

Mass Marketing Mission for Convergence on Marketing of Rural Products 2014-15



Background

Odisha Rural Development and Marketing Society (ORMAS) was constituted in the year 1991 under Societies Registration Act, 1860 as an autonomous body under Panchayati Raj Department, Government of Odisha. ORMAS at District level known as “District Supply and Marketing Society” (DSMS). These units are functioning with the basic objective *to help rural poor to make a better living by enabling them to improve their production, processing and marketing*. DSMSs/ORMAS also act as a facilitating agency for implementation & monitoring of rural livelihoods programmes in rural Odisha.

Exhibition

An *Exhibition* in the most general sense, is an organized presentation and display of selection of items. Exhibition/Mela have been part and parcel of entertainment and relaxation activity of our culture; ORMAS has used this medium as a channel to promote rural products made by the Institutions of poor. An exhibition creates an awareness of their products among the various consumers. It also helps the rural entrepreneurs identify livelihood opportunities and establish links with the markets in urban and semi-urban areas.

Benefits of Exhibition:

- It helps in promotion of rural arts and crafts of village, that provides in the long run provide livelihood opportunities to the rural poor.
- It assists in display, demonstration and sale of products of the rural poor in the urban markets.
- It provides exposure to the producer / artisans and makes them aware about the test and preference of the customer.
- Interaction with the prospective buyers help in getting bulk orders and ideas for product development as per the customer demand.
- It facilitates dissemination of information on product development through workshops organized during the exhibition.
- It helps in sharing knowledge and exchange of ideas about the people, art & craft, culture, tastes, demand patterns, customs and traditions which ultimately helps them for advance planning for qualitative participation in the future events.
- It helps in creating demand for rural products by bringing large number of urban consumers at one place wherein
 - ❖ large product range of good quality products are brought together for customer convenience.
 - ❖ Consumer gets the best price for the product due to multiple options.

Mass Marketing Mission – Convergence for Marketing of Rural Product

The concept of **Mass Marketing Mission** was initiated in 2003-04, by ORMAS for convergence among like minded Departments/Agencies [*Mission Shakti & Directorate of Handicrafts and Cottage Industries, KVIC, KVIB, Department of Textile, NABARD*] for organization of exhibitions in one platform, without being overlapped. The participants (*all categories of rural producers*) are now getting a bigger platform to sell their products and interact with the customers who are getting products as per their choice at a common place.

Win-Win situation for All

A. Participants

- A larger platform for display, demonstration and sale of products produced by them.
- Exposure to the urban market and aware about the taste and preference of consumer
- Interaction with bulk buyer, knowledge about the product development and packaging.
- Knowledge of innovative technologies through mutual interaction among themselves.
- It helps them in advance planning for participating in such type of exhibition.
- Knowledge on Salesmanship and behavioral aspect
- Regular marketing support for sustainable livelihood.

B. Customer

- Get large product range of good quality under one umbrella.
- Get better bargain price for the product.
- Ideas/information on availability of quality rural products produced in different parts of Odisha.

