

The Dynamics of Rural Marketing in Emerging Market Economy of India

Prof. Gouher Ahmed, Professor of International Management, Skyline University College,
University City of Sharjah, UAE

Dr. Manoj Kumar, Associate Professor of Marketing, Skyline University College,
University City of Sharjah, UAE

ABSTRACT

The paper is an attempt to examine the dynamics of rural marketing in the fast emerging market economy of India, given to a higher and inclusive growth, including the rural sector. It is found that rural marketing too is found to be an emerging one, with diversified rural activities and rural awakening, though not as it should be. It calls for more government attention on the rural sector, at the core of the Indian, and the Indian economy, as envisaged very rightly by Gandhi. There is no doubt about rural marketing taking care of itself over time. Rural marketing is seen as a function of RD-rural development and its propellers and dynamics as agricultural modernization, non-agricultural development wealth, education, and above all, 'marketization' of the rural economy. The corporates must also give up their obsession with the urban sector, especially the so-called middle and upper middle classes, and venture into the vast rural winter land and its huge population, as CSR.

Keywords: Rural Markets, Rural Marketing, BOP, Emerging Trends, Cooperative Marketing

INTRODUCTION

India is made up of nearly 6 lakh villages, which constitute the base of the Indian economy which is emerging into a market oriented economy in which, it is needless to say, rural marketing made up of agriculture and related sub-sectors like forestry, animal-husbandry and others play a crucial role. The countryside is the home to the bulk of the Indian population of 1.295 billion (2014) according to World Bank, which itself is an interesting marketing proposition for a variety of goods and services of urban make. Some 833 million (2011) of rural population offers a vast marketing scope, if marketing is taken to be the number of people served and their expenditure tapped. Of course, marketing is not sheer population numbers but also their income and propensity to consume, as demand means, in marketing terms, effective demand (D), which is desire plus capacity to spend.

Rural consumer is different as to Urban consumer in terms of Income, Education, Family back ground and other demographic aspects (Verma, 2013). Rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities (Rani & Shrivastav). In case of rural marketing, the marketing mix has changed from the traditional '4 Ps' to the new '4 As', i.e., affordability, awareness, availability and acceptability (Pallavi, 2011). Majority of rural markets is comprised of underdeveloped markets as well as poor people. Most of the rural people are traditional stoical and bound. Most of the people living in the below poverty line believe in traditions, old customs, practices, taboos and habits. Due to this, the companies have to market those products and services to the rural markets that are not opposing their traditional belief system and would attract them on a large scale (Sharma, 2014) & (Ahmed, 2012a).

With a large population, India has caught the eye of multinational corporations across the globe as a place of opportunity for exploring new markets. While India has portions of their population that would be considered wealthy or middle class by Western standards, a much greater percentage of India's population is low income. As a result, they spend money, live, and use products differently than the countries where most multinational corporations originate (Prahalad Lieberthal, 2003). Rural areas, in particular, exemplify these differences. Understanding the characteristics that make the people and the market in rural India unique can help corporations to enter this market with success. The key characteristics define the term *rural*, determine the amount and flow of income, and determine the types of products and packages that are typically used in rural India.

According to the late management savant, Prof. C.K. Prahalad, the poor or the bottom of the pyramid (BOP) people too, combined or in aggregate, constitute a significant marketing factor to be explored and served profitably by business firms, including the MNCs with vast production and marketing capacities (Prahalad & Hammond: 2002), (Prahalad & Hart: 2002), (Ahmed & Kumar, 2015). It may be called the new frontier of marketing of vast areas, great diversity and many dimensions. It, it is needless to say, is an interesting Indian marketing dimension to be explored, the dimension and the dynamics, in all probability, are quite likely to be different from that of urban marketing, made up of 'middle' and 'top' of the economic and marketing pyramid.

