



LOKNETE DR.BALASAHEB VIKHE PATIL (PADMABHUSHAN AWARDEE) Establishment 4 August 2004
PRAVARA RURAL EDUCATION SOCIETY'S

ARTS, COMMERCE & SCIENCE COLLEGE, ALKUTI

ID.No. PU/AN/ACS/78/2004

College code No.757

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Self Study Report : 2023 (1 st Cycle)



Criteria - 3

Research, Innovation &
Extention

KEY INDICATOR : 3.3

Research Publications and
Awards

3.3.2 Number of books and chapters in edited volumes/books published and papers published in National/ international conference proceedings per teacher during last five years

INDEX 2018

Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Name of the conference	National / International	ISBN number of the proceeding	Page No.
1.	Chate A.K.		Shriyanche Hakk v Tyanche Adhikar Dr. Babasaheb Ambedkar	Adhunik Mahatrashtatil Vanchitanche Etahas Lekhan	State	978-81930154-3-5	3-7
2.	Thorat S.S.	Vidyavarta	Strategies of Rural Marketing in India	National Conference on Recent Trends in Commerce and Management	National	2319 9318	8-14

ISBN-978-81930154-3-5



बी. सी. यु. डी. सावित्रीबाई फुले पुणे विद्यापीठ, पुणे

व

अहमदनगर जिल्हा मराठा विद्या प्रसारक समाजाचे,

न्यू आर्ट्स, कॉमर्स अँड सायन्स कॉलेज, पारनेर आयोजित

एक दिवसीय राष्ट्रीय चर्चासत्र ५ जानेवारी, २०१८

'आधुनिक महाराष्ट्रातील वंचितांचे इतिहास लेखन'



* आयोजक *

इतिहास विभाग

न्यू आर्ट्स, कॉमर्स अँड सायन्स कॉलेज, पारनेर

जिल्हा अहमदनगर, ४१४३०२ (महाराष्ट्र)

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स्त्रियांचे हक्क व त्यांचे अधिकार - डॉ. बाबासाहेब आंबेडकर

प्रा. उपप्राचार्य - प्रा. अर्जुन चाटे

इतिहास विभाग

कला, वाणिज्य व विज्ञान महाविद्यालय, अळकुटी

प्राचीन काळापासून भारतीय समाज व्यवस्थेत स्त्रियांना दुय्यम स्थान दिले होते. पुरुषसत्ताक समाज व्यवस्था असल्याने स्त्रिला समाजात कोणत्याच प्रकारचे हक्क आणि आधार नव्हते. शुद्र अतिशुद्रांचे समाजात जे स्थान होते तेच स्थान सकल स्त्री जातीचे होते. ब्राम्हण स्त्रीला देखील अधिकार वंचित ठेवण्यात आले होते. म्हणजे एकुणच स्त्रियांना उपेक्षितचे व गुलामीचे जीवन जगावे लागत होते. पुरुषाप्रमाणेच समान संधी, समान अधिकार व समान प्रतिष्ठा स्त्रीला दिली जात नव्हती. धर्मग्रंथांच्या माध्यमातूनही स्त्रियांवर अनेक बंधने लादण्यात आली होती. मनस्मृतीसारख्या ग्रंथात मनुने स्त्रियांबद्दल असे लिहिले होते की

पिता रक्षती कौमार्य, भर्ता रक्षती यौवने।

पुत्रो रक्षती वार्धक्य, न स्त्री स्वातंत्र्य महती॥

म्हणजेच स्त्री लहानपणी पित्यावर, तारुण्यात पतीवर व वृद्धापकाळात पुत्रावर अवलंबून असते. स्त्रिला कधीही स्वातंत्र्य देऊ नये असे मनस्मृती सांगते तर तुलसीदास म्हणतात की,