C. Associate Departments

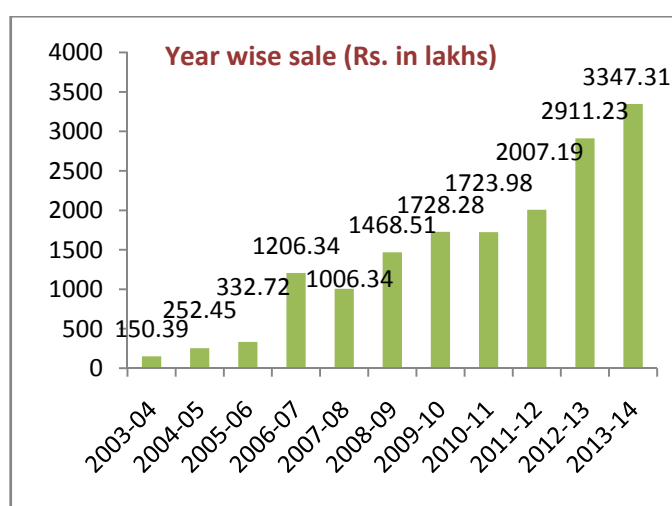
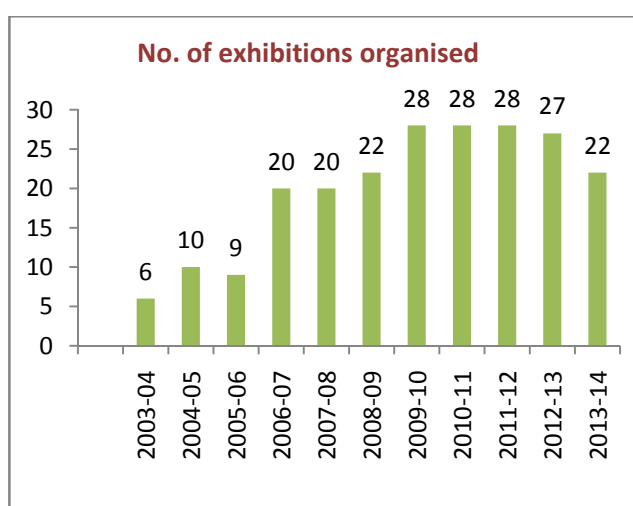
- Minimize the expenses of exhibition.
- Equal opportunity at all places.
- Achieve a voluminous sale.
- Congregation of qualitative products of the State under one roof.
- Convergence of various schemes and programmes of different Governments Agencies.

Journey So far.....

ORMAS has been organizing exhibitions for last 21 years in most of the cities of Odisha under the banner of *“Pallishree Mela”*. ‘Pallishree’ which literally means ‘*wealth of villages*’ provides an opportunity to rural poor to sell their products directly in major urban centers & interact with the urban buyers which helps in studying and comprehending the latter's tastes/preferences. Thus it helps them to upgrade & develop their products, customer handling skills and meet the need of urban consumers thereby enlarging their customer base. It has almost become a trend in Orissa that during important local festivals ORMAS Exhibition is a compulsory part of the festivities for which both producers & buyers are eagerly waiting.

Table 1: Year wise exhibition organised by ORMAS

Sl.	Year	No. of exhibitions organised	No. of SHGs / Institutions participated	No. of participants	Total sales (Rs. in lakhs)
1	2003-04	6	1060	2642	150.39
2	2004-05	10	1144	2765	252.45
3	2005-06	9	2051	2267	332.72
4	2006-07	20	3310	6078	1206.34
5	2007-08	20	3120	5820	1006.34
6	2008-09	22	3348	7365	1468.51
7	2009-10	28	4128	8307	1728.28
8	2010-11	28	4020	7573	1723.98
9	2011-12	28	3940	6854	2007.19
10	2012-13	27	4500	8702	2911.23
11	2013-14	22	3535	7365	3347.31
TOTAL		220	34156	65738	16134.74



Achievement under Exhibitions in 2013-14

A. Organization of Exhibition - Inside state (Abstract)

Type of event	No of exhibition organized	No. of stall erected	No. of SHG / institution participated	No. of male participants	no. of female participants	Total no. of participants	Total sales recorded in [lakh INR]
Mega	1	300	357	361	194	555	664.21
Big	7	1171	1515	2162	1037	3199	1818.86
Mini	14	1628	1663	2089	1522	3626	864.25
Grand Total		3099	3535	4612	2753	7380	3347.31

Organisation of Exhibition- Inside state (In detail)

