

# School of Business

Course Code: BBAM3004

Course Name: Rural Marketing



## MODULE 1 – Session 3

**GALGOTIAS**  
UNIVERSITY

Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)

## Topics covered

- The Evolution of Rural Marketing
- The Rural Environment
- The Demographic Environment

The logo of Galgotias University is a stylized 'G' shape composed of three curved, overlapping bands in red, yellow, and blue. Below the logo, the text 'GALGOTIAS UNIVERSITY' is displayed in a bold, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

**GALGOTIAS**  
**UNIVERSITY**

## The Evolution of Rural Marketing

<b>Phase I (Prior to the 60s)</b>	<ul style="list-style-type: none"><li>• Marketing of rural products in rural and urban markets and agricultural inputs to rural markets.</li><li>• A totally unorganised market</li></ul>
<b>Phase II (60s to 80s)</b>	<ul style="list-style-type: none"><li>• Green revolution ushered in scientific farming practices resulting in exponential growth in agricultural production</li><li>• White revolution gave a fillip to cooperative movement</li><li>• Establishment of distribution networks by FMCG companies</li></ul>
<b>Phase III (90s to 2000)</b>	<ul style="list-style-type: none"><li>• Increased rural thrust and strengthening of local governance resulted in socio-economic progress.</li><li>• Growth in consumables and durables</li></ul>
<b>Phase IV (After 2000)</b>	<ul style="list-style-type: none"><li>• Going rural becomes the mantra even for high value products and services</li><li>• Government initiatives of rural loan waiver, employment and rural infrastructure development provide further acceleration</li></ul>

## The Rural Environment

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

The logo of Galgotias University is a stylized 'G' composed of three overlapping, curved bands in red, yellow, and blue. Below the logo, the text 'GALGOTIAS UNIVERSITY' is written in a bold, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

**GALGOTIAS**  
**UNIVERSITY**

## The Demographic Environment


- Growth in the Rural Population
- Change in the Rural Family Structure
- Age
- Education
- Occupation
- Landownership
- Income

The logo of Galgotias University is a stylized, three-dimensional 'G' shape. It is composed of three curved, overlapping bands in red, yellow, and blue, creating a sense of motion and depth. Below the logo, the university's name is written in a bold, serif font.

**GALGOTIAS**  
**UNIVERSITY**

## The Demographic Environment

### The Rural Population in India

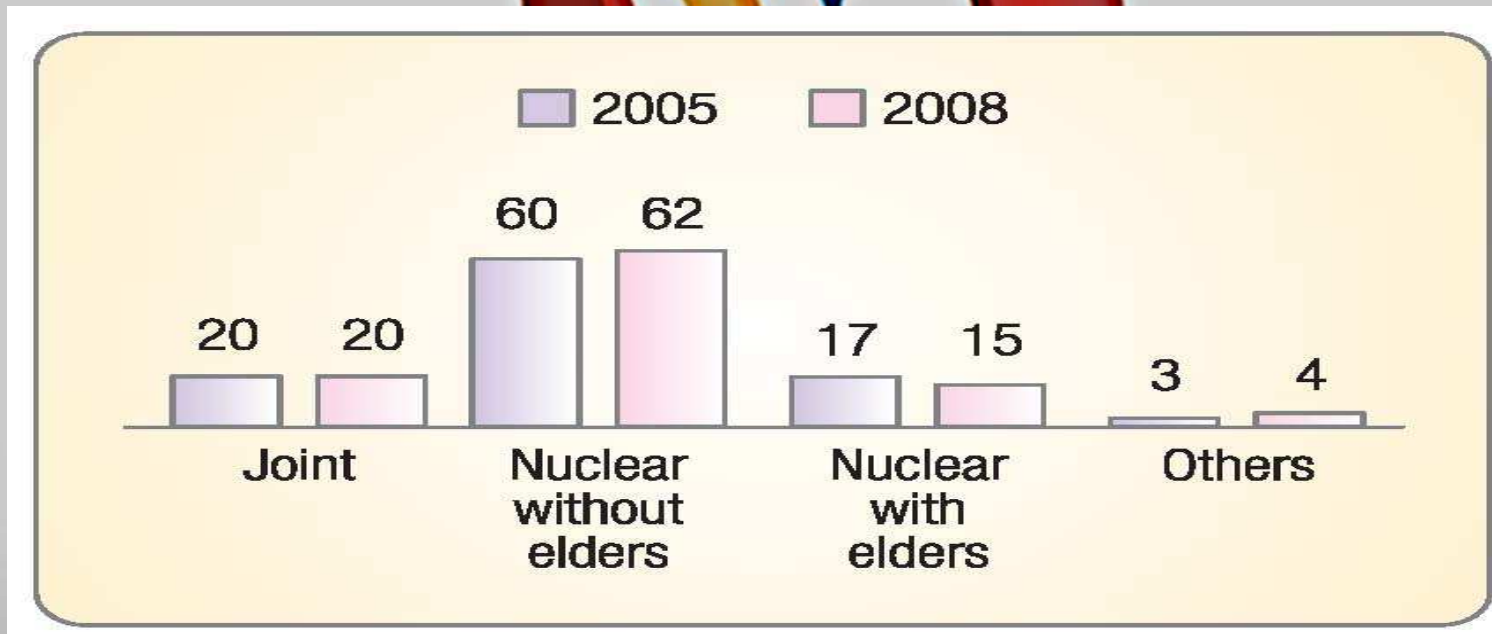


Parameter	1991	2001	2011	2015	2021
Total Population (in million)	848	1029	1210	1254	1423
Rural Population (in million)	629	742	833	866	935
Rural Population to Total Population (per cent)	74	72	69	6	66
Male (in million)	NA	381	427	445	479
Female (in million)	NA	360	405	4	456
Number of Rural Households (in million)	112	138	168	NA	205
Family Size (in million)	5.55	5.36	4.85	NA	4.4



## The Demographic Environment

Joint family structure giving way to individualized joint families staying in the same house but with separate kitchens



# School of Business

Course Code: BBAM3004

Course Name: Rural Marketing

## The Demographic Environment

35% of the population is in the consuming age group of 15 to 34 years

Age Group (in years)	1991 (%)	2001 (%)	2008 (%)	2011 (%)
0-4	13	11	10	9
5-14	26	26	24	22
15-19	9	10	11	10
20-34	23	23	24	25
35-54	19	20	20	22
55+	10	10	12	12

U N I V E R S I T Y

Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)



## The Demographic Environment

Land fragmentation, rising education and increased skill sets have encouraged shift from agricultural to non-agricultural occupation

### Occupation Break-up in Rural Areas

Occupation	2000 (in per cent)	2010 (in per cent)
Self-employment in agriculture	36	38
Agricultural labourers	27	12
Non-agricultural labourers	9	31
Self-employment in non-agriculture	14	11
Others	14	8

*Source: NSSO 2000–01 (56<sup>th</sup> round). Salaried and Edelman-MART Survey wage earners are included in others.*

U N I V E R S I T Y

# School of Business

Course Code: BBAM3004

Course Name: Rural Marketing

## References:

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



**GALGOTIAS**  
UNIVERSITY

Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)