



A SPECIALISED TRAINING
PROGRAMME ON

RURAL

MARKETING

(MARKETING OF RURAL PRODUCTS)

FOR NGOs

(14-19 February, 2005)

Supported by :



Small Industries Development Bank of India

Organised by :



Entrepreneurship Development Institute of India
Ahmedabad, Gujarat

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Rationale:

The role and function of Non-Government Organisations (NGOs) have increased manifold as they have diversified their work areas and today, address almost all issues concerning man's social environment. Their presence has been especially marked due to the several development initiatives led by them all over the country. Realising their need and potential, the Government of India has assigned to them a place of prominence in the implementation of development programmes.

One of the key issues taken up by the NGOs is the creation of business enterprises, especially in the rural areas. A commonly observable phenomenon in such cases is the comparative success in production procedures vis-à-vis marketing. As a result, stock of finished goods piles up. In case of perishable commodities, such stocked goods lose their saleability and the entire venture runs the risk of becoming non-viable. Poor marketing techniques result in lower price for the products and consequently, lesser income for the craftsmen/artisans. Migration to urban areas is then the normal course of action.

It has been well established that in the era of globalisation, marketing plays a crucial role in any business enterprise. Efficient need-based training on specific marketing requirements can ensure the success and viability of any production activity. But it has been found that in spite of the overwhelming presence of NGOs in the rural business sector, they are at times, unable to deliver infallible marketing solutions. It is in this regard that the Entrepreneurship Development Institute of India is organising a **Training Programme on Rural Marketing (Marketing of Rural Products) for NGOs**. The programme is designed to inculcate marketing skills among NGO functionaries so that they can perform this function effectively.

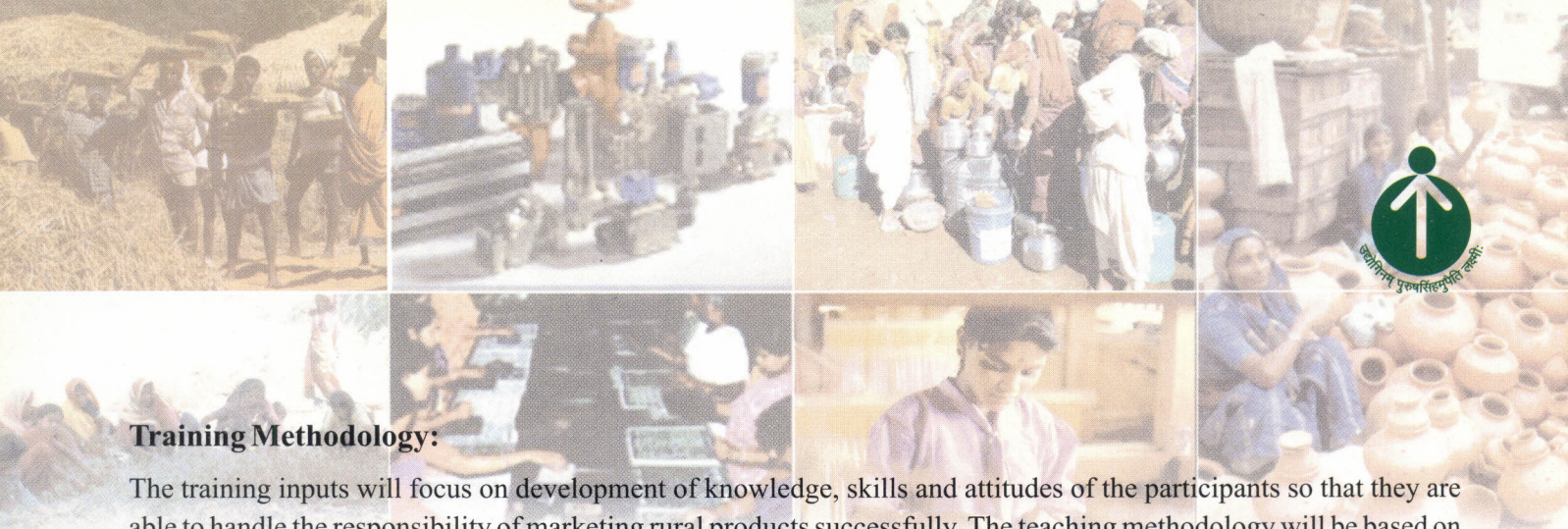
The market for finished rural products is vast. Several national as well as international organisations are keen on buying such goods. Well-established market linkages are the need of the hour and our NGOs need to rise to meet this demand. This training programme caters to interested non-government and voluntary organisations wishing to develop themselves in this particular aspect of business.

Objectives of the Programme:

The main objective of this programme is to develop a cadre of trained NGO professionals in the field of Rural Marketing (i.e. marketing of rural products) to improve their institutional strength. The aspects of rural marketing management will be customised to suit their specific requirements. The training also intends to:

- Make NGOs aware of the basic concepts of Marketing Management in general, and Rural Marketing in particular.
- Expose them to the hardware of Marketing such as; market research and analysis, evaluation of consumer behaviour, market survey, market segmentation, pricing and distribution, etc. with specific reference to rural products.
- Emphasise standardisation and quality control, scope for design development and cost-effective technical improvisation in rural products, so as to better the marketing prospects.
- Introduce the participants to various promotional strategies in rural marketing and other important issues like packaging, branding, retailing, organising exhibitions, participating in trade fairs, visual merchandising, low cost innovative advertising, etc.
- Acquaint them with some of the interesting and novel rural marketing strategies developed by private organisations/NGOs and others.
- Train them regarding the procedures and formalities of Export Marketing and the requirements of buyers in overseas countries. (Special emphasis will be laid on export to EU countries and trade practices & customer requirements in EU.)