Actually, marketing in India, does not appear to be paying enough attention to rural marketing either in content or in advertising and in tapping and exploration. Say, there are almost nil Malls in the countryside. It is urban India, made up of metros to small towns, which appears to be the marketing concentration in the country. Is RM a poor marketing case? Not at all.

Rural marketing, even as it is, is a vibrant one, extending from weekly mandis to modern stores, with a far more potential. It is a marketing world in itself. This paper is an attempt at marketing the onward march of RM in India and its fascinating rural winter land and its seller and buyer markets.

Objectives

- i to take a general view of the developing economy of India , including the rural economy characterized as under-developed and developing
- ii to understand the developments over time of the Indian economy as well as of its rural subsector made up of farming most predominantly and its growth.
- iii to examine the state of rural marketing and the changes therein over time and the policy or policies if any regarding rural marketing
- iv to look at the determinants of rural marketing and the changes thereon and their marketing effect, and
- v to suggest ways and means of improving the rural economy if found lagging and also of rural marketing.

METHODOLOGY & DATA (M&D)

First, the country has the colonial background of underdevelopment and no development involving all the sectors and business and marketing, and from the process of planned development starts development with the public and private sectors, including of the rural sector and rural marketing, with the rural sector as the first sector of the economy in terms of population dependence and income generation. So, there must be a sort of RM 'Revolution', with optimum agricultural and other rural sectors development. In fact, a great marketing change is taking place in the pulsating Rural India, its aspirations

and efforts soaring. Agriculture and the allied sectors are said to be base of the Indian economy, calling for their adequate development through commensurate investments and infrastructure and human resource development. In other words, there is a micro view and angle to rural development and marketing. And, there are two sides to rural marketing, namely, marketing of agriculture and other produce or goods and services of the rural sector and rural marketing as involving the sale of urban products and services, from agricultural inputs like fertilizers and tractors to consumer goods and consumer durables. Rural terms of trade i.e., the prices of rural goods and services in terms of urban goods and services $T = R/U$ are important for rural demand and marketing.

Rural sector's bargaining and staying or holding power is held to be weak, resulting in low or inadequate rural price realization, so inadequate income and demand. There are, of course, theories or fixed cash demand of the rural sector for the purpose of the purchase of a few non-rural items of production and consumption only, beyond which the rural cash needs are held to be 'Cs' or nil. These theories, of course, are crumbled or crumbling down against the 'demonstrating effect' of the urban sector. For example, cell phones in the rural areas of the country are felt to be an essential thing. So also, TVs, cosmetics, good clothing, furniture, beverages like tea, vehicles, jewelry, education, power, transport vehicles, entertainment, health, banking and others (Ahmed, 2013a). There is 24/7/365 interaction and exchange between rural and urban Indians. It may be interesting to investigate the 'rural' share in UM!

In sum, it is the changing picture of the rural sector and rural marketing is to be drawn with the help of production, productivity, income, expenditure data, prices etc., and lessons, determinants and policy conclusions are to be drawn from.

That is, moving picture is to be drawn of rural marketing (RM) in response to changes in its broad determining factor (s), RM. The passage of RM is from an under develop to developed one, breaking down the traditional concept of a 'Self Sufficient' or low equilibrium rural economy and marketing or sub-optimal to optimal or full capacity one. There are a number factors operating towards this end which need understanding. The data made use for the study is national and per capita incomes, growth rates, agricultural production and productivity farm prices, etc., according to the study needs.

The methodological model is $RM = f(RD) f(Y_n)$

RM = Rural Marketing; RD= Rural Development

$Y_n = 1, 2, 3 \dots$ factors (Xs)

RURAL ECONOMIC DEVELOPMENT & MARKETING

Rural economy involves agriculture, all human, social, natural and material resources in rural areas Reddy examined the structural transformation in India and found that "there was slow structural change in labor markets at the national level. But states such as Kerala, Tamil Nadu, Himachal Pradesh, Punjab and Haryana are on the verge of the Lewis turning point with faster non-farm sector growth, high per capita income, urbanization, higher agricultural labor productivity, and higher wage rates. On the other hand, states with rapid economic growth such as Gujarat, Andhra Pradesh, West Bengal and Maharashtra have lower wage rates and higher rural poverty. But they too have the potential to pass the Lewis turning point if structural change occurs soon". (Reddy, 2015).