ठोर गवार, पशू शुद्र नारी।

सब है ताउन के अधिकारी॥

आधुनिक भारताच्या निर्मितीमध्ये डॉ. बाबासाहेब आंबेडकरांचे कार्य अतिशय महत्वाचे आहे. समाजकारण, धर्मकारण, राजकारण, अर्थकारण व पत्रकारिता या क्षेत्रात त्यांनी अतिशय महत्वपूर्ण कामगिरी केली आहे. याबरोबरच हजारो वर्षांपासून चालत आलेल्या जाती व्यवस्था व अस्पृश्यता यांच्या विरोधात त्यांनी बंड केले शोषित व पिडीत जीवन जगणाऱ्या सर्व शुद्र अतिशुद्र जातीच्या विकासाठी त्यांनी प्रयत्न केले. स्वतंत्र मजूर पक्षाच्या माध्यमातून बाबासाहेबांनी शेतकरी व कामगारांसाठी प्रयत्न केले. डॉ. बाबासाहेब आंबेडकरांनी स्त्रियांसाठी ही तेवडेच भरी कामगिरी केली आहे. तुलसीदासांनीही स्त्री गुलामीचे समर्थन केले आहे. अशा प्रकारे स्त्रियांना पंगू व परावलंबी बनविणारी व्यवस्था धर्मग्रंथांनी तयार केली होती. स्त्रियांना केवळ भोगवस्तूचा दर्जा देणारी ही व्यवस्था होती. अशा अखिल भारतीय अधिकार वंचित स्त्रियांना डॉ. बाबासाहेब आंबेडकरांनी भारतीय संविधानाच्या माध्यमातून हक्क अधिकार बहाल केले. स्त्रियांच्या हक्क संदर्भात डॉ. बाबासाहेब आंबेडकरांनी जे विचार मांडले, लढे दिले व जो त्याग केला त्याला जगाच्या इतिहासात तोड नाही. त्यामुळे खऱ्या अर्थाने देशातील संपुर्ण स्त्री समुहाचे डॉ. बाबासाहेब आंबेडकर हे कैवारी होते.

डॉ. बाबासाहेब नेहमी म्हणत मालिक कसू चाहे गुलाम स्वतंत्र हो. आझादी मॉगनेसे नही मिलती उसके लिए संघर्ष करना पडता है। त्यामुळे बाबासाहेबांनी स्त्रियांना आंदोलनात सहभागी होण्याचे आवाहन केले. प्रपंचाच्या अडचणी स्त्री व पुरुष दोघे मिळून सोडवितात. त्याचप्रमाणे समाजातील अडचणी ही स्त्री-पुरुषांनी मिळूनच सोडविल्या पाहिजे. स्त्री वर्ग हे काम उत्तम प्रकारे करू शकते. असा विश्वास त्यांना वाटतो. यासाठी त्यांनी स्त्रियांना सांगितले की, तुम्ही नेहमी सभा परिषदांना हजर राहिले पाहिजे. या आवाहनानुसार डॉ. आंबेडकरांच्या प्रत्येक आंदोलनात स्त्रिया आघाडीवर होत्या. नाशिक येथील काळाराम मंदिर, सत्याग्रहात तर स्त्रियांनी काही तुकड्यांचे नेतृत्वही केले होते. एक-एक महिन्याचा कारावास ही भोगला होता. पुढे १९४२ च्या नागपूर अधिवेशनात पंचवीस हजारापेक्षा जास्त स्त्रिया सहभागी झाल्या होत्या.

डॉ. बाबासाहेब आंबेडकरांना फुले, कबीर आणि बुध्द या तीन गुरुंकडून स्त्री मुक्तीची वैचारिक पार्श्वभूमी लाभली होती. स्वातंत्र्यापूर्वी आणि स्वातंत्र्यानंतरही डॉ. बाबासाहेब आंबेडकरांनीही स्त्री-पुरुष समानतेसाठी कायद्याच्या माध्यमातून प्रयत्न केला. त्यांच्या प्रयत्नामुळेच आज प्रत्येक क्षेत्रात स्त्रियांचा सहभाग दिसून येतो. अस्पृश्य स्त्रियांचा व्यक्तिमत्व विकास होण्यासाठी डॉ. आंबेडकर २६ डिसेंबर १९२७ रोजी स्त्रियांच्या सभेत म्हणतात, ब्राम्हण स्त्री बाळंत होत, त्यावेळी कुठे जज्ज खुर्ची खाली आहे का. याकडे तिचे लक्ष असते आणि अस्पृश्य स्त्रीला मुल झाले तर कुठे झाडूवाल्याची जागा खाली आहे का याचे स्वप्न ती बघते. म्हणून नेहमी उच्च महत्वकांक्षा बाळगा, ज्ञान व विद्या या गोष्टी काही पुरुषांसाठीच नाहीत. तर स्त्रियांसाठीही त्या आवश्यक आहेत. डॉ. आंबेडकरांच्या या विचारातून लक्षात येते की, ते केवळ स्त्रियांच्या हक्काची भाषा बोलत नव्हते तर हक्क पेलण्याकरिता स्त्रियांना तयार करत होते.