Type of event	Organizing Districts	No. of stall erected	No. of SHG / institution participated	No. of male participants	no. of female participants	Total no. of participants	Total worth of product brought by participants [lakh INR]	Total sales recorded in [lakh INR]
Mega	ORMAS-BBSR	300	357	361	194	555	717.35	664.21
Mega Total		300	357	361	194	555	717.35	664.21
Big	Dhenkanal	200	254	337	154	491	504.15	287.48
	Sambalpur	136	167	323	150	473	73.31	58.65
	Cuttack	325	377	579	227	806	1,191.30	953.04
	Angul	150	210	296	111	407	348.34	165.93
	Puri	190	326	398	247	645	358.85	213.86
	Sundargarh	170	181	229	148	377	213.15	139.90
Big Total		1171	1515	2162	1037	3199	2689.10	1818.86
Mini	Balangir	150	172	225	151	376	122.25	65.62
	Balasore	120	120	177	57	234	154.54	62.27
	Bargarh	120	123	177	89	266	89.03	62.01
	Boudh	110	70	76	44	120	68.30	21.32
	Deogarh	100	78	94	49	143	79.32	30.12
	Kalahandi	115	115	150	242	392	107.16	70.66
	Kendrapara	110	120	95	102	197	83.64	47.62
	Rayagada	166	186	270	149	419	179.37	148.06
	Sonepur	100	87	106	37	143	73.24	32.96
	Jagatsinghpur	100	95	88	106	194	1.89	39.89
	Jajpur	115	119	153	88	241	120.01	51.89
	Koraput	120	128	179	156	335	173.19	107.20
	Gajapati	100	125	120	110	245	62.58	52.15
