

Specialised Training Programmes on

# Rural Marketing

(MARKETING OF RURAL PRODUCTS)

FOR NGOs



At **AHMEDABAD**  
(10-16 December 2007)  
&  
**LUCKNOW**  
(4-10 February 2008)



Supported by:



**SMALL INDUSTRIES DEVELOPMENT  
BANK OF INDIA**

Organised by:



**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA  
Ahmedabad**





### **Rationale:**

The role and functions of Non-Government Organisations (NGOs) have increased manifold as they have diversified their activities and today, address almost all issues concerning the society. 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 activities taken up by the NGOs is the creation of micro business enterprises, especially in rural areas. However, many a time it has been observed in these enterprises that marketing of products comes forth as a major challenge. Inability to market rural products on a sustainable basis always creates pressure on the inventory and the liquidity of the unit. Moreover, it hinders the income generation activities of producers / artisans / master craftsmen / SHG & NGO members. Lack of marketing techniques and limited awareness about consumer behaviour result in low priced products leading to lesser income for the craftsmen/artisans/farmers/NGOs.

To address this grave situation, Entrepreneurship Development Institute of India (EDI) has devised Specialised Training Programmes on Rural Marketing (Marketing of Rural Products) for NGOs, to be organised at Ahmedabad & Lucknow. The programmes aim at developing rural marketing skills among NGO functionaries.

### **Objectives:**

The main objective of the programmes is to develop a cadre of trained NGO professionals in the field of Rural Marketing (i.e. marketing of rural products). They will be trained to develop marketing strategy for their organizations and implement actions which would lead to successful marketing of rural products on a sustainable basis.

### **Content:**

During the programmes, practical and academic/management inputs (covering pertinent rural marketing issues) will be imparted. While developing the curriculum, specific problems being encountered by the NGOs/VOs at the time of manufacturing and marketing rural products had been taken into consideration. Following are some of the topics which will be discussed at length during the programme.

- Basic concepts of Marketing Management, in general, and Rural Marketing, in particular.
- Hardware of marketing such as; market research and analysis, evaluation of consumer behaviour, market survey, market segmentation, targeting and positioning.
- Pricing and planning distribution channel.
- Ensuring standardization and maintaining quality control, scope for design development and cost effective technical improvements in rural products, so as to enhance their marketing prospects.
- Various promotional strategies in rural marketing and other important issues like packaging, branding, retailing, organizing exhibitions, etc.
- Effective communication & relationship based marketing





- Co-operative approach to marketing.
- Interesting and novel rural marketing strategies/ benchmark cases adopted by NGOs and others.
- Learning from the 'Best Practices' in marketing of rural products.
- Networking and establishing market linkages with successful rural marketing support organizations.
- 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 European Union).
- Government and support organizations' schemes to derive benefits in improving marketing performance of NGOs.

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

### **Training Methodology:**

The teaching methodology will be based on participatory learning. Practical and informational inputs will be imparted through classroom lectures. Group discussions will also be extensively used to facilitate the participants in exchanging views, ideas, problems and prospects; thus leading to mutual learning. Case studies/documentations will be illustrated to enable them to learn from real life experiences. Exercises will be used to help them understand practical problems/issues in marketing of rural products. Besides, field visits, exposure to 'rural marketing in practice', will be arranged.

### **Outcome of the Programme:**

After completion of the training programme, the participants will gain a sound understanding of the fundamentals of Rural Marketing. They will also 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, branding, etc., they would be in a position to provide the necessary marketing support to rural producers/artisans in their regions. Moreover, they could help NGOs and rural producers in adopting various promotional techniques like effective retailing, organizing exhibitions, participating in trade fairs, undertaking product promotion in rural and urban markets 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 7-day programmes will be organised; one in Ahmedabad during 10-16 December 2007 at EDI campus and the other at Lucknow during 4-10 February 2008.

### **Nomination Criteria:**

These programmes have been designed for NGO/VO functionaries, RIP implementing agencies which are directly or indirectly involved in Rural Marketing i.e. marketing of products generally manufactured in rural areas or products manufactured by people in the unorganised section of the society. Nominations will be accepted on 'first-come-first-served' basis.





**Fee:**

As the programmes are sponsored by SIDBI, the participants or nominating NGOs will have to pay a highly subsidised fee of Rs. 2,000/-, which covers programme fee and lodging & boarding expenses. Sponsoring NGOs will have to bear 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/- to:

**Mr. Sanjay Pal, Programme Director,**  
at Head Office Address  
Mobile : 98258 67445  
E-mail : [sanjaypal@ediindia.org](mailto:sanjaypal@ediindia.org) /  
[ediindiaad1@sancharnet.in](mailto: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 30<sup>th</sup> November 2007**.

**About the Previous Programmes:**

EDI has a long experience of conducting similar programmes for the NGO-VO functionaries/ RIP implementing agencies. The forthcoming programmes will be the 9<sup>th</sup> & 10<sup>th</sup> in the series. Till date, we have trained 300 NGO representatives/RIP functionaries. Most of them could implement the learning back in their organizations. Some of them have introduced innovative marketing techniques while others have achieved important benchmarks in marketing of rural products. The Institute is planning to establish a Marketing Federation/ Consortium, which will provide a permanent platform of mutual learning, facilitate networking and market linkages and provide necessary fillip to marketing activity of NGOs.





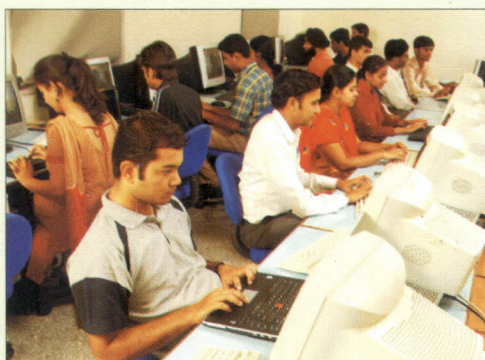


### About the Institute:

Entrepreneurship Development Institute of India (EDI) is an international resource organization committed to training, education and research in entrepreneurship. 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 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 marketing support to producers in rural areas.

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.



**Facilities at EDI Campus, Ahmedabad.**





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