

EXHIBITION – AN EFFECTIVE MARKET PROMOTION APPROACH OF ORMAS IN ODISHA: A STUDY ON SHGS PARTICIPATING IN EXHIBITION OF GANJAM DISTRICT, ODISHA

Dr. Jyoti Prakash Mohanty*
Dasarathi Tripathy**

ABSTRACT

One of the problems facing SHGs in India is how to market their products beyond their locality. Exhibitions and Government Outlets and programme linkages have been tested and accepted widely and can be used to solve some extent the problem of marketing different products produced by SHGs. This paper explored the background of the study relating to Government of Odisha who support the SHGs to sell their products through a organised manner by ORMAS in different exhibitions. The consumers directly interact the primary producers and select their needs in this platform. The SHG members directly receive their payments and also feedback which help then enhance the product quality, quantity and good revenue for them. ORMAS (Orissa Rural Development and Marketing Society) is a self-governing apex body, which is run by the Panchayati Raj and Drinking water Department under the Government of Orissa. The main aim of ORMAS is to facilitate better livelihoods to the rural poor of Orissa by implementing advanced technologies. The main objective is to incorporate better technology, provide new marketing strategies for better networking and undertake development measures to sharpen the skills of the rural producers to generate better products. ORMAS is one of the institutions who taken major steps by the state government for the amelioration of the rural business in Orissa. This also ensures a sustainable living for the rural section of society who is involved in the manufacturing of rural products that are sold in the markets across the country and also in the international market. The present paper shows about the SHG in Ganjam District involve in marketing their products through ORMAS within and out of Odisha through the exhibitions, outlets and Bazaar on Wheel programmes.

Keywords: ORMAS, SHG, Exhibition, Marketing, Product Quality, Rural Development, NABARD.

Introduction

Odisha Rural Development and Marketing Society, (ORMAS) an autonomous body was constituted under the Societies Registration Act of 1860, in the year 1991. The primary aim of the autonomous body was to provide a platform for the rural producers/artisans to promote their products and to get a remunerative price for the same. ORMAS is the first and the only organization of its type, under the Panchayati Raj and Drinking water Department, Government of Odisha that is playing an instrumental role in facilitating sustainable livelihoods of rural producers through access to different poverty alleviation programmes. As a result, the rural producers are getting exposed to various provisions under different schemes namely training on relevant topics, value addition opportunities etc by taking up initiatives in a cluster approach thereby enhancing the hope of hundreds of people staying in-Rural Odisha.

The major activities under taken by ORMAS are:

- **Livelihood Promotion:** through Producer Group, Farm and non farm sector,
- **Marketing:** (Organization and participation), Sales tie-up , Product Development , Shakti Gaon project (distribution of LPG through SHGs),
- **Skill Development Programme:** Deen Dayal Upadhyaya Grameen Kaushalya Yojana, Roshni,
- **Projects:** like Mahila Kishan Sashaktikaran Pariyojana (MKSP), Start up Village Entrepreneurship programme (SVEP) and Project life.

* Dy. CEO, ORMAS, Ganjam, Odisha, India.

** Project Officer, B'MASS, Jagannath Prasad Block, Ganjam, Odisha, India.

Under marketing the core activities are mainly include Handloom, Handicraft and other Utility items. Apart from these Items ORMAS also involved in manufacturing minor forest and agri-based products which possess a great foundation of raw materials and skills. It support for producing siali and sal leaf plate and cups, hill broom, Rock Bee honey processing, dal processing, kewda leaf products, and many more through selected SHGs across the state. ORMAS also does a countrywide networking for marketing purposes for products such as Tamarind, Amla, Harida, Kalmegh and few other MFPs and medicinal plants. ORMAS has been organizing exhibitions for last 25 years In most of the-cities of Odisha under the banner of "*Pallishree Mela*". The name of the Mela that implies '*wealth a/villages*' provides an opportunity to rural poor to sell their products directly in major, urban centres & also "interact with the urban buyers to know, their tastes/preferences for various types of products. Thus the mela is quite helpful in upgrading& developing their products, customer handling skills and meeting the needs and expectations of urban consumers leading to enlarging their customer base. It has almost become a trend in Orissa that during important local festivals, ORMAS Exhibition is regularly held to attract both SHGs/Producers & buyers to meet and strengthen their relationship of a good product. The data of the last decade shows that the concept of Palli Shree Mela has not only increased the revenue but also has reached to every corner of the Odisha State and outside the state as well. '

