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A STUDY ON REVISITING OF MARKETING STRATEGIES FOR SELF HELP GROUP IN THE RESILIENT OF BUSINESS ENVIRONMENT

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ABSTRACT

Many state governments actively taking the action and swiftly identifying the best implementation of the Self Help Group (SHG). The growth of SHG has been the most significant feature of a planned economy. It has the unique advantage of providing high rate of self-employment with lesser capital investment. The SHG consider the design, development, and positioning of the product as the most critical decision amongst all the strategic decisions to be made while designing marketing strategies. This paper attempted to find the influence of marketing strategies in determining the success of an SHG. Analysis of various factor influencing the internal and external business environment suggests the market demand and the market strategies for SHG. However, for the survival in the market and for facing the global pressures the SHG required constant up-gradation of information and market requirement. It is suggested that SHG should recognize the use of home delivery, e-marketing.

KEYWORDS

business environment, SHG market, strategy.

1. INTRODUCTION

The industrial sectors form a backbone of any economy. The micro, small and medium enterprises (MSME) sector contributes vitally to the employment, manufacturing of the country. The sector was estimated to employ nearly 59 million persons in over 26 million units throughout the country. There are over 6000 products ranging from traditional to high-tech items, which are being manufactured by the MSMEs in India (Annual Report, MSME, 2011) There are ample number of policy and promotional activities undertaken by the government to promote the MSME and specifically the SHG. The incentives and policies were increasingly implemented in the last decades. These incentives, initiatives focused towards the development of SHG. Developing a marketing strategy is one of the most challenging task for the SHG. The SHG consider the design, development, positioning of the product as the most critical decision amongst all the strategic decision to be made while designing marketing strategies. Marketing strategies are considered as the transformation of a market opportunity. The appropriateness of marketing strategies can deliver excellence in the market and can support all the market related activities.

2. REVIEW OF LITERATURE

1. Subashini Muthukrishnan (2005) has explained in her paper "Effective marketing Strategies for women self-help groups" that the SHGs should be careful in terms of positioning their product relative to other competitive products and markets. They have to decide on the product and in price vis-a vis its cost of production, returns and the price at which its competitors are selling the product, credit time, marketing infrastructure available etc. She has also specified that SHGs must focus on improving the quality of the product.
2. R. Prakash and S. Motilal Nehru (1998) have explained in their article "Marketing produce through self -help groups" that the major problem facing farmers is the marketing of their produce. The program is extending not only horticultural crop production but also the processing and marketing of their products through a well-planned and better-managed horticulture enterprise. The shift is from 'what it is possible to produce: to producing what is marketable'. This change demands better understanding of the markets and the changing consumer needs. Through group marketing, farmers are able to fetch fair and reasonable price.
3. K.Gandhi and N.Uyukumar (2013) have explained in their article that "Marketing strategies of Women Self Help Groups" Self -help groups (SHGs) are now engaging in business activities. They lack in marketing as for the first time they are engaging in business. If they are adequately trained with marketing knowledge, they can excel and in turn take our economy a global leader in this current situation of globalization. The NGOs who have formed the SHGs. The banks who financed the groups and the Government agencies nurturing them must join hands in train the SHG members in business and marketing activities and make them play globally.
4. Muneer Sultana (2012) in her book "Marketing of Rural Self Help Group Products in Andhra Pradesh" analyzed that Self Help Groups(SHG) have become a significant factor to bring the rural masses in to the main stream of National Life. It helps to reduction of poverty. The capacity building of micro – enterprises of Self Help Groups do not have market development strategies and they face a lot of difficulties in positioning their products in the market, relating to other competitor products and markets. The operation of the Self Help Group itself is localized, this means there is limitation in terms of geographical coverage Self Help Group members who generally lack level of literacy, technical competence, market intelligence and entrepreneurial spirit face a lot of difficulties in carrying out the micro – enterprise ventures successfully. It is in this context, the researcher identified the research problem for the current study. The study attempts to find out the extent of marketing strategies followed by SHGs.
5. S.S Kavitha (2005) "Marketing SHG products differently" explained that to tap the export market for self-help group products, this is the first step," says Mahalir Thittam Joint Director and Project Officer, S. M. Prabakaran, while supervising the stalls displayed by self-help groups at DRO Colony. He points out that the difficulty faced by SHGs is marketing their products and to make the dream of having a good market for their products come true, the Mahalir Thittam, Madurai, has come out with an innovative idea of erecting temporary stalls at places targeting members of the salaried-class and tourists. The Government has sanctioned Rs. 33 lakhs for the marketing of SHG products.
6. Puhazhendhi & K.L.S. Satyasai in their article, "Empowerment of rural women through self helps groups" – An Indian experience – (April –June 2002) It was stated in the study that SHGs as institutional arrangement could positively contribute to the economic and social empowerment of the rural poor. From above extract it is observed that training is the need for socio-economic development for women SHGs.
7. Another Ex-post evaluation of study of self-help groups that was conducted in Karnal, Gurgaon, & Bhiwani districts of Haryana. (The study was conducted by National Bank for Agriculture & Rural Development –September 2002). It was found in this study it can be said that SHG is a potent means for bringing about change and awareness regarding the surrounding situation in the society.
8. DR. M. U. MULANI in his book "MANAGEMENT OF SELF-HELP GROUP" states that SHG is the main tool for eradication of problems of women socio-economic and financial setback. SHGs also provides platform to explore qualities in women like leadership, perseverance entrepreneurship, innocence and effective utilization of resources.