भारतातील केवळ दलित स्त्रियांसाठीच नव्हे तर सर्वच हिंदू स्त्रियांच्या उन्नतीसाठी विकासासाठी व त्यांना हक्क अधिकार मिळून देण्यासाठी डॉ. आंबेडकरांनी अत्यंत परिश्रमपूर्वक १९४८ साली संसदेत हिंदू कोड बिल सादर केले. मनुस्मृतीने स्त्रियांवर केलेला अन्याय या बिलाने दूर होणार होता. स्त्रियांचा दर्जा उंचावणार होता. स्त्रियांना दत्तक होण्याचा अधिकार, दत्तक जाण्याचा अधिकार, वडिलोपार्जित संपत्तीमध्ये मुलाच्या बरोबरीने मुलींना वाटा तसेच मुलींना वारस होण्याचा अधिकार अशा अनेक गोष्टी हिंदू कोड बिलाच्या माध्यमातून स्त्रियांना देण्याचा प्रयत्न डॉ. बाबासाहेब आंबेडकरांनी केला होता. परंतु सनातनी विचारांच्या लोकांनी या बिलास विरोध केला. हे बिल पास होणार नाही. यासाठी प्रतिगाम्यांनी खुप प्रयत्न केला. शेवटी हे बिल पास झाले नाही. तेव्हा डॉ. बाबासाहेब आंबेडकरांनी स्त्रियांच्या प्रश्नांसाठी आपल्या कायदामंत्री पदाचा राजीनामा दिला. एवढेच नाही तर डॉ. आंबेडकरांनी मजूरमंत्री असताना गिरण्या व कारखान्यामध्ये काम करणाऱ्या स्त्रियांना पुरुषांच्या बरोबरीने पगार मिळावा, स्त्रियांना बाळंतपणाची रजा मिळावी, कामाच्या ठिकाणी पाळणाघरे असावीत, पुरुषांबरोबर स्त्रियांना ही मतदानाचा अधिकार मिळावा अशा अनेक मागण्या संमत करून घेतल्या होत्या.

अशा प्रकारे स्त्रियांना पुरुषांच्या बरोबरचा दर्जा समान अधिकार व समान प्रतिष्ठा मिळून देण्यासाठी डॉ. बाबासाहेब आंबेडकरांनी महत्त्वपूर्ण काम केले. भारतीय संविधानाच्या माध्यमातून स्त्रियांवर हजारो वर्षांपासून लादण्यात आलेली गुलामगिरी कायद्याने नष्ट केली. स्त्री-पुरुष समानता खऱ्या अर्थाने रुजावी यासाठी बाबासाहेबांनी समाजाचे वैचारिक प्रबोधन केले. हिंदू कोड बिल पास झाले असते तर स्त्री-पुरुष विषमतेची दरी राहिली नसती. देशाच्या सर्वांगीन प्रगतीसाठी बाबासाहेबांनी स्त्री शिक्षणाचा पुरस्कार केला. म्हणून खरोखरच डॉ. बाबासाहेब आंबेडकर हेच स्त्री मुक्तीदाते व स्त्री हक्क अधिकाराचे निर्माते आहेत. असे मला वाटते.

संदर्भ ग्रंथ -

- १) मून मिनाक्षी, आंबेडकरी स्त्री चळवळ, समता प्रकाशन, नागपूर
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MAH/MUL/03051/2012
ISSN-2319 9318

International Multilingual Research Journal
Vidyawarta[®]
Special Issue, January 2018

Dnyaneshwar Gramonnati Mandal's
Hon. Balasaheb Jadhav
Arts, Commerce & Science College, Ale

Tal. Junnar, Dist. Pune-412411.