Further, an all out attempt will be made to establish market linkages for the participating NGOs.



Training Methodology:

The training inputs will focus on development of knowledge, skills and attitudes of the participants so that they are able to handle the responsibility of marketing rural products successfully. The teaching methodology will be based on participatory learning. Theoretical and informational inputs will be imparted through classroom lectures. Group discussions will also be extensively used to facilitate the participants' exchanging views, ideas, problems and prospects; thus leading to mutual learning. Case studies will be illustrated to enable them to learn from real life experiences. Besides, field visits, showing 'rural marketing in practice', will be organised.

Output of the Programme:

After completion of the training programme, the participants will have gained a sound understanding of the fundamentals of Rural Marketing. They will be able to evolve appropriate strategies for improving marketing activities in their organisations/ areas of operation. Having absorbed the inputs on product and design development, quality control, innovative pricing and distribution strategy, packaging techniques and market research etc., they would be in a position to provide the necessary marketing support to rural producers/artisans in their region. Moreover, they could help the NGOs and the rural producers in adopting various promotional techniques like effective retailing, organising exhibitions, participating in trade fairs, sales promotion, designing attractive catalogues and showroom, product promotion in rural and urban markets. They will also be able to establish linkages with organisations, within the country and outside, that deal with rural products.

Duration and Venue:

Residential 6-day programme from **February 14-19, 2005 at EDI campus, Ahmedabad.**

Nomination Criteria:

This programme has been designed for the NGO/VO functionaries who are directly or indirectly involved in Rural Marketing i.e. marketing of products generally produced/manufactured in rural areas. Nominations will be accepted on 'first come first serve' basis.

Fees:

As the programme is sponsored, majority of the fees will be met by the concerned agency. However, a fee of Rs. 2,000/- will have to be paid by the participant. Besides, NGOs will have to bear the to and fro travel cost of their nominees as well as out-of-pocket expenses and incidentals, if any.

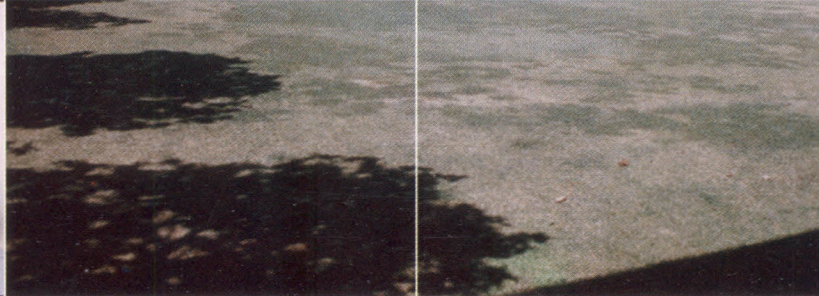
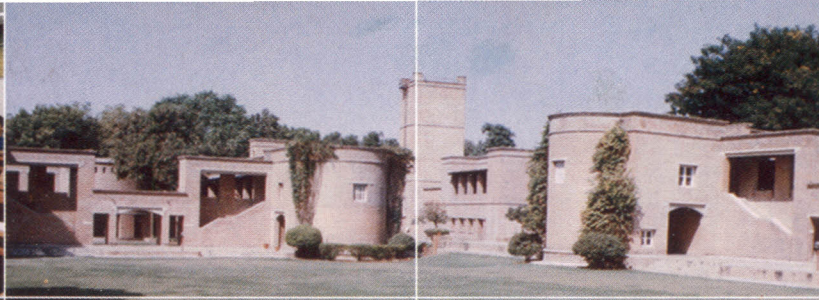
Application Procedure:

Please forward the enclosed nomination form duly filled in, along with a Demand Draft of Rs. 2,000/- (inclusive of programme fee and lodging, boarding expenses) to:

Mr. Sanjay Pal

Programme Director (Rural Marketing) at EDI Head Office Address.

The draft should be drawn in favour of '**Entrepreneurship Development Institute of India**', payable at **Ahmedabad**. Completed nomination form along with the fees should reach us **before 31st January, 2005**.



About the Institute:

Entrepreneurship Development Institute of India (EDI) is an international resource organisation committed to training, education and research in entrepreneurship development. It was set up by all India financial institutions viz. Industrial Development Bank of India (IDBI), ICICI Ltd., IFCI Ltd. and State Bank of India (SBI). EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed activities.

Realising that such a gigantic task can only be accomplished with a collaborative effort, EDI has established linkages with a nation-wide network of organisations, NGOs/ VOs and institutions committed to entrepreneurship development. Ensuring sustainable markets for rural products has always received a major importance in EDI's activities. Rural Marketing is getting increasing importance in EDI's intervention towards micro enterprise development in rural areas, and the Institute has organised several training programmes and documented successful initiatives in rural marketing. The Institute has developed a useful resource base in order to help the NGOs in training, capacity building and providing actual support on Rural Marketing. Moreover, EDI has completed 15 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes in rural areas. It has implemented 750 REDPs, training 15,000 rural youths, of which about 10,000 have successfully launched their ventures with an average investment of about Rs.45,000/- and employment of over 2 persons per venture. So far, EDI has trained over 500 trainer-motivators from NGOs.

EDI was invited by the International Fund for Agriculture Development to evolve a credit system for micro enterprises in Tanzania and has also trained eight groups of Senior Executives of Government/NGOs from Sri Lanka, Nepal, Bangladesh and Egypt on Micro Enterprise, Micro Finance Development and Rural Marketing.

The extensive work on Rural Marketing has brought EDI very close to the problems and needs of rural poor. With valuable support from national and international funding organisations and with active involvement of NGOs, EDI is set to make a long lasting contribution towards the goals of employment creation and poverty alleviation through the promotion of micro enterprise, micro finance development and rural marketing.



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