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SELF-HELP GROUPS AND 5P'S MODEL MARKETING STRATEGIES WITH E-BUSINESS

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Abstract: - Self-help groups are a growing group of emerging local businesses in the country which is run and employed by women. It is a difficult stage to bring the products manufactured by the group to the market and to promote and sell them through marketing strategies. Today, where the e-business online market is rapidly gaining ground, the goods coming from MSME and abroad are being attracted and are being available at low prices at home. In such a situation, these groups find it difficult to sell their goods in the market. The researcher has tried to research here that how self-help groups can attract their goods in the market by using the market strategy 5P's model and with the new era of e-business (online), you can expand your business by attracting items both offline and online.

Keywords: Self-help groups, marketing strategies, e-business, 5P's model.

I. INTRODUCTION

The system of Self Help Groups focuses on organizing people below the poverty line into small groups and providing them employment as per their capacity and providing necessary training and financial assistance. Apart from financial and organizational help, the government also provides various subsidies to the group members of Self Help Groups. Self-help groups consist of 20-25 members from each family of the society after obtaining permission from a local Gram Sabha. The main work of the group is to develop the skills of the group members and create employment, which will promote local activity. At the same time, by regularly saving a little amount from personal income, they are ready to contribute this personal amount to the collective fund. Take collective decisions; resolve mutual differences through skilled leadership. Loans are provided on the terms and conditions decided by the group. In the last 35 years, Self Help Groups have established themselves in all the local areas and have raised the flag of rural development and women empowerment.

II. FORMATION AND PROMOTION OF SHGs:

With a view to combine the qualities like flexibility, responsiveness, responsiveness of the informal credit system with the technical capabilities and financial resources of the formal credit institutions and to bring positive innovations in the credit delivery system, the National Bank for Agriculture and Rural Development (NABARD) established itself in February 1992. A pilot project was started to link cooperative banks with commercial banks, which (later) also included cooperative banks and regional rural banks. This linkage was also done with a view to accommodate the good qualities of formal and informal credit systems. The pilot project was implemented with the help of some selected NGOs and banks. In the year 1992-93, self-help groups were linked to various banks. In the pilot project, a target was set to add only 500 self-help

groups, whereas in the year 1993-94, 650 groups were added. In the year 1994-95, the number of linkages was 2212, in which the bank loan was Rs. 224.5 lakh. Inspired by the success of Self-Help Group Bank Linkage Program of this pilot block, the Governor of Reserve Bank of India constituted a working group consisting of eminent NGO academicians, bank officials and Managing Director of NABARD, etc. A complete study was done by all these members. On this basis, the Reserve Bank of India through its circular, dated 2 April 1996, directed to be included under priority sector advances in the loans given to self-help groups.

III. GENERAL SHGs RELATED ISSUES:

- Self-help groups face inability to produce goods due to lack of financial resources.
- The middle man who purchases the products from most of the SHGs in rural hands pays very little to the group members due to which the product earnings of the SHG are reduced significantly.
- Branding Uniform goods are giving equal competition to self-help groups in the market through e-business.
- The product of Self Help Group is ready but there is no market to survive. In cities, they survive by going door to door and still are not able to attract customers. Many such examples came before us in 2022-23, 2797 self-help groups are registered with the DRDA department in six development blocks of the district, Hamirpur, Bamsan, Bhoranj, Bijhri, Nadaun, Sujapur Tihra. 25478 women are associated with these self-help groups. Self-help groups have been formed and women are also associated with them, but there is no proper market for the products prepared in the villages. Self Help Group members are far away from today's globalized market. Ignorance of both Global level and E-business.
- The goods of self-help groups are limited to the local market only.
- Self Help Groups branding is not able to compete with homogeneous goods in the market or on e-business platforms.
- They are not able to advertise and package their products like similar products available in the market.
- These groups are able to make only their family, relatives or other members as their customers. Most of the women members go door-to-door and sell their products or promote their products by setting up stalls in the nearest fair.
- Groups are not able to produce and earn a lot of their goods. There can be many reasons for a product not being able to survive in the market, such as lack of technology, failure to create a proper market, poor infrastructure, lack of manufacturing and training, bad political policy, lack of credibility, etc.
- E-business online platforms are also a major reason for the increasing trend of globalization. Because people from states and abroad in semi-towns/cities can get their desired goods at cheap prices sitting at their homes.
- Some causes of market failure include monopoly and externalities. Also in market failure there are public goods and its merits / demerits.