NAAC Re-accredited with "B" Grade

Organized By

Department of Commerce

**National Conference on Recent Trends
in Commerce & Management**

Editor

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Sponsored by

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are high, the public are still concerned over security, fear of spam from providing email addresses, and government retention of transaction or interaction history. There has been growing concern about the privacy of data being collected as part of UID project. The security of cyber space and misuse of data is still holding back the citizens to full adaptation of Aadhar card.

4. Challenges in e-governance

There are large numbers of potential barriers in the implementation of e-Governance. Some hindrance in the path of implementation, like security, unequal access to the computer technology by the citizen, high initial cost for setting up the e government solutions and resistance to change. Challenges identified as trust, resistance to change, digital divide, cost and privacy and security concerns.

Conclusion

We have seen how the concept of e-governance and m-governance has evolved in Indian scenario and how much it is required for transparency and accountability on the part of government and at the same time it is also a toll to increase the participation of people in policy making by empowering them with the right information at right time. The penetration of internet, telecommunication services in India has increased in the last decade and this gives a ray of hope to the citizens of India to fight with the long persisting problems of poverty, corruption, regional disparity and unemployment. But at the same time, due to slow pace of project completion, red-tape and resistance from the side of government employees and citizens too has not given the desired result.

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STRATEGIES OF RURAL MARKETING IN INDIA

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ABSTRACT

Indian rural marketing has always been complex to forecast and consist of special uniqueness. However many companies were successful in entering the rural markets. They proved that with proper understanding of the market and innovative marketing ideas, it is possible to bag the rural markets. It is very difficult for the companies to overlook the opportunities they could from rural markets as two. Thirds of the Indian population live in rural areas, the market is vast than expected for the companies to be successful in rural markets, they have to overcome certain challenges such as pricing and distribution.

This paper in rural marketing gives examples of two companies who where successful in rural areas with their innovative marketing strategies. They found the way out for the challenges to become successful. They believed that it is patience which is important to gain loyal costumers than entering the rural with aggressive marketing. By introducing the products in to rural markets, companies are not changing customers tastes and preferences but their habits which is most challenging and in which case if the customer is dissatisfied, it will become more difficult to regain the trust or may be never possible.

Rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of

the country as well as the marketing of various products manufactured by the non – agricultural workers from rural to urban areas.

Number of strategies like product, price promotion, distribution, marketing and sales strategies can help various organizations to capture large market share of rural India. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, inadequate media coverage for rural communication. Multi language and dialects. Traditional values, lack of proper physical communication facilities. But every problem has its solution, so, the problems of rural marketing can be solved by improving infrastructure, transportation, communicating, warehousing and packing facilities.

KEYWORDS – Rural marketing, strategies

1) INTRODUCTION –

The rural market of India started showing its potential in the 1960s. The 70s and 80s witnessed its steady development. And, there are clear indication that the 21st century is going to see its full blossoming. In our country, where research on consumer behavior has been nominal not much systematized information is available about the rural consumers. Only a few enlightened companies, known for their marketing orientation, viz, Hindustan Lever, Philips India, Asia Paints, Singer and Larsen and Turbo have made concrete efforts in this direction. But by and large we have still to understand the rural buyer, his habits, attitudes and behavior particularly from the marketing point of view.

In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of green revolution; the rural areas are consuming a large quantity of industrial and urban manufactured products.

In this context, a special marketing strategy, namely, rural marketing has emerged. Rural marketing in India economy can be classified under two broad categories, these are –

- The market for consumer goods that comprise of both durable and non-durable goods.
- The market for agricultural inputs that include fertilizers, pesticides, seeds and so on

The concept of rural marketing in India is often been found to form ambiguity in the minds of people who thing rural marketing is all about agricultural marketing. However, rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the non-agricultural workers from rural to urban areas. To be precise, Rural marketing in Indian economy covers two broad sections namely –

- Selling of agricultural items in the urban area.
- Selling of manufactured products in the rural regions.

