

Design and Implementation of Communication Strategy in Rural Markets: A Case of Tata Shaktee GC Sheet Brand

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1. Introduction

The Indian rural market with its vast size and demand base offers a huge opportunity for multinational as well as domestic companies. As urban markets are maturing, the companies have started shifting focus from urban to rural areas which has about 128 million households. As a result of the growing affluence, fuelled by last 13 good monsoons and the increase in agricultural output to 200 million tonnes from 176 million tonnes in 1991, rural India has a large consuming class with 41 per cent of India's middle-class and 58 per cent of the total disposable income. The importance of the rural market for some FMCG and durable marketers is underlined by the fact that the rural market accounts for close to 70 per cent of toilet-soap users and 38 per cent of all two-wheeler purchased. The rural market accounts for half the total market for TV sets, fans, pressure cookers, bicycles, washing soap, blades, tea, salt and toothpowder. The rural market for FMCG products is growing much faster than the urban counterpart.

The rural markets though seem very attractive, but rural roads are not straight: Low per capita disposable incomes that is half the urban disposable income; large number of daily wage earners, acute dependence of agriculture on the vagaries of the monsoon; seasonal consumption linked to harvests and festivals and special occasions; poor road infrastructure; power problems; and inaccessibility to conventional advertising media are some of the problems companies face in hinterland. The heterogeneity and spread of rural markets i.e. 73.9 crore population spread over 6.38 lakh villages, 16 scheduled languages and 116 local vernaculars, vast variations in literacy levels thus create a challenge for awareness in these areas. The advertisement and other means of communication in rural areas are entirely different from those practiced in urban areas. Companies need to do an in-depth study of the mindset of rural consumers in each region before developing a communication package for a product, with different product categories requiring different set. The present case study deals with the brand development and rural communication strategies developed by the company for **TATA Shaktee**, a GC sheet brand in rural markets. The study has been done in consultation with a rural consultancy firm MART. The case addresses the challenges faced in communication by the said brand in rural areas. The case also suggests strategies to differentiate the product in a commoditized market and communicate product value for consumers.

2. Review of Literature

Arora et al, 2006 reviewed that the major challenges faced by the rural marketing in order to win the rural race are related to dispersed nature of the rural population, seasonal demand, and price sensitivity, social and behavioral influences. It is very difficult to communicate to rural consumers because of the low awareness levels, low education, and traditional approach. The use of males, mandis, haats and vans to disseminate product information and reach has proved to be a more potent mode of communication. Other methods are use of local brand ambassadors, sponsoring tournaments and organising exchange melas or service camps to build brand awareness and loyalty.

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Arora et al, 2006 are of the view the government initiatives in form of policy implications and infrastructural development will pave the way for making this sector lucrative. Rural marketing is an altogether a new discipline because the marketing strategies, which a manager follows in urban marketing do not hold true in rural marketing.

Singh et al, 2006 presented rural consumer behaviour in their study. They inferred that the sale in rural areas are concentrated with few dealers. Based on brand name, symbol and colour of packing material offered by the firms the farmers were able to discriminate the pesticides. The study brought to light that farmer were highly sensitive towards price of product and credit facilities and when credit facilities are made available to the farmers by the dealers coupled with the reasonable pricing of products, farmers become more and more loyal to dealers, the study also showed that 80 per cent dealers in the study area dealt in pesticides along with fertilizers and seeds seventy per cent dealers had more than 10 years of business experience and credit sales personal sales, personal contact and supply of calendars were the most important promotional strategies followed by the dealer. The price of pesticides and credit availability were the important factors influencing the loyalty of the farmers towards the purchase of pesticide.

Das, 1995 compared urban consumers in Calcutta and rural consumers from three villages in West Bengal, it was observed that retailers are the major influence in purchase of soaps. In urban areas, advertisements influenced attitudes, of which television was the dominant media.

Ghosh et al, 1994 concluded that not all commercials are accepted by rural folk. Social workers recount stories of advertisements that confuse or scandalize rural viewers. For instance, members of some rural communities in Rajasthan were offended by the halo shampoo spot featuring female models with beautiful bouncy hair. The reason was that here it is considered indecent for woman to let down their hair in public. The villagers were bemused by the *strepsils bahut mazaa* aya advertisement (Ghosh, 1994)

Sirbhaiya, 1993 observed that rural markets depend upon word-of mouth communication to a large extent. The villagers prefer to use a source on whom he/she can trust; these are generally friends, relatives or neighbours. In a study on influences upon consumer behaviour in villages near Jamshedpur, it was observed that the most important interpersonal source was the person who possessed the product. A mistry was considered the person to be consulted in the case of bicycles and a tailor in the case of sewing machines.

