and services and making these available in the rural areas, with the intention to improve their standard of living and achieving the company's objective, as a whole. Rural Marketing is defined as any marketing activity in which the one dominant participant is from a rural area. This implies that rural marketing consists of marketing of inputs (products or services) to the rural as well as marketing of outputs from the rural markets to other geographical areas. Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. It is a function which manages all the activities involved in assessing, stimulating and converting the purchasing power to effective demand for a specific product and service. This moves them to the rural areas to create satisfaction and uplift the standard of living.

## Economic Development in rural areas



1. Rural economic development should focus on the unique strengths of each area, rather than concentrating on ameliorating generic weaknesses
2. The appropriate economic unit for strategy purposes must include not only rural areas but also adjacent urban centers
3. Rural economic development should address and harness the efficient spatial distribution of economic activity rather than attempt to replicate urban economies
4. A single national rural policy is unlikely to be meaningful and successful
5. Each community should bear responsibility for its economic success, not the federal government
6. Federal and state governments need to provide rural regions with the necessary tools and financing mechanisms to develop and execute an effective strategy

## Recent Trends & Innovation in Rural Marketing

Following are **innovation and recent trends in rural marketing**, which give a new dimension to the rural market and rural consumers.

- Huge population
- Green revolution
- Smart phones
- Increased education level
- Increased employability of rural youth
- Enhanced purchasing power
- Government Incentives and policies
- Media
- IT penetration
- Brand conscious
- Objectives of Rural Marketing

## Marketing Strategies In Rural Areas

In this modern age, many rural marketing strategies in India are available that help marketers reach rural consumers. Complex planning and an effective rural marketing strategies will help your brand to flourish in rural areas. From hoarding to mobile, many methods are available in the rural market. With time, rural marketing India is getting updated, and now reaching rural markets has become easy. In the below section, we mentioned top rural marketing strategies that help marketers reach rural market in India. Rural marketing is now quite an easy process with these ways.

## 1. Rural Market Segmentation

# Rural Market Segmentation



1. Focus on selected markets
2. Focus on selected makes
3. Focus on selected villages

- The first and most important strategy of rural marketing is the proper segmentation of the rural market.
- In this process, a potential rural market is segmented into distinct sub-markets of consumers with common needs and characteristics.
- Rural market segmentation is the initial stage of implementing a rural marketing strategy.
- Once the segmentation is done, the marketer targets the identified customer groups with the appropriate marketing mix so that the target segments can perceive the company's product/brand.
- Market segmentation is a method of obtaining a maximum market response from limited marketing resources by recognizing differences in the response characteristics of different market segments.

## 2. Competitive Strategy

# Competitive Strategy For Rural Market



- Supplier
- Customer power
- Potential Entrants
- Alternative Products
- Competitor

Marketers looking to enter the rural market can examine their strategy on the conceptual framework of Michael Porter's Five Forces model for strategy development.

( a ) **Supplier** – In this process, marketers have to focus on supplies. For this, the brands not only produce high-quality products but also sell them reasonably.

( b ) **Customer Power** – With increased literacy, the advent of television, promotional efforts and increased exposure to urban markets, rural consumers have become more knowledgeable and empowered about products than ever before. Therefore, markets must offer good quality products to meet their needs effectively.

( c ) **Potential Entrants** – Rural marketing companies in India operating in the rural market should work to remove entry barriers by first living there and build good relationships with retailers so that new entrants are less likely to arrive and survive.

( d ) **Alternative Products** – Due to high levels of illiteracy, low awareness and dependence on retailers in rural areas, counterfeiting is prevalent, and alternatives flourish. Hence the company should have an adequate strategy to counter this menace so that millions spent in the brand building are not wasted.

Companies have to ensure the education of rural consumers through packaging, promotion, and brand recognition to get exactly what they want.

( e ) **Competitor** – The nature of rural marketing competition is very different from that in the urban market. Thus, the competitive strategy concerning the rural market differs on almost all five forces, which suggests that the strategic approach required for the rural market is very different from the approach adopted in the urban market.

