

# PROBLEMS AND PROSPECTS FOR MARKETING OF RURAL PRODUCTS: AN EMPIRICAL STUDY OF TRIBAL AREAS OF SALEM DISTRICT



## ABSTRACT

India is a subcontinent with people coexisting with different societies, customs, religions, dialects and way of living. Solidarity in variety is the ethos of the country. Among these varieties, ancestral people are a noteworthy part and they are accepted to be the first occupants of India. They are spread generally in every state and Union-regions in India except for Punjab, Delhi, Haryana and the Union-domains of Chandigarh and Pondicherry. Their convictions, customs, and culture are in concurrence with the general Indian culture and methods of living. Indeed tribals have been alluded to in the Vedas, the epics of the Ramayana and Mahabharata. "Clan" as a term has a Latin root, for the Greeks it implies political divisions. Irish history utilizes it to allude to networks having a typical last name. In India it passes on the significance Vanavasis, Vanyajathi, Popularly known as "Adivasis". Shillong Assembly of the relative multitude of ancestral networks in 1962 characterized a clan as "A native homogeneous unit talking a typical lingo, living in a specific topographical territory, in reverse in innovation, pre-strict, steadfast, noticing social and political traditions dependent on Kinship". They live near the woods, uneven territories and mountains and are detached from everyone and are otherwise called Girijans.

**Keywords:** Tribal People, Marketing Development.

## Introduction

In inclusive marketing, the underprivileged are considered not just as potential buyers but also as potential producers and suppliers. Many factors, including a low capital-to-labor ratio, a preference for tiny land holdings, and an overreliance on monsoons, as well as high levels of unemployment and low levels of education, make it difficult for rural producers and suppliers to sell their goods and services. In addition to these challenges, rural farmers and producers of non-food goods have significant gaps in their technical and marketing expertise. Moreover, they have no idea how to deal with contemporary marketing concerns like product quality, on-time delivery, secure packing, helpful customer service, etc. People make things without initially conducting a good market survey or finding out if there is a need for the thing they are making.

That leaves rural producers vulnerable to competition from cities. The slow rate of expansion in India's agricultural, forestry, and fishing industries is cause for concern.

## Tribal Development in Pre-Independence Era

The arrangements of the British rulers fundamentally thought to separate tribals from the overall masses. The British Government did not offer significance to create transport and correspondence offices in the ancestral territory and the ancestral were cut off from the remaining populace. The pilgrim rule energized non-ancestral into the ancestral zones as vendors and cash loan specialists who abused the ancestral. The backwoods and extract arrangements of the British Government flood on non-ancestral brought about the control of ancestral land by non-ancestral and the innocent ancestral became landless. This methodology of disengagement had been assaulted by the Nationalists and social laborers.

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## Strategies for Tribal Development in the Planned Era

The early approach for ancestral advancement was guided by the "Panchasheela" of the first Prime Minister, Jawaharlal Nehru. 'Panchasheela' comprises of five standards viz; abstain from forcing anything on the ancestral security of the privileges of the Tribals ashore and backwoods staying away from such a large number of untouchables into the ancestral region projects of the Government, to work through friendly and social organizations of ancestral lastly the consequences of the projects be decided by the nature of human character developed.

This methodology is reflected in single line organization territory improvement approach in the fourth arrangement and ancestral sub-plan measure in the fifth arrangement. The Government of India has kept the methodologies and planned various strategies in the arranged time for ancestral turn of events. The initial long term plan didn't present particular projects for ancestral improvement aside from upgrading the instructive foundations and presenting some government assistance programs.

During the second arrangement Multi-reason advancement blocks were created on some ancestral regions to build up the ancestral quickly by the pastors of the Home issues and local area improvement. The state Governments were given the incharge of managing these offices. As these squares couldn't convey the ideal outcomes, the Govt. named a board with Verviers Elwin as its director in 1959 on the suggestions of the Elvin council ancestral advancement block framework covering all territories with more than 66% of ancestral focus was made. The third and fourth plans proceeded with the ancestral square framework.

About 65 percent of the tribal population was brought under sub-plan area and every (Tribal sub-plan) TSP area was to be attached to an integrated demarcation of the area, identification of socio-cultural barriers and promote change, assessment of the potentialities, needs and problems, estimating the resource availability, formulation of sectorial programs and devising a suitable administrative setup. Earlier tribal development blocks were converted into Integrated Tribal Development

projects which are now called Integrated Tribal Development Agencies (ITDAs).