Baptist, 1992 carried out a study on the role and influences of the retailer in East Singbhum, a district of Bihar. In this study, the rural areas included the Haata and Kaandra Villages, situated about 25 kms. from Jamshedpur. The study suggested that the importance of the rural retailer as a source of information is greater for rural consumer than for the urban consumer.

3. The Brand TATA Shaktee

Tata Shaktee is a brand by Tisco, a major producer and marketer of steel in the country with an integrated steel plant at Jamshedpur. Tata Shaktee presently is a market leader in branded GC sheets with a market share of about 27 percent, which varies across territories ranging from as high as 40 percent in Rajasthan to a low 14 percent in Marathwada .GC sheet is known by different names in different parts of the country:

Chaddar in UP, *Nalidar Chaddar* in MP, *Patra* in Maharashtra, *Tina* in Bihar.

Till recently, steel was sold as a commodity and no company made an effort to promote it as a brand. Tata products marketed as brands included bearings, tubes or agriculture implements, but these form a relatively small part of the company's portfolio. The paradigm shift to promote steel products (flats and longs) like sheets, construction bars and even coils that are used in consumer durables and cars as brands happened very recently. G C Sheets are mainly used for roofing in rural houses, also used for making sidewalls and shop extensions and for making cattle sheds. Competing products include thatched roofs, tile and asbestos cement sheets and to a small extent RCC. Within the GC sheet category, it faces competition from regional GC sheet brands. The key factors determining the GC Sheets trade are the presence of many competing products at national and regional/local levels. The sale of the GC sheets is seasonal with peak demand in March, April, May. Price drops by 15 % to 20% during lean season. Consumers are almost entirely from rural areas and small towns, including from high rain terrain. GC sheets face threat from substitutes such as Asbestos sheets at low end, RCC at high end. Competitors were mainly fragmented regional players who were not transparent in product offerings. Local players offer brands mnemonically similar to Tata Shaktee such as *Surya Shaktee*, *Maha Shaktee*. The unorganized players were having commodity-selling behavior; price is decided to liquidate material quickly. There were minimal brand building activities with rudimentary distribution channel.

Consumers of GC sheets are R2, R3, R4 i.e. lower section of rural society (Annexure Rural Socio-Economic Grid)* having lower literacy levels concerned about product quality, but need to be educated very susceptible to retailer push/ influence. In the long and flat category, products and brands in the company portfolio are.

- Tiscon- Rebars.
- Steelium- CR sheets for fabrication.
- Tata Shaktee (TS).- Galvanized Corrugated (GC) sheets

4. Branding and Communication for Tata Shaktee

Earlier sheets were sold as a commodity, largely through large wholesalers with no differentiated Brand name. TISCO re-launched Galvanized Corrugated (GC) sheets in 2000 in the retail construction segment through an innovative distribution system. Twenty-eight distributors were appointed to service about 1500 retailers. The product range was enhanced from the original 10 SKUs to 72 SKUs.

4.1 Distribution Channel for Tata Shaktee

Retailers are located mainly in feeder towns (>20000 population) with most retailers selling multiple brands through their outlets. Most retailers also sell other construction products such as hardware, paints, cement, plywood, reinforcement bars etc. Monthly profit of a retailer turns out to be Rs 10 to 20000 of which GC sheets contribute 40% - 50% of turnover. So the retailer is a margin sensitive product responsive to incentive schemes with low financial capability to invest in promotion activities. GC not universally understood, known as *Patra*, *Chaddar*, *Tina* in various region. The usage of GC sheet product category was on decline. It was facing competition from substitute products thatched grass roofs/ Tallis/ AC sheets on one hand and regional GC sheet brands on other hand. Consumer may reside in remotest location but purchase happens from feeder town. The targeted segment was prominently illiterate and were having low buying capacity. Construction / repair of house is seasonal; hence communication needs to be in sync.