### 3. Product Strategy

#### *Product Strategy for Rural Market*



- Understand product value
- Packaging
- Branding
- Logos & Symbols

Product strategy in rural marketing is an essential step for good marketing. So, for this, check out the points mentioned below:-

- Understand product value
- Packaging
- Branding
- Logos & Symbols

### 4. Pricing Strategy

#### *Pricing Strategy for Rural Market*



- Cost-Based Pricing
- Value-Based Pricing
- Demand-Based Pricing
- Competition-Based Pricing

- Companies must price their products competitively and provide maximum value for money spent in their rural areas.
- Indian companies can do this by creating an aggressive cost structure. Redesigning of products for the rural market should be done to maintain a low cost of products.
- Refill packs are an excellent example in this case.

## 5. Advertisement Via Hoardings & Wall Paintings



### Advertisement Strategy in Rural Market

- Hoardings
- Wall Paintings

- Advertisement through hoarding is quite an old and effective way of branding. And it sounds strange that it is the best option for rural marketing.
- In this process, the marketer or adviser put hoardings on the side of the road.
- Apart from hoarding, wall painting is most effective in rural areas for branding.
- Markets and advertisers decide the design of wall painting. Then, it is handed over to a local artist to complete the artwork of the layout.
- The rural area of India prefers to live in simplicity and traditional values.
- Thus, wall painting is a sure way of attracting the attention of the people of the village.
- So, if you want good product branding in rural markets, then this method is best for you.

## 6. Mobile VAN

### Mobile Van Advertising in Rural Market



- Posters
- Megaphone
- Pamphlets

- Videos and audios create a more impactful impression for anything. Similarly, these mediums create highly affected impressions of brands in rural areas. So, for rural marketing, mobile vans must be a good option.
- Mobile vans also work to spread the brand's image and message across multiple locations in a single day in a single village or even in several villages.
- Placing leaflets, custom flyers and product samples in the mobile van will further enhance the brand's image among the local people.

## 7. Kiosk Setup

## Rural Kiosks In India



- Mic
- Tent
- Abandoned Place

- When branders want one-on-one interaction with rural people, then kiosk setup is one the best ways or rural marketing strategies.
- For this, you have to set up the kiosk in the popular areas of the village like a post office, the marketplace, near a high school, etc., to attract them. Then, as a result, they will be influenced to reach the kiosk out of their curiosity.
- Kiosk setup also helps you to have a detailed conversation with potential consumers about the brand. This, in turn, helps in building a solid image of the brand among the villagers.
- Distribution of leaflets and flyers, product/service display and sampling, goes a long way in strengthening the brand's reach.

## 8. Shop Branding

## Shop Branding In Rural Market



- Visiting Cards
- Posters
- Pamphlets

- Shop branding is another best strategy to make your brand popular among rural people.
- In this process, you have to advertise your brand in and around the village shop, which will create an immediate response between the rural consumers.
- Shop branding in rural marketing is the same as mall advertising in cities.
- Advertisement of a brand near a retail outlet induces the customer to buy the product out of curiosity.
- Thus, it is a very impactful way of rural marketing.

## 9. Fairs (Melas) &amp; Events

***Fairs & Events Advertising in Rural India***

- Kiosk Setup
- Posters
- Provide offers by company

- Melas or village fairs are the most anticipated events in the village.
- These village fairs or events are held in the various festivals that locals observe.
- Almost the entire village and the crowds of the surrounding villages participate in these fairs.
- Hence, putting up a stall in these fairs is a prudent way to draw the attention of a village towards a brand.

These rural marketing strategies help the brands to reach rural markets efficiently. Many brands are available in India that want to take a position in the rural market because this market is vast and now a developed market. Nowadays, most marketers, whether old or new, want to enter this market. So, if you are one of them, you have to follow these rural marketing strategies and ways mentioned above.

Tractor Junction – Farmer Friendly Platform



Similarly, Tractor Junction has made a special place among the rural peoples by following some of these methods. It is a farmer-friendly platform from where farmers can easily get all the agriculture-related information like **tractors**, **farm implements** and **agriculture news**. Apart from information, Tractor Junction also helps sell and buy tractors, farm implements and **harvesters**, **farmland** and **animals/livestock**. And much more you will find things and information related to agriculture here. For rural peoples, Tractor Junction is easily available in their native language so they can understand the platform and its service. Also, for farmers or rural peoples convenience, Tractor Junction provides proper customer support to guide them. With time, Tractor Junction has made a good reach to the rural peoples. That's why today, **approx 40-50 lakh users visit the site per month**. Along with this, **over 3 lakh\* users download the Tractor Junction app**. The best thing about Tractor Junction is that it provides information in the most convenient way, in video. Yes, you heard right, Tractor Junction has its own **youtube channel** in which you can get all the essential information related to tractors and agriculture via video. **The channel has 370K subscribers**. So, we can say that Tractor Junction is the platform of real rural India. By following these rural marketing Strategies, Tractor Junction becomes a very important part of rural peoples. Tractor Junction used mobile and internet to reach rural people and is successful in it.