## Development Administration

'Advancement Administration' is a relatively new term. Goswami wrote it in 1955, and thereafter scientists like Fred W. Riggs, Edward W. Weidner, Joseph La Palombara, Albert Waterson, and many more spread its popularity. For the most part, it was Weidner who first proposed the concept of Development Administration. It seems to be the result of the merging of two distinct but related activities. The management change development at the turn of the century is responsible for one of these regulatory idea floods. Managing these kinds of transformations effectively has been a primary concern. This cycle did not provide the same amount of thought to reviewing closed cases or accomplished goals.

The objectives were regularly related to economy and effectiveness. Along these lines, economy and effectiveness filled in as the two closures and means obscuring the differentiation between them. It was under accentuation on the investigation of objectives. Policy management had celebrated methods and failed to remember the finishes. It was in this unique situation, to fill a hole in the managerial hypothesis that the idea of 'Advancement Administration' was presented by Weidner. The climate of a space affects the organization of the space. The Tribal culture, its economy, social custom and political framework likewise impact the authoritative set up and rehearses around there. The authoritative set up must be reasonably changed keeping in to see the biology of the Tribal territories. The intricacies emerging out of the Tribal environment is very not quite the same as those of different territories and thus requires an alternate methodology. Also, to manage advancement, the information on the Tribal social framework, customs and financial conditions are of incredible significance.

## Review of Literature

In his e-book "Tribal Marketing E-Book," Elmer Diaz (2012) offers some tips for how a brand can best communicate with its tribe. Before figuring out how to



communicate with the rest of the company, employees need to figure out how to communicate with one another. The point is to supply them with what they require. Diaz (2012) suggests that the next stage is to encourage the clan to recognise the brand through its online content, by communicating with its clans in a manner familiar to them in order to establish a sense of trust. Furthermore, keep in mind the ultimate goal: departing from the clan's norms and customs.

For instance, (Cova&Saucet, 2014) Capricious advertising channels, such as viral showcasing, covert advertising, trap showcasing, and surrounding showcasing, can be used to communicate with the clan, and their efficacy as "guerilla tactics" has been established. Using the results of a study conducted in Bosnia and Herzegovina on the topic of social networking (Gapar, Draena; Mabi; Mirela; Lucovi; Damir, 2016), we can see that banks frequently make use of informal groups in order to cut costs and conduct objective advertising. In order to "gather and strengthen their image," "receive input on their products and services," "cultivate responsibility and unwaveringness of their clients," and "proactively prevent undesirable underlying meanings linked with the bank," a bank needs "more nitty gritty data about their clients" (Chanda, Zaorski, 2013; Eldridge, 2016).

### Statement of the Problem

Essentially as tribals are not familiar with savings and their per capita pay is low, the difficulties confronting are more extreme than looked by other country populaces. In spite of monstrous ancestral improvement programs that have been dispatched by the public authority, the clans in East Godavari locale continues to face an enormous number of issues. They deal with issues like financial abuse, social and social misuse.

Tribal unemployment, land estrangement, issue of instruction and so on large numbers of these clans who migrated inside woodlands on bumpy zones were misused by the pariahs, cash loan specialists and the purchasers who trade different wares that they produce from the land and the backwoods assortments. Most of the clans borrowed cash from the private cash

moneylenders who charged high pace of interest to which they obliged. In the event that they couldn't reimburse their obligation, they had to reimburse their land by their cultivable items or the woods assortment, and further they were pulled beneath the poverty line.

Since the clans were segregated from the standard of life, the merchants who go into the ancestral towns to sell their items at greatest expense, and buy the timberland assortment at modest rate and the clans were monetarily abused. Ancestral young ladies became victims of social misuse and sexual orientation disturbances.

### Objectives of the Study

- ❖ To assess the socio-economic development of the respondents in the study area of Salem District.
- ❖ To evaluate the political awareness of the respondents in the study area.
- ❖ To understand the perception towards implementation of Government welfare Programmes for the respondents in the study area.
- ❖ To offer suggestions to improve the socio-economic, political, cultural conditions of the Primitive Tribal Groups.

### Methodology

To analyse the tribal development administration in Tamil Nadu with regard to Salem District, it is vital to have a firm grasp of the region in which it takes place. In this chapter, we will look at Salem District in Tamil Nadu to try to get a sense of the Tribal population there, as well as their land holdings, education levels, and overall social standing. The characteristics of the problem and the area of study determine the methods that the research has to adopt. The methodology which has been used in this research work is mainly qualitative in nature and include methods such as participant observation, in depth unstructured interview, group interviews, group discussion, case studies. Survey method is used to collect required data. Effort is made to contact and interview people who are involved in tribal development.

## Sampling frame

The base for the selection of representative elements of target population was taken on the basis of tribal population in 4 talukas. The basic design of the survey instrument is a structured Questionnaire.

