

## **Mr.Pradeep Kashyap**

Mr.Pradeep Kashyap, the father of rural India and CEO, Mart started his guest lecture with motivational words for all the student managers and he said that, one should always realise that he or she is unique and no one else is like you. He further continued by saying that one should remain authentic and should not even try to copy your role model.

He said that, he discovered his purpose at the age of 40, which was to serve the poor and one may do things that seem to be extraordinary but the fact is that, they are only the ordinary people with definite purpose.

After such motivational speech, he started talking on the subject of rural India and its marketing. In his talk about Rural India, he covered the following points:

- Why are we are talking about rural marketing?

This is because, 70% of people live in rural India, all our food and raw materials come from rural India and last but not the least, our values and culture comes from rural India only. This makes rural India as the heart of the country.

- Where is the market?

Rural India pays maximum of India's GDP. Many of 5-6 lakh of the villages don't even have a shop (almost 2.5 lakh).

For every 100 villages, there is one town. One economic activity benefits the entire region. The economy of the rural India is bigger than the economy of Canada and South Korea. Penetration of any brand in that area though is much less, thus, it is a kind of untouched market but has a lot of potential and now almost all the companies are focusing on rural market.

No more is rural market agri based. It has developed into diversified industries. Only almost 1/3<sup>rd</sup> of the rural GDP comes from agriculture. Structure of the economy has changed much and rural India is developing. Therefore, the income is also rising leading to almost 100 million additional consumers.

- TALE OF 3 RURAL INDIA:

India is the most heterogeneous country in the world, here the consumers have to be segmented very neatly. Generally, the country can be divided based on 3 categories:

1. Developed
2. Developing
3. Under-developed

Based on these segments the preference vary highly and hence one has to decide which segment he or she has to launch the product.

Problem with rural India is the pattern of usage and also the way of using a product is very different from the urban India. E.g.- Use of Gillette razor and LED bulbs in India.

- Cost of delivery is high in rural India.

He talked about strengthening of rural market, innovation, jugaad, bottom of community approach, cost effectiveness, co-creation, and affordability to economy, small town and hub and spoke model.

To conclude he said “I don’t know anything, I have to learn everything.”