## Rural Marketing in India

Rural marketing is a type of marketing in which activities are planned according to the needs and requirements of the people living in the rural areas. Marketing is the process of identifying the needs and wants of the consumers, then prepare that particular product or service in order to satisfy them, keeping in consideration the benefits of the organization. This concept applies to every type of marketing, whereas when we talk of rural marketing the emphasis is to be given on the rural areas.

The rural marketing structure is not uniform in all parts of the country.

The type of structure prevalent in a particular State or Region depends on various factors like the state of development of agriculture, condition of transport and communication facilities, purchasing power of population, etc.

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### Rural Marketing in India – Nature

The rural market is quite different from urban markets. Agriculture is the chief economic activity in rural areas, the entire village population is associated directly or indirectly to agriculture. In the process of development of civilisation agriculture and pastoral life along river banks are the first form of settled life.

In the Bronze Age, major civilisation evolved. Archaeological evidence reveals that bronze industry supplied tools and implements to agriculture. Textiles, paper, iron and furniture making developed to aid man in his economic activities.

Agriculture supplies inputs for fabrication into manufactures cotton, oil seeds spices etc. All food items had a marl origin. Villages were self-contained units, which traded their produce for gold, arm and precious stones. The rural society has high status persons and the poor ones.

### Rural Marketing in India – Approaches: Availability, Affordability, Awareness and Acceptance

#### Approach # 1. Availability:

The biggest challenge is to ensure availability of goods and services in the markets. Rural markets do not have a proper physical distribution system like those in urban markets. India's 6,38,000 villages are scattered all over the country and each village would have particular distribution problems. Village areas do not even have a well-developed roadways system.

Many of the roads are not even pucca, and are rendered useless during the monsoons. The mountainous villages become inaccessible during landslides and snow storms. Therefore it is a big challenge to ensure availability of products at far flung areas. To counter such problems, big companies like the global giant unilever's Indian subsidiary Hindustan unisilver have built a strong distribution system to reach the remotest of the villages.

More traditional forms of transport like bullock carts, auto rickshaws and even boats in some parts of Kerala are used in the rural distribution system. Coca cola has developed a special distribution system to deliver its products to the village areas. Some companies even open up factories and offices in such areas to penetrate the market.

#### Approach # 2. Affordability:

Key to successful rural marketing lies in selling goods and services that can be afforded by villagers. Most of the rural population depends upon agriculture for livelihood and as such their income is irregular. Also the per capita income of the rural areas is lower.

It is estimated that more than two-thirds of Indian villagers belong to low income group, and thus they are very much price-sensitive. A villager will purchase a particular product only if he feels that he is getting enough value for it.

Rural population normally does not indulge in conspicuous spending. In order to sell to the village markets, many organizations developed low priced options specifically suited to the rural customer's pockets. Britannia's tiger biscuit is a low priced snack which is popular among village kids.

In the year 1998, Lg electronics introduced its sampoorna television range targeted at rural buyers. Procter and gamble brought out tide naturals, a comparatively cheaper detergent powder. Most brands of shampoo are available in sachets priced at Rs. 2-3.

### **Approach # 3. Awareness:**

It is significant to create awareness about the product in the minds of the customers. The mass media for reaching rural people should be chosen carefully. It should be kept in mind that even today the media reach is lower in villages.

Television ownership is very low in villages and viewership is limited to doordarshan channels even for those who watch television. Print media will be ineffective because of low literacy rates.

Among electronic media, radio and cinema have a comparatively wider coverage in villages. Advertisements in regional languages broadcast on local radio stations will influence consumer thinking.

Outdoor advertising options like banners, billboards, wall paintings, posters, etc. can be used successfully in rural areas. Advertisements should be in local languages so that people can easily understand them. Hindustan unsilver makes use of street performers like magicians, singers and dancers to promote its products.

