

A Study on Innovation of Rural Development in Tirunelveli District

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ABSTRACT

In this presentation we are going to see about marketing in rural areas and what are the procedures used in rural area marketing. Even now a day there are no facility in rural areas it should be developed only by the marketing.

There are some simple ways to marketing in the rural areas it should be followed in every area and by providing marketing, there are lot of advantages in this marketing in the rural area. Every rural area board should follow the scheme that given by central government.

Government part in this marketing is providing a loan for the rural area peoples for their business.

1. Introduction

First we have to know what is Rural, the place which is far away from the government sight, which place can't get basic needs is known as rural. If we are ready to develop marketing in the rural areas 1st we want to get a survey in the villages from that survey, we got an idea to develop the rural areas. While developing the rural areas we must fulfill the needs of the people in villages. Only on the survey we came to know their needs.

Needs of the rural area peoples are more high because there is no more facilities still now. Government of India concentrating only on the urban area peoples it is not considering as good thing for developing India. So here we are going to see how rural area wants to develop by marketing.

2. Objectives

1. Government of India give a loan for the rural peoples for the developing the rural area
2. Banking sector also having a scheme called priority sector lending
3. Under this priority sector lending rural area get more profit
4. banks classify these loans by some percentage for example Agriculture got 8% and the micro small business 14%
5. Banks should give up to 49% for the rural area peoples

Even though there is lot facilities that given by the government to the rural area peoples still they don't get any benefits because they don't know how to use the facilities that given by the government.

3. Scope

The main scope of rural development is to became a good India as a well development country only of rural development India can became a developed country. Even though India initiating a lot of schemes for developing a rural area and also a

lot of committee it is very hard to develop the rural area because of large number of peoples and large numbers of villages. There are some facilities like

- Supermarket
- Hospital
- Internet center
- Studies coaching center

These are basic facility need by the rural area peoples. Just by providing these facilities they can develop easily by using this, because this generation studentis more talent in using their opportunity. For this, government should take some ahead. Even though India has a large population, but comparing to big countries like China, Australia etc... India fail in providing facility to rural area. If India provide these facilities properly then the life style of the rural area peoples became equal to the urban area people.

All business peoples are more hesitate to open a branch in the rural area because they thinking that they won't get profit in their business if they open a branch in these are but it is not true because there are lot peoples in the rural area they also want their basic needs if the business peoples open the correct and exact essential shop in the rural means definitely they will yield the profit.

4. Methodology

The 1st step of the government is to provide the toilet facility to the rural area peoples because they are facing lot of problems of this and the 2nd step is to give good vegetables markets to them because they did not a fresh vegetables and also they have to travel for a long distance for purchasing the vegetables 3rd and important step is providing a internet connection to the peoples in the rural areas because if government provide them a speed internet facility they can easily done all of their work from home itself for an example all payable bills will be done on internet . 4th step is to give a good banking facility to them because of this they satisfy their needs.

Main step to develop the rural area is make a home for the homeless people and arrange them a business plan according to their professions because of this they develop very much then rural area developed automatically.

Other main thing is to make a infrastructure to the rural area. After making rural infrastructure it developed easily

TABLES

Table 1: Democratic profile

S.NO	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
GENDER			
1	Male	25	50
2	Female	25	50
	TOTAL	50	100
AGE			
1	Below 30	28	56
2	Above 30	22	44
	TOTAL	50	100
INCOME			
1	Above 10000	20	40
2	Below 10000	30	60
	TOTAL	50	100
QUALIFICATION			
1	Literate	15	30
2	Illiterate	35	70
	TOTAL	50	100

Table 2: The important thing develops to rural area.

S.NO	CATEGORIES	RESPONDENTS	PERCENTAGE
1	Education	10	20
2	Hospitality	15	30
3	Vegetables shop	25	50
	TOTAL	50	100

This table explains more than peoples (50%) want to develop their area with vegetables shop and 30% of people saying they are wants hospitality in their area and the rest of people sayings (20%) that they want education in their area.

Table 3: How much distance rural area peoples travel for their basic needs.

S.NO	CATEGORIES	RESPONDENTS	PERCENTAGE
1	Below 10km	18	36
2	Below 15km	20	40
3	Below 25km	12	24
	TOTAL	50	100

This table explains that 40% of people says, below 15km distance of their area people travel for their basic needs and 36% of people says below 10km distance of their area people travel for their basic needs and the rest of peoples says that below 25km distance of their area people travel for their basic needs.

Table 4: Did they have comfortable financial status

S.NO	CATEGORIES	RESPONDENTS	PERCENTAGE
1	Yes	40	80
2	No	10	20
	TOTAL	50	100

- 80% of respondents says that they are in comfort financial status.
- 20% of respondents says that they are did not in comfortable financial status

5. Suggestion

Government of India should think urban and rural areas are same and they have to give same facility to the rural areas what they have given to the urban areas. if they start giving these facilities to the rural then government should yield more profit then what they have gaining now, because most of the exporting products of India are manufactured by the rural peoples if they get more opportunity than this means definitely profit should be more. Most of the peoples think that they will gain profit if they a business in the rural area, it is not true because there are more population in the rural areas they have to fulfill their basic needs so if the business man starts their business with good heart definitely they will get profit.

Only by developing the rural areas India will become a developed country.

6. Conclusion

Only the development of rural area India can achieve its goal. Development of a country is decided only by the development of rural areas so our government should give a more importance to the rural areas and they should allocate some excess funds to the rural areas. And give importance to the development of the infrastructure in the rural area. Agriculture is done only by the rural area peoples; we have already know that agriculture is the backbone of the India so hereafter government should give more importance.