

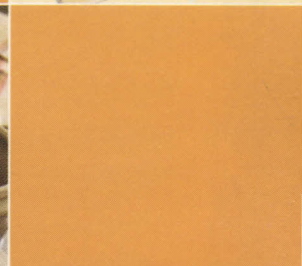
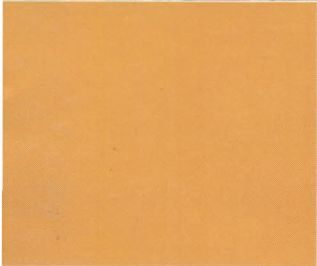
At

- **Delhi**
(15-20 January, 2007)
- **Bhubaneswar**
(12-17 February, 2007)

SPECIALISED TRAINING PROGRAMME ON

RURAL MARKETING

(MARKETING OF RURAL PRODUCTS)
FOR NGOs



Organised by:



**ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA
AHMEDABAD**

Supported by:



**SMALL INDUSTRIES DEVELOPMENT
BANK OF INDIA**



Rationale :

The role and functions 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, all over the country, because of their developmental initiatives. Realizing their need/s and potential, the Government of India has assigned 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 micro business enterprises, especially in the rural areas. It has, however, been observed that in such enterprises, marketing comes forth as a major problem. 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 at the risk of becoming non-viable. Poor marketing techniques result in lower price for products and consequently, lesser income for the craftsmen/artisans.

Marketing, especially in today's globalised world, 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. Entrepreneurship Development Institute of India (EDI) has planned **Training Programmes on Rural Marketing (Marketing of Rural Products) for NGOs** to be organised at **Delhi & Bhubaneswar**. The programme will aim at inculcating rural marketing skills among NGO functionaries so that they can perform this function effectively.

Objectives :

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 organisational strength. The aspects of rural marketing management will be customized 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.
- emphasize on standardization and quality control, scope for design development and cost-effective technical developments 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, organizing exhibitions, participating in trade fairs, visual merchandising, low cost innovative advertising, etc.
- acquaint them with some of the interesting and novel rural marketing strategies/cases developed by NGOs and others.
- equip them with information on the procedures and formalities of Export Marketing and the requirements of buyers in the overseas countries. (Special emphasis will be laid on exports to EU countries and trade practices & customer requirements in European Union)

Further, an all out attempt will be made to establish marketing 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.



Outcome of the Programme :

After completion of the training programme, the participants would have gained a sound understanding on 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 technique and market research etc., they would be in a position to provide the necessary marketing support to rural producers/artisans in their respective regions. Moreover, they could help the NGOs and the rural producers in adopting various promotional techniques like effective retailing, organizing exhibitions, participating in trade fairs, sales promotion, designing attractive catalogues and showroom, product promotion in rural and urban markets, visual merchandising etc. They will also be able to establish market/export linkages with organisations, within the country and outside, that deal with rural products.

Duration and Venue :

Two such residential 6-day programmes will be organised; one in Delhi during 15-20 January, 2007 at NIESBUD campus and the other at Bhubaneswar during 12-17 February, 2007 at EDI Regional Office, Bhubaneswar.

Nomination Criteria :

These programmes have been designed for the NGOs/VOs 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 served' basis.

Fees :

As the programmes are sponsored by SIDBI, participants or nominating NGOs will have to pay a highly subsidised fee of Rs. 2000/-. 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 Procedures :

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

Mr. Sanjay Pal, Programme Director, at Head Office Address

Mobile : 98258 67445

E-mail : sanjaypal@ediindia.org / ediindiaad1@sancharnet.in

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 **5th January, 2007**.

About the Institute :

Entrepreneurship Development Institute of India (EDI) is an international resource organization 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.

Realizing 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 more than 20 years of fruitful partnership with NGOs in implementing Micro Enterprise



Development Programmes (MEDPs) and other related programmes in rural areas.

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. EDI has organised several Training Programmes on Rural Marketing with the support of Small Industries Development Bank of India (SIDBI) and National Bank for Agriculture and Rural Development (NABARD). The participants of our earlier Rural Marketing Training Programmes have been greatly benefited and established successful benchmark in marketing of rural products.



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