Historically, faster economic growth and structural change in the economy moves labor away from the subsistence (agriculture/rural) sector to the modern (capitalist/non-agricultural/urban) sector, thereby increasing rural wage rates (Lewis 1954). As labor and other resources move from agriculture to modern economic activities, overall productivity rises and income expands. This kind of growth enhancing

structural change can be an important contributor to overall economic growth (McMillan and Rodrik 2011), (Ahmed, 2009, 2013b). The rural economy has not been impacted by the global economic slowdown. Significantly, the rural markets are also offering great opportunities to marketers, who are trying to find a way out of the current economic crisis (Dutta, 2011) & (Ahmed, 2012b).

In the last decade, India has seen rapid growth of its economy and agricultural productivity, and a rise in the share of the non-agricultural sector in income and employment. The result has been a rise in rural wage rates (Chand and Srivastava 2014; Gulati et al 2013). Some attribute the rise in wage rates to the largest employment guarantee program, the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), while others see it as a correction after a long stagnation (Dreze and Sen, 2013). Some others argue about jobless growth and the positive relationship between output and employment becoming more blurred, which has resulted in an increase in the reserve army of labor and low wage rates (Patnaik 2014).

It, particularly the new 21st century is an age of high development and high profile marketing. Walmart is No. 1 marketing/business Company of the world, which has forayed into India, and the journey of Walmart is known to have commenced with rural, semi-urban and small town, bringing into focus rural and suburban marketing. In India too, the 'future' may belong to rural marketing, if not the 'present', meaning the 21st century in the EME of India, where in RM is an ERM-Emerging Rural Market. There is no reason for the protagonists and enthusiasts of RM to lose heart if the present state of affairs of RM is far from optimum (O) is or suboptimal and is of a low equilibrium type. How much time it takes for the market to become an 'Emerged' one is a speculative point, with the rural economy and rural marketing still found struggling ones for a 'take-off' in spite of nearly seven decades of planned economic development since independence (1947) and so many Reforms.

It is agricultural and other reforms which are held to be crucial for the rural sector's optimization (Gulati & Saini 2015). What are the reforms (Rs) called for, after nearly Seven decades or 3-generation history of economic and rural development (E&RD)? There seems to be a sort of crisis in the agricultural-rural sector, of low productivity, low growth and low incomes and instability, dimming, it is needless to say, the prospects of rural marketing the fortunes of which appear to fluctuate yearly, depending upon the fortunes of the rural sector. And, the RE – rural sector or rural economy, is still held to be a gamble on monsoon with uncertain rainfall and low irrigation. So, it is rain which determines the fortunes of rural marketing, year –after-year. Good rain and good crops yield good rural incomes and good rural marketing. There seems to be no escape from the monsoon factor in rural marketing. Thus, there appears to be 'natural' ups-and-downs-peaks-and-falls in rural marketing, even in its present sub-optimal state or stage. And the linkage of marketing and prices is too well known. As it is, it is Rainfall which is the X –factor or determinant of rural production and rural marketing. In some years, rains may fail; agricultural production fall and RM dip.

If anything, rural marketing companies and marketers, in their own way and in their as well as general interest, need to work towards orderly rural development and stability as a part of their CSR, and also greatly or overly urban enamored governance to bestow enough attention on rural development in a holistic way. This must be the constant urge of corporate India. There is no doubt about the rural sector not getting its 'due' attention and getting only step motherly treatment. The potential of the rural economy is to be tapped fully for not only the domestic economy but also for world-wide exports.