### **Approach # 4. Acceptance:**

The most important issue in rural marketing is to make the customers accept the product. Villagers are more likely to resist change and are slower in adopting newer products. So it is vital to assure them about the benefits and value they can get by purchasing a particular product. Since rural people would not spend their precious money on wasteful products, producers should offer goods that suit the villagers' needs.

People in a rural Chinese province used washing machines to wash not just clothes, but also vegetables. Chinese appliance maker Haier group leveraged this opportunity and modified their washing machine to enable washing farm produce safely. The villagers happily purchased this machine, giving Haier group a competitive advantage over rivals.

Marketers should facilitate the process of product acceptance—coca cola provides low cost ice boxes to its rural distributors who do not have electricity or refrigerators. The customers should feel that a product is worth the efforts they are making to get it.

Rural people are more price-sensitive and believe in getting the maximum value out of whatever they buy. Many models of Nokia mobile phones are equipped to handle SMS facilities in regional Indian languages making it user friendly for non-English speaking groups.

## **Features of a Rural Market**

While marketing in rural areas, the campaigns comprise some inherent characteristics such as-

### **1. Large, Scattered, and Diverse Market:**

The rural population is larger and highly diverse and scattered into various regions. The urban market is usually confined to a few metros or cosmopolitan cities. Thus, the rural markets span over a large and widely scattered geographical market. The population per settlement is low as a result, the inventory and transportation cost.

### **2. Agriculture is a Major Source of Income:**

Agricultural and rural prosperity are closely tied together. The major income of rural consumers is from engaging in agricultural activities. Recently, there is a reduction in the dependence on agriculture. Other sectors are slowly gaining more importance and have become instrumental in the growth of the rural economy. However, a crop failure can still lead the rural people to have incredibly low disposable income.

### **3. Low Standard of Living:**

The rural lifestyle is characterized by needs and necessities rather than luxury commodities. This is because the rural population engages in activities like daily wage labor and agriculture, and allied activities. This is quite an unstable income source, and financial planning is not as easy. The majority of the rural population lives below the poverty line. Apart from low literacy and low per capita income, the rural population is also socially backward in its approach and lifestyle.

### **4. Infrastructure Facilities:**

Rural areas lack the necessary infrastructural facilities to facilitate the smooth functioning of the selling and distribution process. Facilities like roads, communication systems, warehouses, and other financial facilities are inadequate in most rural areas. This highly narrows the scope for marketing to the rural sector.

## 5. Market Growth:

There have been both quantitative and qualitative growth in the rural markets. The steady growth is accompanied by a healthy rise in demand from this sector for various traditional goods like FMCG products, agricultural inputs, bicycles, etc. This growth can be attributed to the rise in employment opportunities that have revealed various sources of income.

## 6. Traditional Outlook:

A major obstacle to the growth of the rural population is the attitudes of the people, especially their continuous resistance to change. Growth in its totality involves continuous change and evolution. A traditional outlook, as a result, hinders the growth opportunities that may arise. However, with increasing literacy levels, the rural youth is stepping up and creating the foundations for long-lasting development.

## 7. Diverse Socio-Economic Background:

A vast socio-economically diverse group of individuals makes up the rural population. This diversity arises due to them being widely scattered geographically over different regions. Each region differs in culture, religion, land fertility, and prosperity. In addition, individuals in these various regions are even differently employed, which adds to this diversity. Finally, the demographic, geographic, and behavioral influences impact the lifestyles of these people.

## 8. Purchasing Capacity:

The purchasing power of the people in rural areas is closely related to the development of the rural economy. The principal source of the purchasing power for rural consumers is through marketing agricultural and allied products to rural-urban processes. Rural demand for consumer goods can be indirectly linked to rainfall as agriculture is dependent on rainfall, and the rural population is dependent on agriculture. However, through government spending on flood control, irrigation, anti-poverty schemes, subsidies, infrastructural development, etc., the purchasing power of the people is gradually increasing.

## 9. Literacy in Rural Areas:

Low levels of literacy in rural areas lead to various obstacles in the growth path. Problems of communication reduced relevance of print media, and an overall traditional approach make marketing to the rural sector quite tough. The rural population is more on electronic media which does open various marketing channels, but effective communication is still quite far removed from reality.

