

School of Business

Course Code: BBAM3004

Course Name: Rural Marketing

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in red, yellow, and blue, set against a white background.

MODULE 1 – Session 4

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Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)

Topics covered

- The Rural Physical Environment
- The Rural Social and Cultural Environment
- The Rural Political Environment
- The Rural Technological Environment

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Rural Physical Environment

Settlement Size

- Total of 6.39 lac villages of which 5.93 lac inhabited
- 36.4% of villages have population of 500 or less with no shops
- Villages with population of 2,000+ (15.7%) most prosperous with 50% of the rural population and 60% of the rural wealth

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Rural Physical Environment

Spread of Villages in Rural India

| Population Size | Villages in Size Group (1991) | | Villages in Size Group (2001) | |
|--|-------------------------------|-----------------|-------------------------------|-----------------|
| | <i>Number</i> | <i>Per cent</i> | <i>Number</i> | <i>Per cent</i> |
| Less than 200 | 103,952 | 17.9 | 92,541 | 15.6 |
| 201–500 | 141,143 | 24.3 | 127,054 | 21.4 |
| 501–1,000 | 144,998 | 25.0 | 144,817 | 24.4 |
| 1,001–2,000 | 114,395 | 19.7 | 129,662 | 21.9 |
| 2,001–5,000 | 62,915 | 10.8 | 80,313 | 13.5 |
| 5,000 + | 13,376 | 2.3 | 18,758 | 3.2 |
| Total no. of inhabited villages | 580,779 | 100.0 | 593,154 | 100.0 |
| Total no. of villages (includes uninhabited villages) | 634,321 | - | 638,588 | - |

Source: Census of India 1991, 2001

Rural Physical Environment

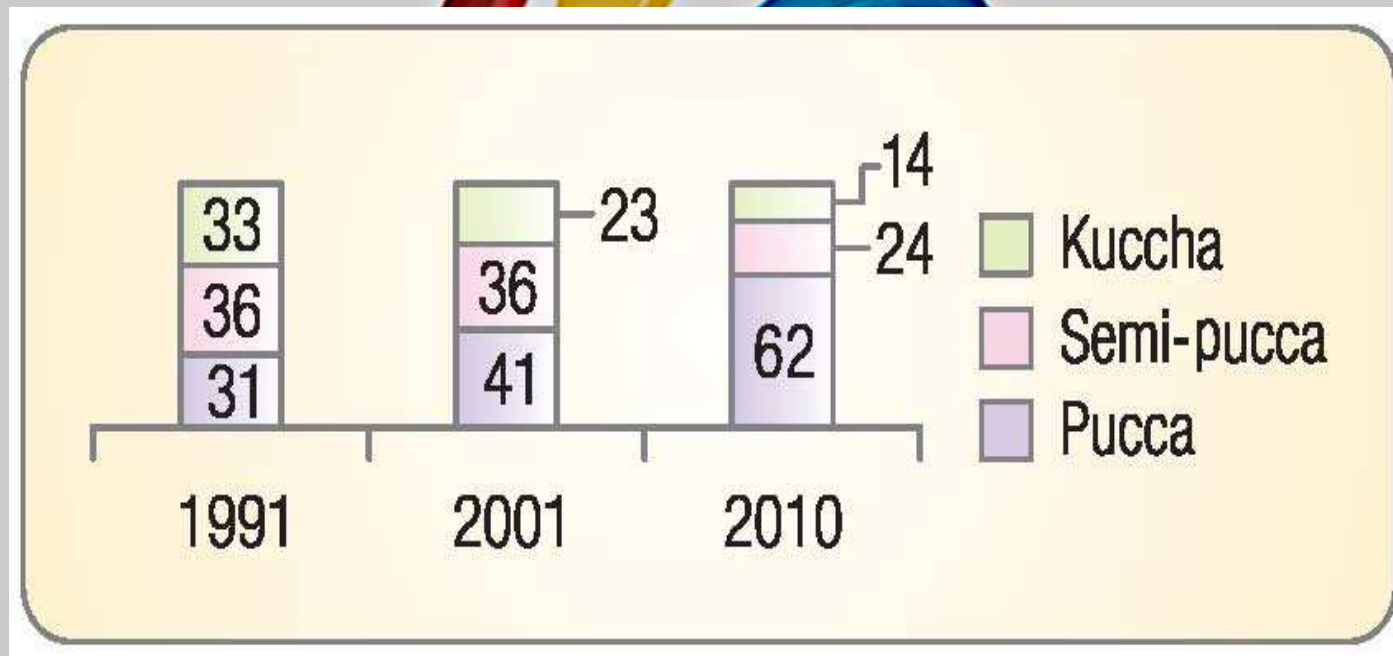
Housing Structure

- Type of houses indicators of economic growth
- Share of pucca houses up from 31% in 1990 to 65% in 2010
- Type of house was part of SEC classification in rural

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Rural Physical Environment



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The Housing Pattern in Rural Areas

Source: Census of India and Indian Readership Survey.

Rural Social and Cultural Environment

- India has 56 socio-cultural regions which were later split into 90 to be used for market segmentation and targeting
- Villages have local Gram Panchayats with reservations on caste and gender lines
- The role of elders as influencers now giving way to youth and knowledgeable
- Houses in villages are owner occupied
- Houses in villages are clustered by caste or religion
- The influence of the caste system reducing over the last few years

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Rural Political Environment

- Panchayati Raj provides a three-tier system of self-governance in all states with a population of over two million with elections every five years
- Villages with a population of 5,000 or a cluster of villages with a population of 5,000 form a panchayat
- A minimum of 33% seats are reserved for scheduled castes, scheduled tribe and women
- Involved in preparation of economic development plans and their implementation
- Gram Sabhas (assembly of all sections of society) to meet at least once a quarter

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Rural Technological Environment

Rapid mechanization

- ✓ Total cropped area constant at around 190 million hectares
- ✓ Tractors nearly doubled between 1994 and 2006

The Information and Communication Technology Revolution

- ✓ ITC e-Choupal
- ✓ Information access to education opportunities, exam results, career counselling, job opportunities, government schemes and services, health and legal advices etc.

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References:

- Kashyap, P. (2016). *Rural Marketing, 3/e*. Pearson Education India.



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