	Jharsuguda	102	125	179	142	321	86.94	72.45
Mini Total		1628	1663	2089	1522	3626	1401.45	864.25
Grand Total		3099	3535	4612	2753	7380	4807.90	3347.31

B. Exhibition Participation - Outside state (Abstract)

No. of exhibitions	No. of SHGs participated	no. of participants	Total sales facilitated
17	122	222	70.72

PARTICIPATION: Outside states (In detail)

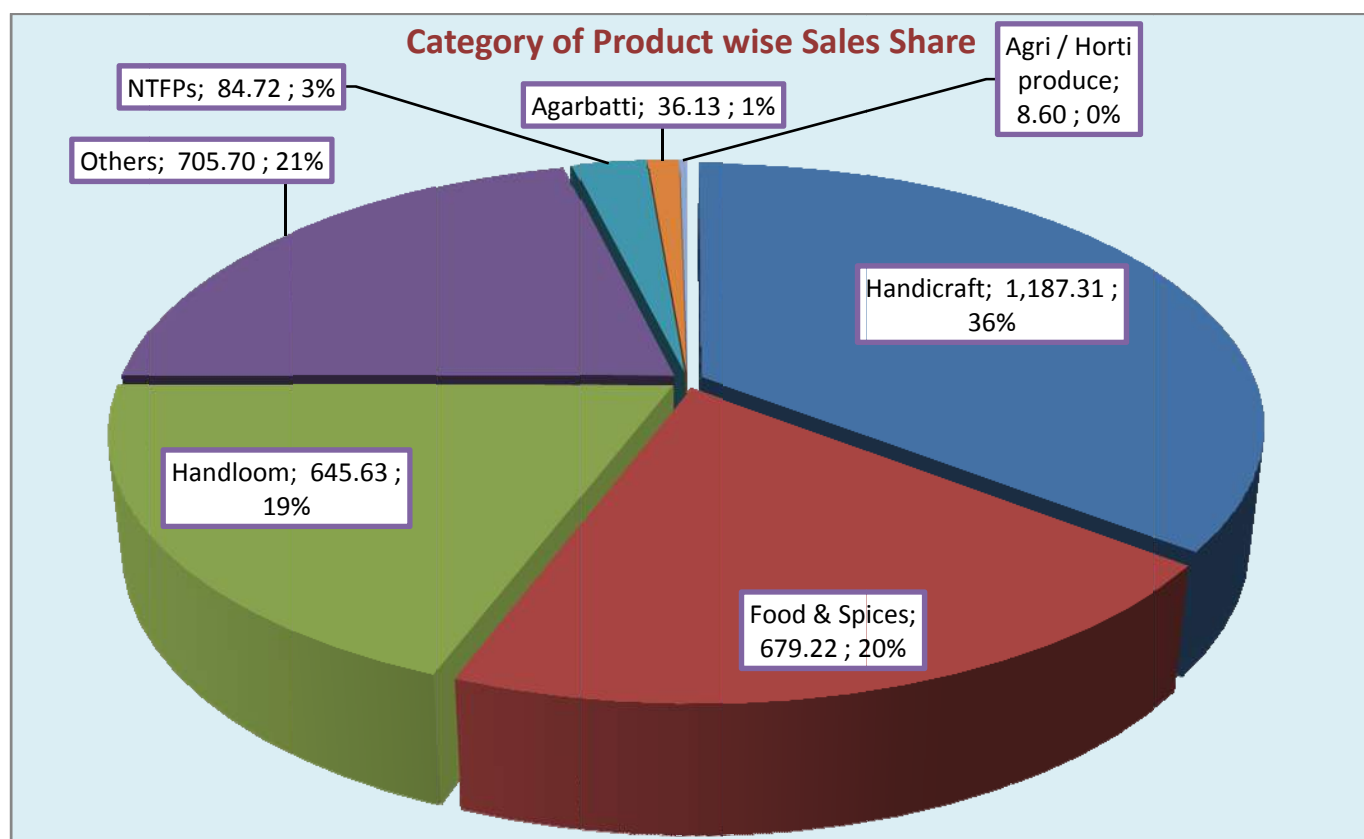
Sr.	State	Venue	No. of SHG / individual artisan participated	Total numbers of participants	Total worth of product brought to the mela [lakh INR]	Total amount of sales generated [lakh INR]
1	Andhra Pradesh	Hyderabad	10	20	15.90	3.56
2	Andhra Pradesh	Parvathipuram	15	22	11.80	3.20
3	Bihar	Patna	1	2	1.60	1.79
4	Goa	Soth Goa	5	8	8.30	2.59
5	Gujurat	Vadodara	13	21	9.50	7.31
6	Jammu & Kashmir	Srinagar	4	8	2.00	0.57
7	Karnattaka	Maysore	3	6	5.00	1.35
8	Kerala	Kannur	4	7	5.20	3.23
9	Maharashtra	Mumbai	12	22	26.50	8.60
10	Manipur	Imphal	2	4	3.00	3.61
11	New Delhi	IITF-Pragati Maidan	15	30	29.75	15.47
12	Punjab	Sangrur	6	10	4.30	1.23
13	Rajasthan	Jaipur	5	12	12.80	3.09
14	Tripura	Agartala	1	2	0.80	0.52
15	Uttar Pradesh	Lalitpur	1	2	0.60	0.32
16	Uttarakhand	Dehradun	7	13	4.90	3.60
17	West Bengal	Kolkata	18	33	27.20	10.67
Grand Total			122	222	169.15	70.72