The migration of rural populations to urban cities for higher education is slowly battling the challenges of low literacy. Government schemes for education and increased awareness for the same have also helped increase literacy levels to imbue the people with a better lifestyle.

## 10. Prevalence of Spurious Brands:

Prevalence of illiteracy and frugality has made conning people extremely easy. Due to this, there is a rise in several fake brands with fake merchandise of dire quality that penetrates these markets. These cheap knock-offs are all in a race to conquer the rural markets by prying on their helplessness.

## Top 14 Agricultural Subsidies And Schemes In India

### 1. Rashtriya KrishiVikasYojana

The RashtriyaKrishiVikasYojana (RKVY) is a crucial agricultural scheme in India that provides 100 % subsidy depending on the continued project. It promotes holistic development in the farming sector. It focuses on enhancing productivity and sustainability while ensuring the welfare of farmers. RKVY is pivotal in empowering farmers with resources and knowledge, bolstering rural economies, reducing regional disparities, and ensuring food security. Its impact contributes significantly to the growth and development of the agricultural landscape.

### 2. National Food Security Mission

The National Food Security Mission, launched in 2007, aims to boost rice, wheat, and pulse production, expand cultivation, restore soil fertility, and improve farmers' economic conditions. The mission continued during the 12th Five-Year Plan, targeting an additional 25 million tonnes of food grains. Beyond the 12th Plan, new targets were set to produce 13 million tonnes of food grains, focusing on value addition and efficient market linkages. Production targets are now set annually.

### 3. Sub-Mission On Agricultural Mission

In 2014-15, the Ministry of Agriculture and Farmers' Welfare, GOI, initiated the Sub-Mission on Agricultural Mechanization (SMAM). Its primary objective is to extend the benefits of farm mechanisation to marginal and small-scale farmers, as well as regions with limited power availability. The SMAM scheme includes both centrally sponsored and central sector components. The Government of India funds 60% of

most states, while the state's share is 40%. However, the GOI covers 90% of the costs in the northeastern and Himalayan states.

#### **4. PM Kisan Scheme**

The PM-KisanYojana, also known as the Pradhan MantriKisanSammanNidhiYojana, is a government initiative to provide minimum income support of up to Rs 6,000 per year to small and marginal farmers. The PM Kisan scheme is a Central Sector initiative that receives full funding from the Government of India. On February 24, 2019, Prime Minister NarendraModi inaugurated the PM-KISAN scheme, which had been implemented since December 1, 2018.

#### **5. Neem Coated Urea**

A significant transformative measure implemented by the Modi Government was the introduction of 100% Neem Coating on all subsidised agricultural-grade urea nationwide. This step aimed to enhance nutrient efficiency, boost crop yield, improve soil health, and prevent the misuse of agricultural-grade urea for non-agricultural purposes. Neem-Coated Urea, an agricultural initiative backed by the Government of India, serves as both a fertiliser and a scheme to enhance wheat and paddy growth while addressing issues like the black market and urea hoarding. This specialised urea, coated with neem tree seed oil, is called neem-coated urea.

#### **6. Pradhan Mantri Kisan Maan Dhan Yojana**

The Pradhan MantriKisanMaanDhanYojana, launched by Prime Minister NarendraModi in Ranchi, is a Central Sector Scheme administered by the Cooperation & Farmers Welfare Department, in collaboration with LIC, providing a monthly pension of Rs. 3000/- to small and marginal farmers (up to 2 hectares of land) after they turn 60, aiming to ensure their financial security. If the beneficiary dies before retirement, the spouse can continue or receive the contribution with interest. If there is no spouse, the nominee gets it. After retirement, the spouse receives 50% as Family Pension. After both pass away, the amount returns to the Pension Fund.

#### **7. Pradhan Mantri Fasal Bima Yojana**

The PM FasalBimaYojana (PMFBY), launched by the Ministry of Agriculture, has benefited 70,27,637 farmers across 5 seasons, with a total premium of Rs. 2362 Crores. Claims of Rs. 1703 crores have been paid, helping 17,66,455 farmers. Claims for Kharif 18 and Rabi 18 are underway. The PM FasalBimaYojana (PMFBY) supports farmers by offering financial aid for crop loss, stabilising income, promoting modern practices, facilitating credit flow, and providing insurance against production risks.

