



RURAL MARKETING

RURAL MARKETING ENVIRONMENT

RURAL MARKET STRUCTURE

- Demographic environment.
- Physical environment.
- Social and cultural environment.
- Political environment.
- Technological environment.
- Economic environment.

DEMOGRAPHIC ENVIRONMENT.

- Size
- Age
- Education
- Occupation
- Landownership
- Income

PHYSICAL ENVIRONMENT

- Settlements- Scattered and Clustered.
- Housing pattern- Kuccha or semi pucca/pucca types.

SOCIAL AND CULTURAL ENVIRONMENT

- States are divided into SCRs.
- The village community.
- The caste system.

POLITICAL ENVIRONMENT

- Panchayati Raj (Pachayati Raj under 73rd Amendment)
 - Gram Sabha

TECHNOLOGICAL ENVIRONMENT

- Rapid mechanization.
- Information and communication technology revolution.

ECONOMIC ENVIRONMENT

- Changing face of rural development.
- The development exercise: five year plans.
- Transition of rural economy.
- Rural economic structure.

RURAL ECONOMIC STRUCTURE

FARM SECTOR

- Agriculture
- Animal husbandry
- Horticulture
- Forestry
- Fishing

NON-FARM SECTOR

- **Formal sector**
 - Rural industries.
 - Agro processing.
 - Manufacturing.
 - Mining and quarrying.
 - Construction.
- **Informal sector**
 - Rural services.
 - Retailing and trading.
 - Community and social service
 - Transport and storage.
 - Communication.

THANK YOU