

“RURAL MARKETING SUPPORT TO THE SELF HELP GROUP IN ORISSA”

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ABSTRACT

The output of SGSY (to create micro level entrepreneur, after forming a SHG) have slowed down and then it was changed into NRLM. Is it solving the problem of putting people above the BPL. Is the Govt. machinery doing enough to market the produce of the SHGs. Is the failure of this is the key reason of the failure of a scheme. In this article it is examined that how good the organization (ORMAS along with DSMS) is serving the BPL population of Orissa. Khurda district, home to the capital city of Orissa is taken as an example. ORMAS the marketing and DSMS should make their presence felt all over Orissa, either having their own outlets, making arrangement of uninterrupted supply of the commodities like pulses, turmeric etc. The ORMAS, being the torch bearer of all the rural marketing activities in the state, should apply strategic management process more scientifically. Incentivizing the line organization and the people with “output linked benefit” should motivate them to explore further, as a result more and more rural poor will be inside the bracket of SHG and take the help of ORMAS to market their produce. The implementation machineries should make sure, absolutely sure that the products are available in all the outlets, starting from Supermarkets, Retail Mall to weekly village markets.