#### **8. Kisan Credit Card Scheme**

The Kisan Credit Card (KCC) scheme, introduced in 1998, aims to provide farmers with uniform access to credit through these cards. Farmers can easily purchase agriculture inputs like seeds, fertilisers, and pesticides and also access cash for their production needs. The scheme was expanded in 2004 to cover investment credit for allied and non-farm activities. A revision occurred in 2012, led by a working group chaired by Shri T. M. Bhavin, CMD of Indian Bank, aimed at simplifying the scheme and enabling the issuance of Electronic Kisan Credit Cards. While the plan provides overarching guidelines, implementing banks can tailor them to their needs.

#### **9. Pashu Kisan Credit Card Scheme**

The 'PashuKisan Credit Card' is an initiative by the Indian government to aid animal husbandry farmers, stimulating sector growth and increasing farmer income. Under this scheme, livestock owners can access loans up to Rs. 3 lakhs, with specific amounts allocated for different categories. Loans are available at an interest rate of 4.00%, and repayment is within five years, distributed in six equal instalments. The Central Government provides a 3.00% rebate.

#### **10. Soil Health Card**

The Soil Health Cards (SHCs) Scheme launched in 2014-15 aimed to provide essential soil information to all farmers. It integrates GIS in the portal and enhances the mobile application for efficient sample collection and results. This new system started in April 2023, and Soil Health Cards are generated through the revamped portal. Additionally, the Soil Health Card scheme is now a part of the RashtriyaKrishiVikasYojana (RKVY) under the name 'Soil Health & Fertility' from 2022-23.

#### **11. Paramparagat KrishiVikas Yojana**

Launched in 2015, the Pradhan MantriKrishiVikasYojana (PMKY) promotes key aspects: organic farming, reduced dependency on synthetics, improved soil health, increased yields, and modern marketing strategies. The revamped approach emphasises cluster-based "organic village" promotion, incorporating the Participatory Guarantee System for certification, prioritising sustainability in agriculture.

## 12. Gramin Bhandaran Yojana

The GraminBhandaranYojana, established in 2001, offers capital investment subsidies for constructing and refurbishing rural godowns outside municipal limits. Its main goal is to create a strong network of storage facilities in rural areas. It prevents distressed sales by providing marketing credit and pledge financing, enhancing storage for farm produce, and promoting standardised products. By extending subsidies to the cooperative and private sectors, the scheme aims to counter the declining investment ratio in the agricultural industry in India.

## 13. Rashtriya KrishiVikasYojana

The RashtriyaKrishiVikasYojana (RKVY), introduced in 2007, aimed for 4% annual agricultural growth. RAFTAAR had a runtime until 2019-20, operating with a budget of Rs 15,722 crore. The scheme responded to slow growth in agriculture and sought to reorient strategies to meet farmers' needs, offering states flexibility in planning and incentivising agricultural and allied sector investments. This approach included decentralised planning with the State Agriculture Plan (SAP) and District Agriculture Plans (DAPs), catering to agro-climatic conditions and local requirements.

## 14. Krishi Bhagya

The Government of Karnataka launched the KrishiBhagya Scheme for dry-land farmers reliant on annual rainfall. Over 100,000 farmers in 131 taluks across 25 districts have received ₹968.37 crores in financial aid to implement effective rainwater conservation measures, ensuring sustainable agriculture in rain-fed areas. The scheme spans five agro-climatic zones, aiding over one lakh farmers annually with grants for farm ponds, water extraction, and modern technology to enhance crop yields and income, including poly houses and shade nets for hybrid vegetables and flowers.

## Conclusion :

In conclusion, agricultural subsidies and schemes are pivotal in India's rural landscape. They foster sustainable growth, enhance farmer livelihoods, and ensure food security. These initiatives underscore the government's commitment to the welfare of its agricultural community and the nation's overall development. Greater economic activity can also facilitate development and progress in rural areas. The Rural Economy is rapidly developing. After understanding the rural market it becomes easier to formulate and implement efficient marketing strategies that can help a brand tap into the high potential rural market. The rural market is very large in compare to the urban market as well as it is more challenging market. The consumer wants those products which are long lasting, good, easy to use and cheaper. The income level of rural consumers is not as high as the income level of urban consumers that's why they want low price goods. It is one of the reasons that the sell of sachet is much larger in the rural area in all segments.

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