**Rural Marketing**

**December 2022 Examination**

#

## 1. Please help a company producing consumer durables in generating demand for colored smart TVs in a rural segment dominated by middle class population

## How do you do market structuring for rural markets (10 Marks)

**Ans 1.**

## Introduction

Planning a good supply of goods and agricultural values on the rural side at a reasonable cost to complete the requirements of individuals from rural backgrounds is a rural marketing strategy. For this question, we should first understand and meticulously execute a marketing strategy in the backwoods. Customers are various from cities or urban areas. Persistence and good luck are several of the most vital factors that should be present to deal with sensitive subjects like rural marketing. With huge potential to elevate a huge sales quantity for the companies which also generate affordable products should have the ability to carry out an

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## 2. How has the various Agricultural revolutions as the green revolution, yellow revolution etc resulted in increasing rural income and spending power with the rural population

## Do the government and its institutions play a role in changing consumer behavior? (10 Marks)

## Ans 2.

## Introduction

Here we will be exploring 2 points, one - Agricultural Revolution and the 2nd - Consumer behavior. Agricultural Revolution boosted rural revenue; Nowadays, people like the old methods of growing crops. Specifically, in backwoods, farmers are now utilizing natural chemicals for neighborhood and national produce. The supply is likewise growing with the high demand for organic produce. The demand and supply chain has produced new doors for farmers or rural citizens to boost their daily

**3. Case study**

**Bt cotton seeds**

**BT COTTON: MIXED VIEWS ON GM CROPS**

**Cotton is leading commercial crop grown in India for its valuable fiber. The crop is highly susceptible in insects, and 50% of total insecticides used in the country are applied only to cotton. India had adopted three Bt cotton hybrids for commercial cultivation in 2002. The adoption had been approved by the Genetic Engineering Approval Committee (GEAC), the Ministry of Environment and Forests, and the Government of India.**

**Bt cotton is resistant to bollworms, the major cause of high yields losses. In India, Bt cotton was introduced after conducting several tests and experiments to assess its safety and agronomic benefits. The GEAC had approved of Bt cotton based on reports from experiments conducted, and finally declared it to be safe. Many Indian companies had shown their interest in this technology. By 2007, GEAC had approved almost 131 Bt cotton hybrids developed by 24 companies.**

**However, the introduction of any new technology requires careful evaluation of long-term sustainable benefits. The transgenic hybrids were first introduced in March 2002 by MAHYCO (Maharashtra Hybrid Seed Company Limited) inn collaboration with Monsanto (an American multinational agriculture biotechnology corporation). Several suicides had occurred in Maharashtra due to crop failures and the mounting debts of cotton farmers. Many farmers found it very expensive to implement genetically modified (GM) cultivation of crop, and those who did could not obtain results as per the promises from the GM crop companies. The Use of GM seeds in cotton crops and the failures were evaluated by Monsanto**

**After detailed study it was found the use of BT cotton seed in cotton required technical training to the farmers in the Dos and Don'ts of the sowing of the crop the farmers bought the seeds and sowed them using the tradition method instead of scientifically using them , the company was worried and put up a intensive control system to monitor each and every bag of the seed sold from the dealers counter and imparted training and guidance to each farmer using the seed**

**The years to come saw a large increase in usage of the same**

**The company Monsanto also started licensing the various seed companies in giving them the BT strain and technology for producing the same**

**a. What led to Monsanto introduce GM cotton seeds in India**

**What in your view was the rational to license the technology for the product?**

**b. Explain**

**The need for Monsanto to monitor the usage of the seeds was it necessary? (5 Marks)**

**What modalities the company would have taken to monitor each bag of the seed sold to the farmers (5 Marks)**

**Ans 3a.**

## Introduction

In 2002, India first approved Monsanto's GM cotton farming. More including the years, in 2006, New Delhi approved the double genetics Bollgard II suggested to assist change and place India as the top producer by ending up being the second-largest exporter of

# Ans 3b.

## Introduction

In the past several years, Monsanto has developed many countermeasures to monitor seeds and the growth/progress in India. Lots of international agri-conglomerates attempted to obtain a hold on everything. Monsanto has breached the GMO organization on American food