Associated Agencies Participation Detail (2013-14)

Nominating Agency	Type of event	Organizing Districts	No of Male participants	No of Female Participants	Total participants	Total Sales recorded [Rs in lakh]
Coir Corporation	A - Mega	ORMAS			0	0.86
	B - Big	Angul	1	1	3	0.61
		Bargarh	1		2	0.76
		Cuttack	1	1	2	2.66
		Dhenkanal	1	1	2	0.00
		Sundargarh	1	1	3	0.86
	C - Mini	Puri	1	1	3	0.82
DIC	Coir Corporation Total		6	5	15	6.57
	B - Big	Bargarh	10		40	2.53
		Dhenkanal	30	30	62	5.75
		Sundargarh	2	2	5	2.49
	C - Mini	Boudh	1	1	2	0.13
		Jajpur	3	1	5	1.15
		Kendrapara	4	4	8	1.78
		Koraput	1	1	4	1.30
		Puri	87	87	136	35.27
		Rayagada	16		32	8.25
		Sonepur	6	1	8	3.36
H & CI	DIC Total		160	127	302	62.02
	A - Mega	ORMAS	21	20	32	10.22
	B - Big	Angul	34	34	53	12.65
		Bargarh	15	12	37	8.69
		Dhenkanal	26	26	42	5.01
		Sambalpur	32		59	9.29
		Sundargarh	10	10	20	7.54
	C - Mini	Balangir	37	31	91	16.30
		Koraput	1	1	34	12.55
		Puri	5	5	8	2.18
KVIB	H & CI Total		181	139	376	84.43
	B - Big	Angul	15	15	28	7.86
		Cuttack	8	8	16	19.86
		Dhenkanal	19	19	33	3.88
	C - Mini	Sambalpur	11		18	3.26
		Balangir	11	3	20	3.81
		Balasore	10	2	17	4.60
		Boudh	10	1	14	2.68
		Deogarh	10	2	16	3.29
		Koraput	7	8	24	3.92
KVIC	KVIB Total		101	58	186	53.15
	A - Mega	ORMAS	18	18	40	12.99
	B - Big	Cuttack	19	19	41	49.03
		Sundargarh	10	10	16	6.74
	C - Mini	Jagatsinghpur	12	12	24	4.90
		Puri	26	26	56	18.31
Mission Shakti	KVIC Total		85	85	177	91.97
	A - Mega	ORMAS			0	12.49
	B - Big	Angul	18	18	30	6.17
		Cuttack	15	15	30	44.18
		Dhenkanal	17	17	36	3.24
		Sundargarh	21	21	43	15.95
	C - Mini	Balangir	4	11	41	2.48
		Koraput		4	10	1.60
		Puri	51	51	105	37.44
		Rayagada	16	3	35	6.03
	Mission Shakti Total		142	140	330	129.58
NABARD	A - Mega	ORMAS	15	15	36	18.42
	B - Big	Angul	4	4	7	3.50
		Bargarh	5	4	10	2.52
		Cuttack	39	39	85	83.34
		Dhenkanal	14	14	24	1.84
		Sambalpur	3		6	0.84
		Sundargarh	5	5	11	3.51