Exhibition is organised on a regular basis at different times in a year with an aim to provide opportunity to the rural producers to sell their products in urban markets to interest amongst themselves so ,as to learn from each other and also to sensitise urban buyers about rural products. ORMAS is regularly holding state and national level exhibitions throughout the year during import events and festivals so that more people can participated in it. Basically ORMAS organise three types of exhibitions such as SARASA, Gramshree Mela and Pallishree Mela. ORMAS has used this medium as a channel to promote rural products made by the Institutions of poor, importantly exhibitions not only creates awareness of their products among the various consumers but it also help to the rural entrepreneurs to identify livelihood opportunities and establish links with the markets in urban and semi-urban areas.

Self Help Groups (SHG) is a groups of individuals voluntarily formed with 10 to 20 members having similar identity, heritage, caste (or) occupation for a common cause. The members mutually contribute to the common fund on a regular basis and lend the same to its members for meeting productive needs. In case of need, the group may borrow, funds from banks and financial institutions and lend the same to the members. The members of Self Help Groups individually and as a group jointly promote industrial ventures. The profit earned from the group activity is shared by its members equally. The role of self help groups is the upliftment of families in suffering is much appreciable. The families in financial difficulties find SHGs as a boon in ameliorating their financial problems. Similarly SHG's formed in areas which are in crisis have assisted much to the up-liftment of poor who are affected by such crisis. It is especially true in underdeveloped countries like India, where more than 50 per cent of the people live below poverty.

Self Help Groups are producing different types of products like bakery confectionery, Toys, papers products, chalk piece, candle, agarbathi, hollow block, detergent products, masala powder, foot mat, coir products, brick kiln, jute products, greeting cards, palm leaf articles, painting on fabrics, glass & mud pot, herbal products, all agricultural products, dairy products, broiler, turkey, rabbit rearing, pottery, leather products, vessel making, terractoa, mosquito nets and cosmetics etc. Actually the SHG's are facing lot of marketing problem for marketing their products due to lack of marketing skill and knowledge. Their main marketing problems are: (a) Problem regarding situation analysis, (b) Problem regarding marketing policies, (c) Problem regarding marketing policies, (d) Problem regarding to product policies and practices, (e) Problem regarding pricing policies and practices, (f) Problem regarding distribution policies and promotional policies. Out of above said problems distribution problem is one of the main area because SHGs are struggling hard to handle this problem. The channel of distribution is the route through which product passes from the hands of manufacturers to the hands of consumers. The decisions regarding channels of distribution influence greatly the availability of right product in right condition at right time at right place which, in turn, affect the success of the marketer and the level of customer satisfaction. In India, SHGs are following their traditional policies and practices regarding the channels of distributions. It appears that they do not have any high ambition for making the system of distribution effective and efficient.

The major problems relating to channels of distribution are as under:

- Lack of appropriate distribution planning and strategy.
- Lack of eagerness and enthusiasm to evolve a new pattern of distribution system.

- Lack of information about genuine distributors / middlemen.
- High expectation of middlemen with regard to credit.
- Greater dominance of middlemen in the market.
- Lack of appropriate planning & strategy relating to transportation, inventory, ware housing etc.
- Virtual absence of effective distribution network in the individual unit.
- Exploitation by middlemen.

Exhibition a Platform for Marketing of SHGs Products

The concept of exhibition started by ORMAS in the year 2003-04 with convergence among Mission shakti , Directorate of Handcraft and cottage industries, KVIC, KVIB, Department of Textile and NABARD. Now this is the big platform both the producer and consumers in the state as well as outside of the state. The SHGs are getting the right platform to sell their products and directly interact with the customers who are getting products as per their choice from one common place. The year wise participation of SHGs and sale of revenue increase year by year shows the high effectiveness of the programme by ORMAS.

