

भारतवर्ष

(Bharatvarsha)

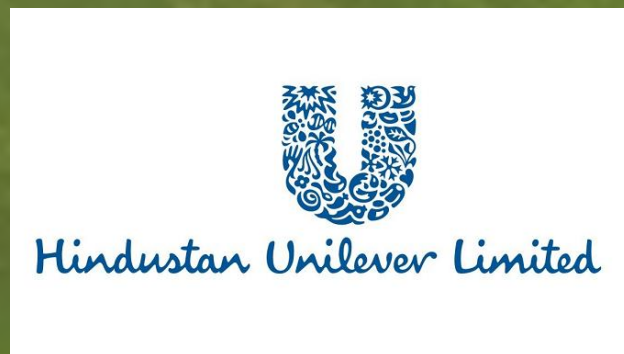
Rural Economy: Rediscovered

Module #1 - Rural Marketing Case Studies

20th July 2020

LAQSHYA
MEDIA GROUP

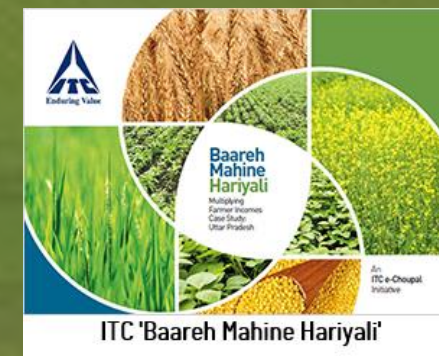
OOH | Experiential | Digital



Project Shakti

HUL's women empowerment initiative

- **Launched - 2001**
- **Objective** - Enable women in villages across India to nurture an entrepreneurial mindset and become financially independent, enhance their soft skills of negotiation and communication.
- **They are called** - Shakti Ammas
- **Training given by HUL executives so that** - They are well versed with the company's products, have basic knowledge about distribution management.
- **Monthly earning of Shakti Ammas** - INR 2000-3000 under a commission-based model



"Baareh Mahine Hariyali"

ITC's e-Choupal's pilot project in Uttar Pradesh

- **BMH Launched - 2018**
 - ITC e-Choupal has empowered 4+ Mn farmers across India since its inception in 2000
- **About Baareh Mahine Hariyali** - It adds a new dimension to the complex task of multiplying farmer incomes
- **Baareh Mahine Hariyali - Key highlights** - 2 Lakh farmers reached, out of 10 lakh farmers targeted thus far. 30,000 farmers have adopted all initiatives, with an average 30% to 75% income increase
- **Key initiatives Round the Year** - Productivity Enhancement, Varietal Improvement, Cropping Intensity, Crop Diversification & Value Added Crops & Enabling Market Linkages



#MaineChunaMeraSwaraj campaign Swaraj Tractors' farmers Facebook community

- **Launched - 2018**
- **Aim** - Develop an 'emotional connect' with the brand, moving away from the pricing strategy for its communication
- **Objectives**
 - Retain and grow UP, MP and Gujarat markets
 - Instill confidence in dealers
 - Retain and gain consumer trust and confidence with revealing prices
 - Increase sales during the festive season
 - Image building for Swaraj
- **Results** - 5M+ impressions garnered, 2.2M+ engagements recorded for season 1, 15,000+ leads generated



HDFC Bank "Har Gaon Hamara"

- **Launched - 2020**
- **Objective**- To reach the interiors of Rural India and create awareness of various financial, digital products and social security schemes
- **End consumers reach out using toll free number** - Dial a toll-free number 1800 120 9655 and share their respective PIN code number
- **Products offered** - Pre and Post-Harvest Crop Loans under the Kisan Gold Card, Credit facility for allied activities — Dairy, Poultry, Pisciculture, and Sericulture, Savings account, fixed deposit and other loan requirements



IFFCO's Indian Cooperative Digital Platform (ICDP)

- **Launched - 2018**
- **Initiative** - The Indian Farmers Fertiliser Cooperative Limited (IFFCO) launched ICDP called www.iffcobazar.in
- **Objective** - Provide a digital platform for communication and commerce between farmers/consumers and IFFCO companies through mobile devices for doorstep delivery services and interactions with farmers and also helps farmers buy and sell at fair prices
- **Reach** - Available in 13 major Indian languages with a membership of 25 million



Walmart supports IDEI (International Development Enterprises India)