## Data sources and Sample Design

The study is based on both primary and secondary data. Secondary Data has been collected from many Reports and documents.

## Sample size

145 households with average 5 to 6 members were interviewed. In that case the coverage of the research work would be more than five hundred people (tribals). The focus of the interview is to get a socio-economic and human development status of the tribals promoted taluks in Salem District. In the sample 3 talukas are taken into consideration and only the indigenous tribal people, who live in haadis, who are poor, are the target groups of this survey. The selected taluks are Yercaud, Valapady and Kolathur.

## Economic problem faced tribal people in our areas KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>0.688</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	<b>975.526</b>
	Df	<b>21</b>
	Sig.	<b>0.000</b>

Source: Computed from Primary Data

## Extraction Method Principal Component Analysis Communalities

S.No	Factors	Extraction
1	Inadequate availability of local employment	0.744
2	Migration in search of employment	0.703
3	Lack of alternative employment opportunities	0.865
4	Inadequate income to meet the household needs	0.567
5	Difficult to educate children	0.678
6	Difficult to get benefits from the government scheme	0.716
7	Crop Failure and Drought	0.703

## Interpretation



The values of community are shown in the table above. Extracted factors account for this. The table labeled "Total Variation Explained" details the background of the derived components, which can be defined as the proportion of variance in any of the original variables. The first component is found to be responsible for 86.5% of the total variation, the second for 74.4%, and so on.

## Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation sum of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.866	40.946	40.946	2.866	40.946	40.946	2.863	40.902	40.902
2	1.102	15.74	56.687	1.102	15.74	56.687	1.089	15.551	56.453
3	1.007	14.39	71.077	1.007	14.39	71.077	1.024	14.624	71.077
4	0.89	12.717	83.794						
5	0.72	10.291	94.085						
6	0.241	3.447	97.531						
7	0.173	2.469	100						

## Extraction Method: Principal Component Analysis

## Interpretation

Since all three Eigen values are greater than 1, three components are obtained. Because of this, the extracted factors account for 71.077% of the variance, while the communality value of 0.890 for the variable "Elevators within the store" is relatively low. Jointly, they explain around 71.077% of the dispersion. The table reveals that five original factors were narrowed down to five final contenders. This means that the extracted components only account for 89% of the variation in the original variable. The accompanying table traces the development of the derivative parts.

### Rotated Component Matrix

S. NO	FACTORS	COMPONENT		
		1	2	3
1	Inadequate availability of local employment	0.862	0.015	-0.022
2	Migration in search of employment	0.838	0.008	-0.025
3	Lack of alternative employment opportunities	-0.008	-0.007	0.93
4	Inadequate income to meet the household needs	-0.051	-0.683	0.312
5	Difficult to educate children	-0.044	0.786	0.241
6	Difficult to get benefits from the government scheme	0.844	-0.49	0.34
7	Crop Failure and Drought	0.837	0.035	-0.36

\*Extraction Method: Principal Component Analysis.

\*Rotation Method: Varimax with Kaiser Normalization

#### Availability of local employment

The factors like Inadequate availability employment (0.862), Difficulty to get benefits from the government scheme (0.844) contributed to the Employee Opportunities Factor (Factor – 1).

#### Operational Factor

Difficult to educate children (0.786) comprised of Educational factor (Factor - 2).

#### Employment Opportunities

The factors like lack of alternative employment opportunities (0.930) hindered Employment opportunities for the tribal community.

#### Conclusion

The whole conversation in this examination assists with giving practically complete thought regarding the segment, social and monetary support in Salem District. The Tribes in this slope are confronting various inconveniences like destitution, low pay, female ignorance,

absence of legitimate disinfection, absence of instructive offices, absence of clinical offices and so forth. These limitations can be swiped off with the assistance of different plans and projects through the public authority specialists. In this manner, the generosity of the tenants of the Salem District Hills territories can propel the financial state of the ancestral locals. As an extreme perception, subsequently, it tends to be said that this examination gives an outstanding possibility to investigate the status and financial state of ancestral individuals in the slopes and the multitudinous issues and prospects of their turn of events.

The traditional independent agribusiness cum-peaceful economy of the Malaiyalis of the slopes is associated with the assortment of minor backwoods items. The Malaiyalis of the slopes are coming to light now. Their economy of the state-Tamil Nadu at miniature level is associated to the economy. This example of progress and advancement among the Malaiyalis of Salem District slopes is perceived as the nontraditional ancestral economy in development. This is to be précised that the instructive and social advancement administered in the hills had an effect on the existence of ancestral individuals as well.

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