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GRT **MARKETING OF THE KVIB IN KARNATAKA:A STUDY WITH SPECIAL REFERENCE TO KOPPAL DISTRICT**

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Abstract:- Most of the developing economies depend mainly on one sector of economic activity which usually consists of agriculture and animal husbandry. Economic development in such situations essentially means diversification and modernization of economy through development of secondary and tertiary sectors besides primary sector. This process of development through diversification and modernization of the economy expands employment opportunities, raises productivity and augments national income. However, an undue reliance on modern industries for the growth of secondary sector can be self-defeating. Relying on capital intensive and labour-saving technologies, these industries cannot go a long way in a capital-starved and thickly populated country like India in generating substantial volume of employment opportunities. The migration from rural pockets to urban centres and under utilisation of rural resources have weakened villages, caused urban congestions and have left the masses in abysmally low living standards. Big industries have not succeeded in diversifying these economies' but have only aggravated the existing problems of inequity and inequality through islands of industrialisation.³ Anticipating the ill - effects of modern industrialisation, Mahatma Gandhi, the 'Father of our Nation', relied on Khadi and Village Industries (KVIs) for tackling the problems of unemployment and poverty.

Keyword: Rural, Marketing, Industrialisation, Village industry, resource.

INTRODUCTION

He expected the development of KVIs with their labour intensive and capital saving technology to provide employment opportunities to millions banking on agriculture.

Khadi and Gramodyog (Village Industry) constitute an integrated and interdependent socio-economic complex in the rural economy of the country. Revival of village industries was considered as an extension of Khadi effort by the father of the nation. As the Khadi movement progressed Gandhiji discovered that without the revival of other industries such as the bullock driven oil press, hand made paper the hand chakki for paddy and grinding, gurKhandasari, bee keeping, tanning, soap making, pottery, carpentry and black smithy etc., Khadi could not make further progress. He perceived that for the villagers to be able to occupy their spare time profitably the village must be touched at all points. Village industries have unlimited capacity for providing employment for the starving millions in the country and because of their importance of building cohesive well knit small village communities. Development of rural industries would prevent the rural manpower migrating to urban areas in search of jobs there by avoiding the evils of urbanization like the growth of slums etc.

Today's quality conscious market demands three main competitive factors viz. the quality, cost effectiveness of reliability and safety in use. As a manufacturing and marketing entity Khadi-Gramodyog (KG) sector has to comply to these requirements. There is need for introducing a compulsory quality testing based on regular bulk and stage inspections of Khadi-Gramodyog (KG) products followed by certification or marking with quality symbols as also incorporate an informative labeling system to win the consumers' confidence in these products. KVIC which coordinates and catalyses Khadi-Gramodyog (KG) Sector claims in its report of having some sort of quality control but the same is invisible in the products. A compulsory quality system can help to bring about a breakthrough in the popularity of K G products.

NEED OF THE STUDY

The Indian village economy, prior to the advent of British, was based on simple division of labour and self-sufficient economy. The farmers cultivated the soil and tended cattle. Similarly, there existed artisans like weavers, goldsmith, carpenter, potter, oil pressers, Washermen, cobbler, barber, surgeons etc, who did the other secondary sector related works. Moreover, all these occupations were hereditary (Dutt and Sundhram, 2000). The raw materials produced from primary sector were the feed for the handicrafts sector. The craftsmen were paid from the raw materials produced out of agriculture at the harvest time in lieu of services performed by them. Thus the interdependence of agriculture and hand industry provided the basis of the village economy to function independently of the outside world. Further, a part of the produce was paid as land revenue ranging from one sixth to one third or one half which was used for administrative purposes and wars by the kings (Dutt and Sundhram, 2000). The advent of the British saw an emergence of a new politico-economic policy, which aimed at annihilating the traditional industry and handicrafts to find an outlet for its own products in the Indian market. Firstly, it was based on commercialization of Indian Agriculture through, exploitative land revenue system and forced production of commercial-crops, which helped in draining the wealth from the villages. Secondly, through destruction of the Indian handicrafts by introduction of machine made goods, which were relatively much cheaper than handmade goods.

REVIEW OF LITERATURE

Meenakshisundaram (1991) in his work on "Khadi and Village Industries institutions in Tamil Nadu - A study of financial performance", examined the financial performance of selected agencies of khadi and village industries in Tamil Nadu. Arumukham and Meenakshisundaram have recommended the introduction of production planning, inventory control and collection drive for rejuvenating the management of working capital, and improving them by norms of working capital. Radhakrishnan (1998) in his study "Khadi and Village Industries in Tiruchirapalli District - A study of financial management" has suggested the introduction of common marketing organisation catering to the needs of khadi institution in order to reduce the cost of marketing. Prasad (1981) and Peerzada (1982) have discussed the role of small industries in the economic development of India. Desikachari (1971), Arpudharaj (1979) and Pandit Rao (1981) are among the writers who dealt with the problems of these industries regarding • the supply of raw materials,- availability of finance and competition from the organised sector.