There are many reasons but the main reason is marketing strategy, some shortcomings are left by the operator of the self-help group in the marketing strategy or in the marketing of some goods. Due to which they are not able to make their product attractive nor are they able to maintain their hold in the market.

IV. LACK OF P's MODEL IN MARKETING STRATEGIES:

Five major reasons which prove to be effective in making the market strategy of Self Help Group successful, due to lack of 5P's model in any market strategy, the product is not able to achieve its identity and prosperity in the market.

- Lack of complete information about how the product is to be produced, when it is to be produced, for what purpose.
- Goods not being available for sale at the right place at the right time.
- High prices of goods. Big foreign branding making goods expensive compared to cheap goods.
- Packing of the item may not be attractive. Lack of Promotion of the product.
- Not being able to understand people's psychological likes and dislikes.

V. IMPORTANCE OF 5P's MODEL IN MARKETING:

The 5 P's in marketing – Product, Price, Promotion, Place and People – are the key marketing elements that a SHG can use to strategically benefit the product or business it produces. 5P's of marketing is also a kind of marketing mix. By using these 5 variables, the self-help group can take its business to the target customer and can reduce its competitors in the market and hold its goods.

There are five main P's factors in market strategy:-

- Product
- Place
- Price
- Promotion
- People

1) Product:-

Products are tangible and intangible offerings. The services that the group provides to its customers include design, feature, quality, packaging, branding and production of every product.

Self-help groups produce both farm and non-farm goods. Self Help Groups produce most of the everyday items like pickles, papad, mangodi, namkeen, murabba, wooden furniture, handicraft, wood carving, candles, soap, incense sticks, paper bags, cloth bags, readymade Italian dosa dough, agriculture, sericulture, poultry farm etc., first of all, while producing the goods, he should find out which of the goods can be sold in the local market for business and which represents the business of the government organization. Along with this, while adopting the market strategy, it should also find out by the production of which item we can increase the trade in other states and foreign states also.

2) Place:-

Place means a marketing channel/distribution. Place is where you sell your product and the distribution channel you use to get it to your customer. SHG members should target the geographical area. The group depends on many things like population of the area, purchasing power of the area, spending pattern of the people of the area, etc.

It involves the marketing strategies and channels used to make the product accessible to the right target market (location). Where, when, what should be the demand for the product and decisions regarding distribution channel, retail location, e-business online platform and logistics should be taken. An important question is in which region the product should be made available on which platform. Self-help groups should leave the old market strategy and adopt the new market distribution strategy through e-business platform. You can promote your goods through your channel on YouTube, Instagram, Facebook or other e-business platforms and make them easily available at every place/area.

3) Price:-

The price of a product is most important in any marketing strategy. It is the amount that a customer is ready to pay for buying/selling a product/service. In this era of competition, the customer often examines all the options before choosing one. By pricing the product correctly, the producer will influence consumer perception and purchasing decisions as well as the company's profits. To establish pricing the product has to take into account internal costs, competitiveness, availability, purchasing power, market position, models, quality etc.

4) Promotion-

Promotion, in a self-help group, the product, price and place of the product are still managed in one form, but what is lacking is the promotion of the product. It includes advertising (television, radio, newspapers, magazines), sales promotions, public relations, e-business, social media marketing and other methods used to create awareness and interest in the product offering. Self Help Group has one of the most prominent attractive natural, herbal, ayurvedic products for promoting their products which are manufactured absolutely naturally. The truth is that along with the promotion of the product, information about where it is available is also made available. Therefore, both the consumer and the seller benefit from promotion. Inbound marketing drives sales, press and promotion.

5) People:-

The "people" part of marketing in the Five P's Model is always taken for granted, perhaps missing from the original P's model. Serendipity becomes visible in people's marketing behavior, psychology, motivation, biases and thought processes. How a group of people react to certain things is very important for marketing a product.

VI. CONCLUSION:

Competitiveness in enterprises is increasing; in this competitive situation, adaptive capacity should be strengthened. Every member of the Self Help Group should work together in the internal department. Group member should develop his strength and avoid his financial, domestic, mental, weakness. Using e-business platforms, groups should continue to apply the 5p model in their marketing strategies.

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