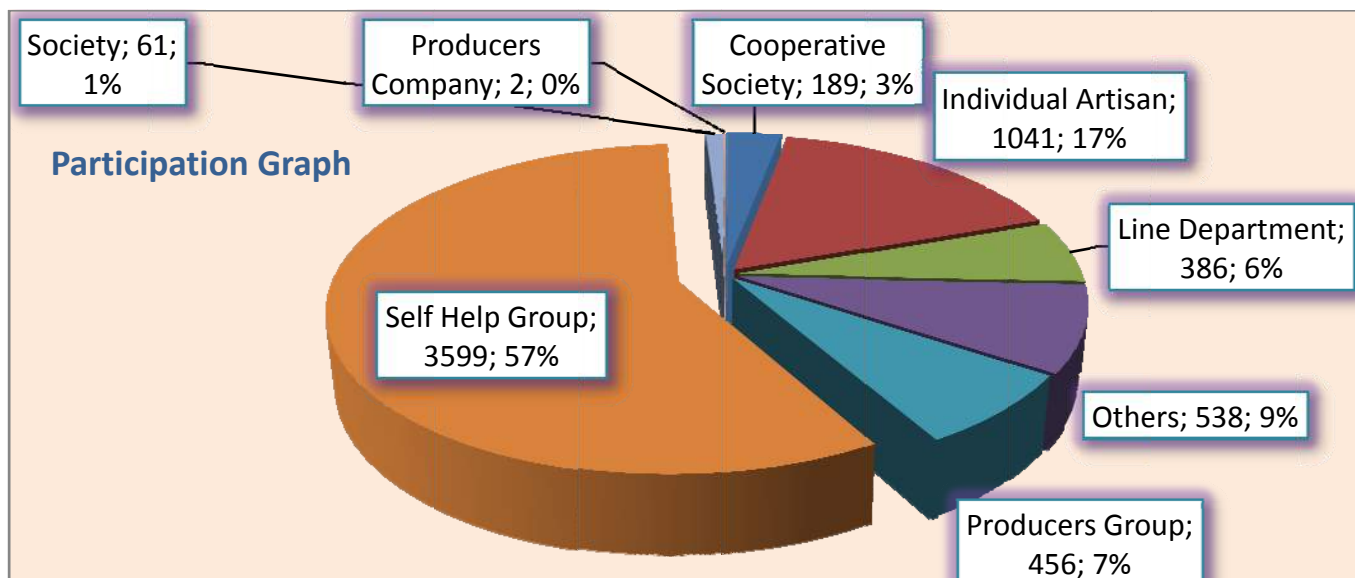
Nominating Agency	Type of event	Organizing Districts	No of Male participants	No of Female Participants	Total participants	Total Sales recorded [Rs in lakh]
OLM (DMMU/ DSMS)	C - Mini	Balangir	5	2	9	1.74
		Balasore	4	1	12	1.18
		Boudh	3	3	7	1.00
		Deogarh	4	3	10	1.63
		Jajpur	3	3	9	1.26
		Kalahandi			0	5.03
		Kendrapara	5	5	11	1.28
		Koraput	8	4	17	3.20
		Puri	22	22	48	18.07
		Rayagada	7		14	5.62
		Sonepur	5	2	8	1.46
	NABARD Total		151	126	324	155.45
	A - Mega	ORMAS	74	74	174	73.43
	B - Big	Angul	81	81	154	58.50
		Bargarh	50	51	136	45.35
	C - Mini	Cuttack	109	110	245	272.34
		Dhenkanal	73	73	147	132.51
		Sambalpur	84		172	33.29
		Sundargarh	65	65	129	53.06
		Balangir	59	43	155	29.01
		Balasore	41	32	107	21.08
		Boudh	34	26	89	14.25
		Deogarh	44	29	109	23.84
		Jagatsinghpur	80	80	166	33.98
		Jajpur	58	49	182	34.64
		Kalahandi			0	42.73
		Kendrapara	61	62	116	36.62
		Koraput	25	41	103	24.13
		Puri	89	89	199	72.33
		Rayagada	78	64	312	107.17
		Sonepur	49	26	97	20.64
	OLM (DMMU/ DSMS) Total		1154	995	2792	1128.88
OREDA	B - Big	Cuttack	2	2	5	4.40
	OREDA Total		2	2	5	4.40
Textile Department	B - Big	Angul	19	19	38	31.86
		Bargarh	1		4	0.71
		Cuttack	32	32	64	91.11
		Dhenkanal	21	21	40	52.35
		Sundargarh	1	1	2	1.99
	C - Mini	Boudh	1		1	0.62
		Jajpur	7		14	8.32
		Sonepur	4		9	0.57
	Textile Department Total		86	73	172	187.53
TRIFED	B - Big	Cuttack	2	2	5	4.92
	TRIFED Total		2	2	5	4.92
TRIPTI	B - Big	Angul	1	1	3	0.17
		Cuttack	4	4	10	11.13
	C - Mini	Balasore	1	1	2	0.12
		Jagatsinghpur	1	1	1	0.09
	TRIPTI Total		7	7	16	11.51
	Grand Total		2077	1759	4700	1920.42