STATEMENT OF THE PROBLEM.

Most of the literature available on KVIs dealt with Government policies towards philosophy of khadi, economic, financial and technical aspects of small and village industries and their importance in the economic development of the country. However, very few of them have addressed themselves to the managerial problems of their activities. Marketing activity also play a very important role in the any organization with marketing cannot continues the any business marketing aspects also impact of organization. So above review of literatures discussed on various aspects of KVIs no one researcher discussed on a specific title marketing of the KVIs Koppala district. These all factors are promote to the researcher to take of the study entitled "Marketing of the KVIs a special reference to Koppala district of Karnataka".

SCOPE OF THE STUDY

The Study covers all the major dimensions of marketing of Khadi and village industries in the study area. It examines the marketing practices and tries to identify the problem areas of market and their magnitude. The analysis covers such areas as product design and development, assembling and storing, grading standardization and quality control, sales, promotion, market information packing, advertisement, insurance pricing and marketing cost, marketing finance and market problems etc. Major thrust of the study is one identification of marketing problems and the marketing strategy followed by the Khadi and village industries covered by the study.

OBJECTIVES OF THE STUDY

The present research study is conducted with the following objectives

1. To analyse the evolution and growth of Khadi and village Industries in the country in the pre and post independence period.
2. To study the functional role of Khadi and village industries Commission in the promotion and development of the KVIs
3. To examine the product related and market related aspects of marketing of KVIs in the study area.
4. To identify and village the marketing problems and marketing practices of the KVIs in the study area.
5. To assess the role of the Government in promoting the KVIs and appraise the fiscal financial and marketing assistance given to these units.
6. To study any other aspects of marketing of KVIs progermane to the study.

METHODOLOGY

The study is based on both primary and secondary data.

Primary data:

The primary data was collected from the respondents and Institutions through personal interviews as per the pretested questionnaire.

The Secondary data was collected from the selected units engaged in Khadi and village industries. The secondary data has been collected from the offices of the Khadi and village industries Commission. Data was also obtained from other published sources like “Jagriti” the monthly journal of the KVIC and the annual reports of the KVIC etc.

Sample

100 respondents selected randomly for the fulfill of the research purpose purpose.

Data Analysis

The data collected from different sources has been complied in suitable statistical tables and the same has been interpreted and analyzed and for arriving at suitable inferences and conclusions.

Statistical analysis of the data has been done by using simple statistical tools like averages, percentages, growth rates etc.

FINDINGS

- 1.Khadi has become virtually symbolic to the struggle for freedom. The various events of Indian National Congress have influenced the course of development of Khadi and village industries in the free independence period. The policies of the Government of India in the post independence period under its industrial policy resolutions have been helpful in the promotion of this sector.
- 2.Khadi has become virtually symbolic to the struggle for freedom. The various events of Indian National Congress have influenced the course of development of Khadi and village industries in the free independence period. The policies of the Government of India in the post independence period under its industrial policy resolutions have been helpful in the promotion of this sector.
- 3.Sales of Khadi products too have declined while those of village industries have increased considerably during the above three years.
- 4.Employment in Khadi sector has obviously decreased while the employment in village industries has gone up substantially.
- 5.State wise analysis shows that the production of Khadi has declined while the [production of village intlustries has increased.
- 6.Sales of agro based and processing industry amounted for maximum amount followed by sales of polymer and chemical based units, mineral based units rural engineering and biotechnology industry, forest based industry service industry and handmade paper and fiber industry, Employment and earnings of these units indicated the same pattern.
- 7.Khadi institutions are voluntary organisations formed by persons who are motivated by a sense of service to the self employed artisans — spinners, weavers, dyers, the printers, the washer men, the tailors etc.
- 8.Grading of khadi products is performed as per government specifications and as per guidelines given by Khadi and Village Industries Commission. Three khadi units covered by the study have been assisted by trained graders in their grading of khadi products.

SUGGESTIONS

1. Technology up gradation is a needed step to improve productivity of khadi and village industries. There is need for setting up of testing laboratories and Rural Technology Parks. A network of quality control laboratories should be provided to Vis. Setting up of technology interfaces to serve as information dissemination and technology adoption centres is a felt need.
2. There is a need for introducing a compulsory quality testing based on regular bulk and stage inspections of Khadi and village industries products followed by certification or marketing with quality symbols as also incorporate an informative labeling system to win consumers confidence. A compulsory quality marketing system about a break through in the popularity of these products is needed.
3. The Khadi and village industrial units should be subject to effective accountability and standardization of accounting. There is need for proper tie up with Research and Development and design institutions.
4. Venture capital institutions must be involved in financing Khadi and village industries. These institutions can integrate training, entrepreneurship marketing and technology.
5. Khadi and village industries should try to have linkages with Shelf Help Groups. A special rural industry fund for non-farm

sector on the lines of venture capital fund is needed. Such a fund should be useful in technology upgradation quality standardization and market support.

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