

Rural Marketing: The 'RUDI' Way

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Indian rural marketing has always been complex to forecast and consist of special uniqueness. However many companies were successful in entering the rural markets. They proved that with proper understanding of the market and innovative marketing ideas, it is possible to bag the rural markets. It is very difficult for the companies to overlook the opportunities they could from rural markets. Looking at trend Rural Marketing is not remained the pitch to be played only by the big corporate houses, but the Non-Government Organization who work with Self Help Group Theory have also entered in this zone to meet their vision on social empowerment. This case highlights the initiatives taken by SEWA (Self Employed Women's Association) by establishing the RUDI brand for the marketing of agro commodities. It also covers the promotional measures taken by SEWA to promote the brand, the challenges faced and the future plan.

Keywords Rural Marketing, Brand RUDI, Promotion of RUDI, Distribution Channel, Challenges