A. Product category wise sales recorded (Inside State):



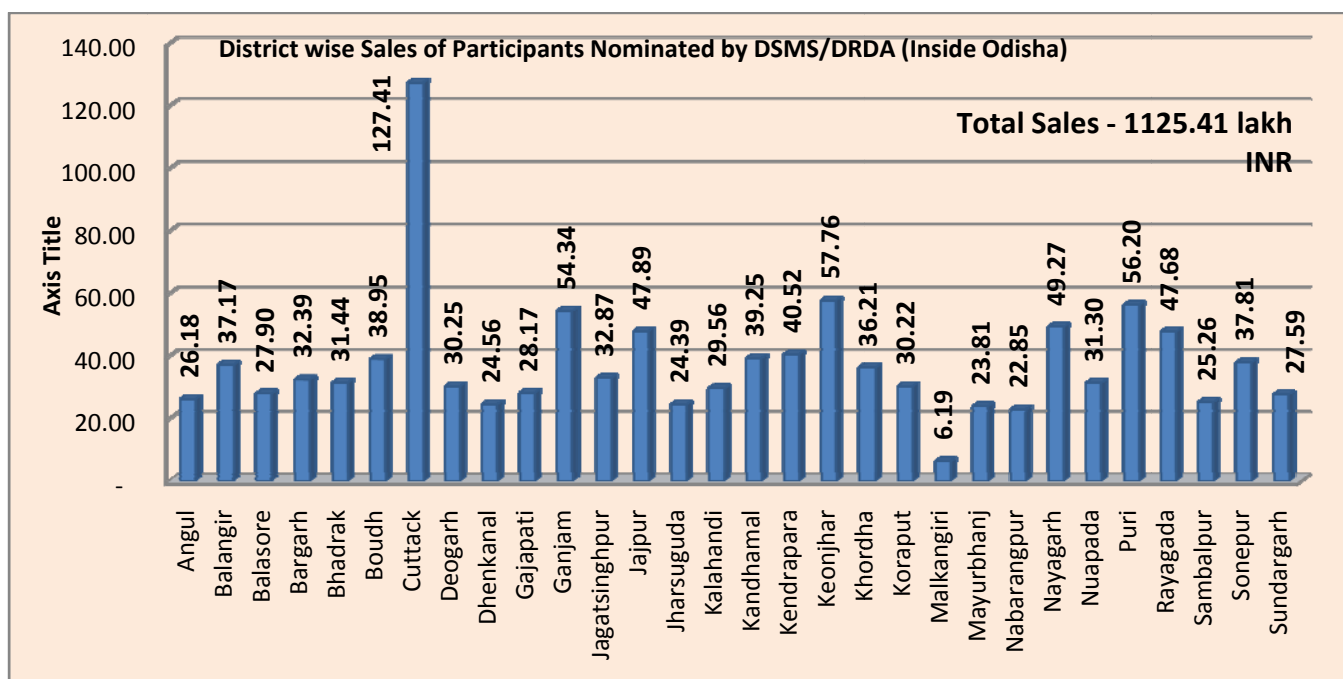
Category of Product	Sum of total participants	Total in lakh INR
Handicraft	2750	1,187.31
Food & Spices	1478	679.22
Handloom	949	645.63
Others	709	705.70
NTFPs	237	84.72
Agarbatti	82	36.13
Agri / Horti produce	67	8.60
Grand Total	6272	3347.32

B. Institutions wise participation (Inside state):



Sr.	Category of Participants	Total participants	Total sales recorded [Rs. In lakhs]
1	Cooperative Society	189	195.39
2	Individual Artisan	1041	672.96
3	Line Department	386	19.15
4	Others	538	733.70
5	Producers Group	456	156.85
6	Self Help Group	3599	1,528.01
8	Society	61	38.1376
9	Producers Company	2	3.11
Grand Total		6272	3347.31

C. District Wise sales of Participants Nominated by DSMS/DRDA (Inside state)



Impact & benefits

Evaluation studies conducted by external agencies like Xavier Institute of Management, Bhubaneswar, Narsee Monjee Institute of Management Studies, Mumbai and KIIT School of Rural Management, BBSR, Utkal University, BBSR have certified the following benefits of ORMAS exhibitions:



Sales promotion: Helped the rural poor to increase their sales by providing opportunity of selling their products throughout the year in a chain of scheduled Melas/Exhibitions. It helped in advance planning of production & participation. It also helped in identification and interaction with of bulk buyers.



Product promotion/test marketing: Exhibitions are helping in a better way to promote new products and get consumers feedback for further development of the product as per market demand. Some of the products launched successfully by ORMAS were Forest Honey, Kendujhari Phula Badi, Orifresh Phenyl, Kandhamal Haldi (*turmeric*), Coconut Oil, Pulses in packets, Scented rice, Chilly & Leaf Cup 'n' Plates.

Customer Relationship: Regular customer interface has improved the selling skills, sharpen the behavior towards customers and build a loyal customer base that has helped in maximization of sales to rural entrepreneurs.



Publicity: The publicity was made through different medias as such as outdoor media (Hoardings, Road standee & Auto rickshaw branding), print media (Newspaper), and electronics media (TV Channels & FM's) & online through social networking site (www.Facebook.com) for public awareness of the melas.



Capacity building through workshops in exhibitions: Organizing workshops on various aspects of marketing is a regular feature of ORMAS exhibitions. This has played a major role in improving their business management skill.