3. OBJECTIVES OF THE STUDIES

The present study aimed to access the importance of the marketing strategies while exploring the SHG. Following are objectives of the study:

1. To analyze the determinants of marketing strategies for SHG products.
2. To examine the relationship of key market indicators of SHG products.

TABLE 1: NUMBER OF SELECTED WOMEN SHGS ACCORDING TO TALUKAS IN SANGLI DISTRICT

SR. NO.	TALUKA NAME	SHG BPL
1	ATPADI	12
2	JATH	24
3	KADEGAON	14
4	KAVATHE MAHANKAL	18
5	KHANAPUR	14
6	MIRAJ	55
7	PALUS	13
8	SHIRALA	13
9	TASGAON	25
10	WALWA	32
	TOTAL	220

(Source: Primary data compiled)

TABLE 2: MARKETING FACTORS & PERCENTAGE OF CONSIDERED FACTORS BY SHG

Marketing factors	Percentage of considered factors by SHG
Customer loyalty	85
Government policy	84
Advertisement	43
Distribution channels	45
Sales promotion	35
After sales service	40

(Source: Primary data compiled)

4. ANALYSIS

DETERMINANTS OF MARKETING STRATEGIES FOR SHG PRODUCTS

Marketing factors are useful planning and developing marketing strategies, so that the marketers can develop decision after proper evaluation of the internal and external environment. The different variables encompass the internal and external spheres.

The different factors like strength and opportunities of an a group, market structure, market demand, customer preferences, market competition, financial resources, cost structure exerted most participating in formulating the marketing strategies.

The factors which are important but were considered secondary like impact of customer loyalty, government policy, research and development, advertisements, distribution channels, sales promotions, after sales service. It can be seen that SHG groups are more aware of the market size, structure, demand in developing marketing strategies. The other factors are not considered to major extent for formulating the marketing strategies. Actually, liberalization has resulted in increased competition, increased quality consciousness and market planning which is the basis for the formulation of marketing strategies. Thus by only combining the marketing goals the SHG can develop their marketing strategy only by considering production cost, ability to produce and try to generate profits. It implies that SHG embraces the various determinants for developing the marketing strategies.

5. KEY MARKET INDICATORS OF MARKETING STRATEGIES FOR SHG

There are number of factors which influence the firm's decision making. Whenever the market requirements are analyzed it is evaluated that there are significant factors like government incentives, market competition, distribution network, product attributes, advertisements, sales promotion, government policies, etc contribute for the marketing strategies of the groups.

Similarly, when the factors like technological up-gradation and research and development comes SHG were less considered with adoption of newer technology. It implies that market accessibility of SHG is limited due to financial and resource constraints. They have the willingness to upgrade themselves with new technology but the cost of the product increases. However, customer bargain on competitive prices as other option exist in the market. Investing in Research and Development and increasing the unwillingness of the buyer to pay higher prices for the products which makes difficult for SHG to survive in the market. The government is certainly offering the incentives in the form of financial aids, infrastructure, taxation, market, etc.

It is observed that SHG identify incentive programs as the basis for formulating marketing strategies. In the same preface, business environment is significantly related to the competitor's strategy, market structure, customer loyalty. So the SHG have to assess the market in the light of business environment while formulating the marketing strategies.

Environment is constantly changing. The change may be faster or slow. The business environment is the totality of all factors which are external to and beyond the control of the business units. The environmental factors are many in number and in various forms. Modern business people have to understand these environmental factors in proper manner and adapt to them for the effective and efficient conduct of the business.

SHG have to analyze the different environmental factor like social culture, economic, government policies, etc The socio cultural environment which includes the customer's values, customer preferences, customer loyalty while framing the marketing strategies for that purpose understanding the customer behavior will enable the SHG to take marketing decisions, which are compatible with the consumer's needs.

Even the product quality shows an important support with the distribution network, advertisement which enables the long term sustenance in the market. Even product positioning through proper distribution channel, advertisements providing after sales services results more satisfied customers.

It is observed that successful marketing strategies bestow a successful relationship with the components of the market, government policies and unique potential possessed by SHG. A major requirement is to know the long-term needs and desires of the customer so as to be able to offer better and added value on top of the core service.

6. FUTURE SCOPE FOR THE STUDY

The above study can be further expanded considering the details of the business environment with its different components which causes a changes in the marketing strategies. The marketing strategies which play a key role in the success of any business.

7. CONCLUSION

The SHG have to concentrate on the development of the marketing strategies for the purpose of which the analysis of business environment is must. The SHG have to recognize strategic decision making importance for the success of the business however for the survival in the market and for facing the global pressure, the SHG require constant upgradation of information and market requirement. Developing a marketing strategy is one of the most challenging task for the SHG. Marketing factors are useful in planning and developing marketing strategies.

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