2) HISTORY OF RURAL MARKETING IN INDIA

a) Rural Marketing potential in India

i) While we all accept that the heart of India lives in its villages and the Indian rural market with its vast size and demand base offers great opportunities to marketers, we tend to conclude that the purse does not stay with them.

ii) Rural marketing involves addressing over 700 million potential consumers and over 40 percent of the India middle income. No wonder the rural markets have been a vital source of growth for most companies for a number of PMCG companies is the country more than that half their annual sales come from the rural market.

iii) Among various media of communication, television and radio have played prominent rules in the rural India today. In the south, the penetration of satellite television is very high. Due to globalization

economic liberalization. It revolution, female power, and improving infrastructure middle and rural India today has more disposable income than urban India.

iv) Rural marketing is getting new heights in addition to rural advertising. Rural marketing gives challenge to ensure availability of product or service in India's 6,27,000 villages spread over 3.2 million square kilometers. Marketers have to locate over 700 million rural Indian and finding them in not easy.

v) Rural marketing is currently growing at about 20% every year and companies are spending amount Rs. 600 crore per years for promotional budget.

b) Rural marketing strategy

i) Rural marketing strategy is based on their A's Availability Affordability and acceptability. The first "A" – Availability emphasizes on the availability of the product for the customers i.e this gives importance an effective distribution through efficient channels of distribution.

ii) The second "A" – Affordability which focuses on product pricing i.e. this gives importance for smaller packages / pouches easily affordable by families in the rural areas, the third "A" acceptability focuses on convincing the customers to buy the product i.e. extending suitable promotional efforts to influence the customers to buy the product. Marketers need to understand the psycho of the rural consumers and then act accordingly

3) Objective of Research Study -

a) To develop an insight into the term size and strategies of Rural Marketing.

b) To discuss the emerging problems in Rural Marketing.

c) To provide suggestions in order to make the rural marketing a success.

4) Research Methodology –

The present research study uses the most recent available published secondary data. The secondary date is collected from various

national and international research journals which are related to commerce, management & marketing. The secondary data is collected from various website and visiting various libraries. The researcher also used some important secondary data sources like past research studies. Published research paper, reference books and internet to get crucial information about the concerned literature required to support this study.

5) Hypothesis of Research Study –

The hypothesis of present research study is as under.

a) Rural marketing process is both a catalyst as well as outcome of the general rural development process.

6) Conceptual Background –

a) Meanings & Definitions –

i) Marketing –

Identifying the needs of customers and potential customers, providing products / services that satisfy their needs and developing efficient processes or systems to deliver your product / service to the market when, where, and how consumers want it.

ii) Rural Marketing –

Rural Marketing Rural marketing is now a two way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The urban to rural flow consists of agricultural inputs, fast moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles and so on. The rural to urban flow consists of agricultural produce such as rice, wheat, sugar and cotton. There is also a movement of rural products within rural areas for consumption

b) Objectives –

- Sensitise participants on the nuances of rural marketing environment
- Develop capabilities for clearly identifying, complex, real life rural marketing problems in a holistic perspective

rural market to ensure correct weight both for farm and non-farm arrivals storage godowns are also required.

6) For storage facilities the government should not depend on [private agencies to store food grains (National commission on Agriculture recommended)

7) The existing marketing staff must be increased and adequate training must be given.

8) The proper packaging technology must be important.

9) Conclusion –

Indian rural market is undoubtedly complex but there are some simple truths that we need to accept. The rural consumers are very value – conscious. They may or may not have purchasing power. But the can make a difference to the company's growth if concentrated. Gone were the days when a rural consumer had to go to a nearby town or city to buy a branded product. The growing power of the rural consumer is an opportunity for the companies to flock to the rural markets. Gandhiji believed that India's future lay in her village and rural markets will have a significant part in India's economy, with the technological innovations, infrastructure development and enrichment of human capital in rural areas, backed by policy support by the government recognizes agriculture as one of powerful growth engine.

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Today, Commerce & Management has become highly technology oriented & sophisticated. Information technology is influencing every walk of business. It has made the world as global village. Corporators are adopting new strategies. Accounting Standards are evolved nationally & Internationally to be used in presentation financial statements New financial instruments are being introduced in the capital market. There is a growing need for improving the communication skills of business executives & professionals So our department decided to discuss on the main theme of "Recent Trends in Commerce & Management"



Publisher & Owner
Archana Rajendra Ghodke
Harshwardhan Publication Pvt.Ltd.
At.Post.Limbaganesh, Tq.Dist.Beed
Pin-431126 (Maharashtra)
Cell : 9850203295



ISSN-2319 9318