- **Launched - 2019**
- **Reach - 10,000 smallholder farmers in Andhra Pradesh**
- **Objective** - aims to introduce sustainable irrigation products and practices and create a complementary support ecosystem that will boost farm yields, reduce negative environmental impacts, and increase market access and smallholder farmer income
- **Results** - The program is expected to generate an additional \$7.4 million in annual farming income in the state at the end of the project period, with individual gains of \$400 per smallholder / farmer household per year



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Raymond: 'Giving a New Spin to Khadi'

- **Launched - 2018**
- **Objective** - Re-position India's traditional fabric 'Khadi' as a new fashionable fabric, as part of its growth strategy, to help rejuvenate traditional craft in collaboration with artisans and designers to create products that are relevant and compelling for consumers of today
- **What they did** - Partnered with Khadi and Village Industries Commission (KVIC) to introduce a new line under the brand Khadi by Raymond
- **Reach** - As of FY19, 3 Million work hours for artisans, giving them 30% higher wages than the norm



Digital Audio Network

Vritti Media's Audiowala Bus Stands

- **Launched - 2016**
- **What it is** - An outdoor advertising medium that reaches India's vast "media dark" rural market; approved by DAVP
- **What it does** - Helps create brand awareness in local language or dialect
- **Method** - Airing of audio advertisements from 6 am to 10 pm daily at bus stations
- **Reach** - Present across 7 states. Message is reached on an average 2,50,00 – 4,00,00 people each day* ; reaches 350 million passengers every month

*rough estimates



HUL's Kan Khajura Tesan

- **Launched - 2013**
- **Objective** - India's first free and on-demand entertainment mobile radio channel, provides entertainment content interspersed with HUL Brand's ads. The success of the ads were based on how long the listeners stayed on the channel
- **Results** - HUL garnered over 1.85 crore subscribers which helped their brand awareness in rural India. The initiative reached out to 40 mn consumers in media dark villages
- **Recognition** – Acknowledged as World Records by Limca Book of Records, India Records Academy, Asian Records Academy and Elite World Records and bagged **3 Golds at Cannes**

Mahindra HOME FINANCE

Mahindra Rural Housing Finance

- **Launched - 2007**
- **Objective** - An initiative started in 2007 to provide home loans to under-served rural and semi-urban consumers in India in order to achieve a loan portfolio size of US\$1 Billion by 2020 and providing loans to at least 1 million customers by 2020
- **Method** – Helped farmers with monthly, quarterly or bi-annual mortgage plans. Helped the villagers acquire required legal documents Curated small loans for the farmers, averaging US \$1,400 apiece
- **Outcome** - Currently present in roughly 90,000 villages, about 1 million customers have been served through the initiative. Between 2012 and 2019, the company has grown at a compound annual growth rate (CAGR) of nearly 50 percent



- In Tumkur, an industrial town 70 km northwest of Bengaluru, [Amazon](#) is seeing exciting growth, thanks to a **dedicated 'rural' ecommerce distribution centre** manned by local youth, has now crunched the delivery time from over a week to 2-3 days.
- Amazon's **'Stand for Handmade'** initiative to help 10 lakh weavers, artisans and women entrepreneurs in India. To help entrepreneurs including artisans, weavers and women entrepreneurs, rebound from the economic disruption caused by **COVID-19**. It is part of the company's efforts to help small businesses and micro-entrepreneurs jump-start their business.
- More than **8 lakh artisans and weavers** from Amazon **Karigar program** and more than **2.8 lakh women entrepreneurs** from **Amazon Saheli program** will benefit from 100% SoA fee waiver for 10 weeks.



- Rival Flipkart is in hot pursuit.
- It **piloted a plan to sell Motorola phones to rural consumers** by setting up local networks of entrepreneurs who marketed the product, placed order with Flipkart and delivered the item to the buyer.
- Flipkart said in a note that it **recorded almost 50 per cent growth** in new customers compared with last year's sale days, and a 100 per cent increase in units sold to shoppers in small, so-called tier 3 cities.
- More than 40 per cent of sellers during the sale days were from Tier 2 cities and beyond. **"Bharat has moved closer to India in more ways than one,"** Kalyan Krishnamurthy, Flipkart's chief executive officer, said in a statement.

Thank you.

Laqshya Media Insights Group
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<https://www.laqshyagroup.com/report/bharat.html>