India is not only the world's largest and fiercely independent democracy, but also an emerging economic giant (Panagariya, 2011). There is a vision of India as an emerging economic giant by none other than the new VC-Vice Chairman of the Planning Commission changed to NITI Aayog, Prof. Arvind

Panagariya, from Colombia University, USA. At least, under him the Rural Sector needs to get its right feel attention to get itself on to an optimum growth or development path-which is nature and human friendly and which sees an end to poverty smoothing Acts like MGNREGA (2006), Mahatma Gandhi National Rural Employment Guarantee Act. Instead of the Act, the central and state governments should address themselves to the well-known Gandhian model of rural development which is wholly holistic and would see a grand revival of the giant rural economy, which could push forward the industrial and services growth (Gandhi, 1947). The rural marketing would buzz with twin way biz activity $R \leftrightarrow U$, RD, ND & IT. That is, the well-known sequence of rural development (RD) is pushing forward national development (ND) which will spill over to the international arena in the form of international trade (IT), which angle is seldom realized though the country is impacted by a seemingly forever growing BOT & BOP, balance of trade and balance of payment, adversity, which is due to Demand and Supply imbalances in external transactions- D+S.

The image of India is predominantly a rural land, with immense development, marketing and trade potential. The Nation has the capacity to be a world food basket the rural economy calls for a most holistic development. As against the comprehensive need for rural development as well as balanced development of the urban sector made up of industrial and service sectors, the sole concentration appears to be on a double digit rate of growth Chinese way (Jaitely, 2015), forgetting the fact that the strong communist state of China can hard drive growth. Still, according to the Union Finance Minister Arun Jaitely's own admission India's growth rate touching 8-9 per cent prior to the global financial crisis 2008 today is languishing at about 6 per cent. It is return from new growth rate, (Ahmed, 2009) to the old one, broadly, of the 20th century. Rural development needs to be most meticulously pursued for a flourishing RM. There are inescapable dynamics of RM which would eventually bring it to full form.

On the whole, the state of rural economy is said to be crisis ridden, symbolized by, worst of all, farmer suicides under the burden of debt, failed bores, mounting costs of production, low prices realization, unremunerated farming, draught, floods and sheer helplessness and neglect. In their own interest and in the interest of their rural customers, rural marketing companies should work for the mitigation of agricultural and other rural economic and business problems, through lobbying and media means and what not. And, it, according to the WTO and Advances Economies, is a highly subsidized one. The good thing about the sector is food grains self-sufficiency, following the Green Revolution of the 1970s, and also a near white or Milk Revolution. But, unfortunately, it could not become a world food basket and handicrafts and village and cottage industries products Emporium. Thus, the rural economy as such, as a deficit economy, could not give demand to the urban sector, commensurate with its population numbers and extensive area, which however does not mean that marketing impulses are not fluttering. Only, they could not take-off. The RM, in sum is held to be in distress times and RD is admitted to be still a greatly unfinished task by the Government of India itself (Government of India, 2014). Government of India has promised some relief for RD this year in 2016-17 budget.

Rural Portrait & Productivity

1	Farm Households	10.8 Crores
2	Indebtedness	52%
3	Marginal & Small farmers > 1 Hectare	75%
4	Main Irrigation Source	Ground water
5	Average Small farm size	0.987 hectare
6	Non-institutional credit	40%

7	Frequent Natural Calamities	Draught, Floods
8	Availability of MSP (Minimum Support Price)	50% farmers
9	Agricultural extension	Almost Nil
10	Rural works (Main)	MGNREGA (2000)
11	Rural Employment	Sessional
12	Willing to Migrate	42%
13	Forest Resources	Declining
14	Life & Crop Insurance	Poor
15	Cattle Wealth	Declining, but high cattle prices in '000's
16	Health, Education	Poor & sub-standard
17	Sanitation	More than 60% of rural household lack latrine facilities (2011-12)
18	Power Supply	Poor & uncertain
19	Poverty	30%
20	Rural Area Poverty Ratio	50%
21	Main Government Program	PDS-Fair Price Shops

Source: Today, 2 January, 2005, p.4; Annual Report 2014-15, Ministry of Rural Development, Government of India, pp.5-6.