Table 1

Sl.	Year	No. of exhibitions organised	No. of SHGs / Institutions participated	No. of participants	Total sales (Rs. in lakhs)
1	2003-04	6	1060	2642	150.39
2	2004-05	10	1144	2765	252.45
3	2005-06	9	2051	2267	332.72
4	2006-07	20	3310	6078	1206.34
5	2007-08	20	3120	5820	1006.34
6	2008-09	22	3348	7365	1468.51
7	2009-10	28	4128	8307	1728.28
8	2010-11	28	4020	7573	1723.98
9	2011-12	28	3940	6854	2007.19
10	2012-13	27	4500	8702	2911.23
11	2013-14	22	3535	7365	3347.31
12	2014-15	28	4604	9244	3913.77
13	2015-16	30	5181	10052	5148.37
14	2016-17	26	4596	8067	5569.30
15	2017-18	28	4866	9863	6371.90
16	2018-19	29	4340	9383	7583.95
TOTAL		333	52877	102484	44722.03

In Ganjam District the ORMAS (Early DSMS) take the activity for create marketing opportunities for SHGs in the District. In each Block ORMAS selected the vibrant SHG and their products, support training, capacity building in production, value addition and packaging. About 20 SHGs are selected through proper gradation system for participation in different exhibition throughout year as per the calendar. Year wise participation and sell revenue also increased.

Table 2: Year wise Participation and Sell of Product in Ganjam District

Sl.	Year	No. of exhibitions organised by ORMAS	No. of SHGs / Institutions participated in Ganjam	No. of participants	Total sales (Rs. in lakhs)
1	2016-17	26	15	30	60.12
2	2017-18	28	16	32	81.58
3	2018-19	29	20	40	96.78
TOTAL					238.48

Table 3: SHGs and their Products in Ganjam District

Name of the SHG	Address	Activity
Jay Santoshi SHG	Kukudakhandi/Berhampur	Spices
Satyasai SHG	Tanticolony, J. N. Prasad	Handloom
Maa Tarini SHG	Gurunthi, Berhampur	Spices
Laxmi SHG	Gurunthi, Berhampur	Spices, Pickle
Maa Mahamayi SHG	Baruda, Bhanja Nagar	Agarabati
Narishakti SHG	Narendrapur, Chatpur	Spices
Shraddha SHG	Bhabandha, Hinjilicut	Agarabati
Sri Ganesh SHG	Pital, Sheragada	Handloom

Maa Biraja SHG	Gandadhar, Bellaguntha	Coir Product
KN Maa Kamakhya SHG	Kairasi, Khallikote	Soura Wall Painting
KN Omm Sai SHG	Kairasi, Khallikote	Soura Wall Painting
Maa Kanak Durga Mahasangha	Balarampur, Chatrapur	Agarabati& Badi, Pickles etc.
Maa Anapurna Weavers PG	Pital, Sheragada	Handloom
Sri Ram SHG	Berhampur,	Spices
Maa Shayamlei SHG	Purusottampur	Coir Product
Maa Banadevi SHG	K. S. Nagar	Straw Craft
Abhiram SHG	Rangeilunda	Herbal
Subhalaxmi	Kukudakhandi	Jewellery
Srujanika Painting	Rangeilunda	Painting
Om Sai	Khalikote	Soura Wall Painting

Outcomes from interaction with SHG in Ganjam District

- ORMAS create a marketing opportunities for SHG members through exhibitions.
- Exhibitions (Gramshree Mela, Pallishree Mela and SARASA Mela) are effective marketing platform for generation of revenue . In last three years total Rs. 238.48 lakhs Business volumes generated by 32 SHGs in the districts.
- Success of vibrant SHGs will inspire & motivated other SHGs to emulate the model and strengthen the micro enterprise initiations.
- Exposure of SHG members both inside and outside of state lead to increased their self confidence.
- Exhibitions helps SHGs in regular facilitation of sales so they increase their volume of production
- ORMAS create a learning platform for them where fellow participants and customers interact each other, enrich their knowledge on product, process , technology and design

Conclusion

Organization is essential if the rural poor women are the balance the power of market actors in their favour. Individually they are weak but collectively they can be strong. Government plays an important role in supporting the SHG by providing advocacy, capacity building, skill up gradation and arrange a marketing platform. ORMAS is organizing and establishing the link between the SHG the primary producers and the consumer. The exhibition helps for SHGs to find a large number of consumer by which they got good revenue and identity.

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