Packaging:

Better packaging has been a learning experience for the Participants attending the exhibitions in a regular manner. It has been observed in last few years that the volume of products sold in packed form has gone up tremendously from 10-15% in 2003-04 to 50-60% in 2008-09. This has

helped in boosting of sales. Besides, it has also helped in improving the quality of packaging. Qualitative packaging materials have been developed based on the feedback of the consumers in the exhibition; eg. *Rock bee honey-Mayurbhanj, Phula Body-Keonjhar*.



Exposure: With introduction of the concept of “*Marketing/ Exhibition Groups*” by ORMAS new SHGs are identified & nominated for participation in exhibitions with their products resulting into exposure of new participants. Most importantly, participation in these exhibitions helps the participants in learning new designs, products & exploring new opportunities.

Empowerment through continuous participation:

For most of the rural women participation in exhibitions is a unique experience as they have come out of their home independently for the first time. This gives them confidence in dealing with different types customers and negotiate for maximizing their sales improving their communication skill.



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Exhibition Plan for the year 2013-14:

It is proposed to organize one **mega** exhibition at Bhubaneswar [SISIR SARAS], 9 **big** exhibitions in different parts of the state on the occasions of famous festivals [*Car Festival at Puri, Baliyatra at Cuttack, Laxmi Puja at Dhenkanal, Sital Shasti at Sambalpur, Biswakarma Puja at Angul, Dussehera at Rourkela etc.*] wherein huge crowds gather naturally. Besides that 20 **mini** exhibitions are to be organized in different district headquarters of the state alongside the local "**mahotsav**".

Besides participating in exhibitions organized in the state, they will also participate in various exhibitions all over India to be organized by Government of India.

Financial Implication

Total Budget requirement

Sr. No.	Particular	No. of exhibitions	Total budgets [in lakh INR]
1	Organisation of Exhibition	30	388
2	Participation in exhibition [payment of TA/DA]	54 (30+24)*	184.32
TOTAL			572.36

*(30 organization + 24 Participation)

A. Budget estimate for Organisation of exhibition

Sr. No.	Type of exhibition	No. of exhibition	No. of stalls	Total budgeted amount [Rs. In lakhs]	Remarks
1	Mega	1	350	50	Details at Exhibition calendar
2	Big	9	1750	198	
3	Mini	20	2000	140	
TOTAL		30	4100	388	
Rupees three hundred eighty eight lakhs only					

B. Budget estimate for Participation [TA/ DA to participants]

S. N	Type of Mela		No. of exhibitions	No of day of the event	No. of participants	Rate of DA per participant [INR]	Total DA amount [in lakh INR]	Rate of TE per participant [INR]	Travelling Expenses lump sum]	Total budgeted amount [INR]
			1	2	3	4	5 [2X3X4]	6	7 [3x6]	8 [5+7]
1	Inside state	Mega	1	12	180	200	4.32	1,500	2.7	7.02
		Big	9	10	1620	200	32.4	1,500	24.3	56.7
		Mini	20	8	2400	200	38.4	1,500	36	74.4
2	Outside state	Regional SARAS	23	14	480	250	16.8	3,000	14.4	31.2
		IITF	1	15						15
TOTAL			54		4680		91.92		77.4	184.32
Rupees One hundred eighty four lakh thirty two thousand										

Outcomes

- ✓ **Business facilitation:** Taking previous years experience it is expected to provide a total business volume of Rs.35 crores for around 9000 rural poor.
- ✓ **Launch of new products:** Success of vibrant SHGs in different exhibitions will inspire & motivate other institution of rural poor to emulate the model & strengthen the micro enterprise initiatives.
- ✓ **Exposure to rural women/ PG:** Participation in inside & outside exhibitions will lead to increase in self confidence of rural poor women.
- ✓ **Up-scaling of existing micro enterprises:** Exhibition will help in regular facilitation of sales resulting into increase in volume of production.
- ✓ **Learning to participants:** Workshops & interaction with fellow participants & customers will help the rural entrepreneurs enrich their knowledge on product, process, technology, design etc.