It is not a developed rural picture. Especially, natural resources appear to be not being taken proper care of. The population of the country at 125 crore is simply overwhelming, and the first and most important of is food and the production of food grain doesn't appear to break away from about 250 million tons. The farming community, numbering 10.8 crore, 75 % of which are marginal and small farmers holds of ≥ 1 & ≥ 2 Hectares is caught in a sort of vicious circle of rising costs and un-remunerative farm prices, decreasing profitability and debt mostly from project sources. Poverty still greatly stalks the rural landscape. What is most painful is that about 40 % of the rural population is willing to give-up agriculture and migrate to the urban areas. And, Rural and Urban or agricultural and industrial terms of trade are held to be against agriculture $R/U > 1$.

But, in terms of the number of people, rural marketing is fairly big. If there is to be 'inclusive' marketing, rural marketing needs to be taken due care and promoted in respect. At the heart of rural development is productivity, especially land/crop productivity.

The performance particularly of Bangladesh is commendable. China is a topper in respect of both the main functions of rice and wheat with a good international market. India is far behind the multiple use crop of maize when compared with the neighbor Bangladesh. Crop yields and other yields are key to the advancement of the rural sector and its marketing where of its products or the urban economy. The dynamics of RM are dependent upon the dynamics of RE. The picture of RD, which presents a semi-development picture and deterioration of the general rural environment of forestry, water resources, animal population, infrastructure, public services, gender discrimination, girl-child extinction, forced government acquisition of agricultural and forest lands for industrialization of environmental and livelihood destructive type, and 'paper' Panchayats and their non-functional nature, whereas Mahatma Gandhi wanted them to be village governing bodies RD appears to be taken into attention, so also RM by the marketing bodies. It is unfortunate but true that agriculture is supposed to serve the interests of industrializations if forcible acquisition of agri-lands for SEZs and other industrial purposes on any indication presently 'Make in India' industrial policy is alleged to call for forcible acquisition of agri-lands.

The whole mantra or formula of economic development of the country, which doesn't call for repetition here being so well-known, is a two-digit growth rate, FDI all over including retail trade, MNCs, liberalization and liberalization. 'Make in India' (Not Made in India or Indian Made) Swach Bharath, Jan

Dhan MPs Model Village Development Scheme do not add much to RD. There is no fair or New Deal of Rural Development. Even the latest NSSO 70th Round Agricultural Survey doesn't bring any new cheers (Government of India, 2014). It, among other things, puts the average monthly income and expenditure of rural households at about Rs. 6426, not a great figure, for retail trade marketing giants like Walmart (USA) or Reliance (India), the eyes of which are all on the growing urban middle and higher income classes of Metros, who have a charmed life of their own which is far removal from rural life-styles. The figure Rs. 6426 doesn't speak much of RM, the potential of which is said to be almost astronomical (Accenture, 2013) made up of FMCGs and all Consumers Durables. One doubts whether the rural populace has time for these in their present state of debt, which is well brought out by the NSSO 70th Round, and still sub-optimal agricultural and other rural performances and rural employment supported by famine relief like employment program like MGNREGA, brought as late as 2006 by the then high powered NAC-National Advisory Council of select persons under the chairmanship of the then all powerful UPA Chairperson and Congress President Madam Sonia Gandhi. The program is nothing short a colonial type rural employment scheme of famine times, with 100 days of employment and some 'living' wage of Rs. 100 or so originally.

It is the rural sector which must be generative of economical rural employment at a living and good marketing wage or income, not hard employment programs. It would be interesting if a marketing researchers made a study of the impact of MGNREGA on RM. Has it increased the beneficiary purchase of marketed purchase goods and services or just gone into more family consummation. There is a good deal of scope for rural marketing research, for the dynamics of rural marketing. Meanwhile, it is advisable that the massive NSSO Rounds should pay attention to not just agricultural households but all rural households, as according to the NSSO 70th Round more than 50 per cent of rural households are non-agricultural. Agriculture needs adding a non-agriculture wing. Rural economy & rural marketing need freeing from what may be called agri-monism. A new rural deal is called for, and also a new rural marketing deal. MPs' village adoption here and there by including the PM is only demonstrative and fleeting.

New Rural & Marketing Deal

There is a sort of crisis in the Indian economy and its rural sector with a weak marketing sector called for a new rural and marketing deal, in the make or break 21st century, which is said to a China-India century and India is called an Emerging Giant. New days and times are said to be for the countryside under the new political and economic dispensation of Narendra Modi Government with the schemes of Swach Bharath, MP-Village adoption by the prime minister of village in utter Pradesh, Jan Dhan, assurance of 50 per cent profitability for agriculture and opening of the Retail Sector to foreign retail giants which may be connected with rural India with a supply-demand chain. There is a new planning commission, NITI Ayog with PM Narendra Modi as Chairman, and an eminent economist from Colombia University, USA. Prof. Arvind Pangariya, as Vice-Chairman. Are good days in the offing for RD & RM.. The latest from the field is that RM is an onward march, with even e-marketing. There is almost a move to subordinate agriculture to industry through 'compulsory' acquisition of agricultural lands for industries, which is an anti-farmer move which is very much resented.

In the first place, there was no need to abolish Jawaharlal Nehru thought of planning Commission, not associated with any political party! Niti means ethics in Sanskrit. It appears to have no new deal for the rural economy and rural marketing which are so closely associated and interlinked.

Corporate India or India Inc., as part of its compulsory CSR under the New Company Law (2013) should foray into rural development and rural marketing as new areas and frontiers of biz and marketing. The NITI-A, as first of its pronouncement should make explicit its plans and program of action, with time frame, for rural development and transformation and marketing. For, after all, the rural sector is the Nation's feeder and exporter also (WTO, 2014). But, by all indications, rural India appears not even in basic amenities of roads, sanitations, health and education (Agnikaum, 2014), in which it appears to fall behind even Bangladesh and Nepal. Yet, notwithstanding so much seeming apathy towards rural development and rural marketing by both central and state governments, both rural economy and rural marketing display quite dynamism. Hence, the late Prime Minister Lal Bahadur Shastri's Memorable slogan to the Nation's Jai Jawan Jai Kisan.

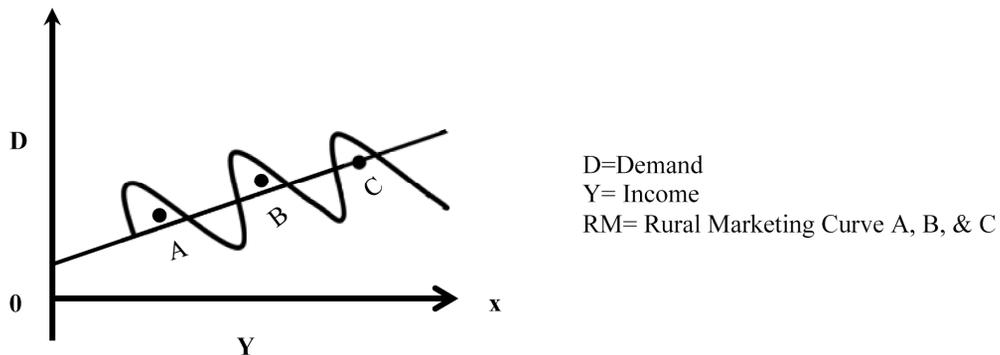
Marketing Dynamics

There is no dearth of studies on rural and marketing, according to which the market is full of problem and calls for a special marketing deal and principles (Tripathi, 2012). There is said to be an advancements in the rural marketing over the years in its sales and purchases, from fertilizers to TVs, Frigs to Shampoos and toothpastes to bikes, scooters and cars, tractors and pumpsets. The times of economic liberalization in the country since the 1990s appears to have attracted special efforts at rural marketing not only by consumer goods Cos like MUL & ITC but also vehicles Cos like Maruti, Hero Honda, M&M and Vodafone. Mobile phones today are as much a mark of rural India as of urban India. Cars, once a rarity in many, many villages only a few years ago, are now frequently come across things in villages. The young are getting habituated to mobiles and things like T. Shirts and Jeans and sun-glasses. Cosmetics are common items in almost all rural households, and so also tea everybody's early morning drink. A daily item of sale and cash in many rural households is milk. RM appears to be very much on India's radar.

There is no need to think of rural marketing as a sort of dark continence. It moves with time, and it's going to come its own. The Doordarshan TV serial Gaon connection has brought into light from the field the great transformation taking place in the villages of the country not only through agriculture, but also village arts and crafts, small businesses, education, training, IT banking cooperatives, women self-help groups and through voluntary and-efforts. Now, cell phones are the villagers mode of communication, information, transactions from anywhere to anywhere 24/7/365. There also improvements in roads, housing and eating and dressing habits and increasing interactions with the urban centers. Dairying is today a big commercial, household activity. More such avenues of employment and income needs be added, such as household poultry and vegetables units and fruit trees and social forestry design-tailoring. There need to be extensive extension services and government-run and women managed new provision stores. Poverty must become, soon, a past thing to give a fillip to RD and RM., the rural poverty-line needs to be raised from Rangarajan suggested Rs. 32 a day per person (Urban Rs 47 to Rs 100 a day) for an RM jump, for rural welfare and as feel good factor. Also the NSSO's MPCE(R) 2010-12 of around Rs. 1.4k needs to be raised to Rs 2k in short-medium term (Times of India, 2013).

Meanwhile, the envisaged and visible dynamics of rural marketing or its change or movement overtime, theoretically and practically, are RD setting in motion, and rising employment, income, consumption, savings, investment expenditure and changes in the pattern of expenditure and demand for various goods and services. There is an increase in consumption basket and its change in items and adding of more and more items to expenditure budget or list. Similarly, there are more avenues of employment and sources of income. There are forays by the Cos into the rural markets and growth in R-

U interaction with the increasing means of transport and occupation and education, resulting in what may be called Urban ‘demonstration effect’, of life styles and consumption pattern, narrowing down R & U marketing differences. The 21st century has proved to be a high advertisement and marketing century by all possible means and avenues. Days, it seems, are not far off when big retail marketing, Cos like Reliance have their rural shops. Already, according to the NSSO, rural household expenditure has increasing food, non-food and miscellaneous items. The market is driven not just by income (Sud, 2014) but also by 5 other drivers-MSP-minimum support price, agri-products, government rural infra spending, non-farm employment and MGNREGA (Kohli, 2014), not to say of weekly rural marketing mandis bringing about rural marketing transformation. Hence, a rising rural marketing curve, time being assumed to be a linear-one, but with different compositions at different times.



CONCLUSIONS

In sum, rural India is opening up and economically growing, driven by growth dynamics, in spite of the government’s pre-occupation with U-affairs and urban development. It is propelled by men, women, and youth and education, IT, mobiles, internet, and agriculture and other activities. It is no more a sleep place but busy. So RM is on the path of growth. The need is holistic RD for RM to take-off.

The end of RD is RM, or the rural people’s consumption of adequate quantity of goods and services for a satisfactory standard of living, if not a life opulence, which anyhow, is beyond the reach of the rural populace.

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