4.2 Critical Points of Communication for Tata Shaktee

- The Head of family who makes decisions relating to purchase / financial spends maximum time at his fields during day.
- Tata Shaktee commands a Rs 10 – 15 premium per sheet over other brands.
- Technological superiority like RCP, 120 GSM Zinc coating difficult to comprehend and was to be communicated in simple and utility aspects to consumer
- Variations within Hindi as a communication language; Hindi A in Bihar, Jharkhand and Hindi B in UP, MP
- Being a durable product, Opinion leader like Mistris play a role because of rational decision making process
- Communication needs to focus on Demonstration, Touch & feel for an impact

4.3 Addressing the Challenge: Communication plan

The challenge was to promote the brand through effective communication. The objective of the campaign was to communicate the benefits of Tata Shaktee vis-a-vis other brands. Tata is the first brand to mention sheet thickness. *Consumers' ask for it as 63 no. wala chaddar dena* (Rural people often recognize brand not through name but number) Since this was only company to launch wide width GC Sheet, benefits of wide width GC sheet to was to be communicated to the customers. It was to be communicated that with Tata Shaktee, there is a low cost of constructing a house as these had less number of sheets required to cover the same area and less no. of accessories required.

What needs to be communicated to consumers?

It was decided that communication should focus on consumer benefits and not product attributes. Comparison between total cost of roof (understructure+ cladding material+ labour) between asbestos sheet/thatch /tallis and GC sheet should be communicated. Advantages of thicker GC sheets over thinner sheets. GC sheets are fire resistant and provide safety and security to the whole family. This should be clearly brought out in communication message. Communication message should focus on longevity and durability of GC sheets with special reference to *Tata Shaktee* sheets Benefits of product specification printed on Tata Shaktee sheets. This type of communication message highlighting consumer benefits will also help in advertising the product against substitutes.

Communication Objectives

The campaign was started with the following objectives:

- Creating Brand awareness of Tata Shaktee GC Sheets
- Product demonstration
- Building relationship with customer and creating brand loyalty through a burst of below the line promotional activities

4.4 Execution of Communication plan: How to communicate the benefits of the brand to rural consumers?

The benefits of the brand were communicated in two phases

Phase 1 (2001-03)

Phase 2 (2004 onwards)

Phase I (2001-2003)

Medium chosen for communication were Wall painting, Shutter / shop painting, VOW (Video on Wheels), POP (Point of Purchase) displays in Phase 1. The choice of media had following issues

- Shop/shutter painting and POP displays were restricted to dealer shops. As consumers of GC sheet reside largely in villages and the product (being a durable) is sold from feeder towns, impact of this medium will be felt only when consumer visits a dealer shop
- Wall painting is best used as a reminder medium but all product attributes cannot be accommodated because of limited space available.
- VOW may not be a cost effective medium for this product category
- The target segment for GC sheet is the male head of family who is the decision-maker. He is away to his fields during the day and returns only in the evening; hence the time window available to target him is extremely limited. Turnout at VOW campaigns includes many small children who gather around the van for entertainment.

In 2004, Flat Products marketing team invited fresh bids from advertising agencies for managing advertising account. The seven top national advertising agencies pitched for the account. **Rediffusion DY& R**, Kolkata partnered with MART, India's leading Rural Marketing Consultancy and approached to make a joint bid for Tata Shaktee account. For the bid, Rediffusion focused on designing above the line communication strategy, while MART worked on below the line communication and how to cost effectively connect with the rural masses. The joint team of **Rediffusion + MART** was successful in winning the Tata Shaktee account. A preliminary field visit by Rediffusion + MART team to Uluberia (West Bengal) and interiors of Kanpur Dehat to gain better understanding of product category/ brand, consumer behaviour, through interaction with dealers/ retailers and rural consumers/ non consumers learnt the following..

5. MART's Proposed Strategy

To utilize rural congregation platforms like Haats, Melas... to reach and educate rural masses on product/ brand benefits and possibly create an experiential opportunity. Haat is the business nerve centre; visitors are in buying mode. Bigger haats in 5000+ population village, which retail a range of FMCG products were chosen. They had a catchment area of 20 – 50 villages, Average visitor turnout 4500 +, Majority of visitors belong to R3, R4 segments, mostly male, decision makers and also have reasonable purchasing power, ..In case of haats, which are biweekly, day when the haat has maximum visitor turnout were targeted. Mela has a wider impact area and spreads across to other districts/ states. Melas are organized after the harvesting season when farmers are cash rich. This coincides with the peak period for Tata GC sheets as well. Mela offers a wider scope for branding, as communication message can be weaved with in interactive games and folk media to involve people. Mela offers a unique platform to address the issues pertaining to entire family. Commercial melas (commodity fairs, exhibitions) were targeted. A two months pilot was undertaken in selected districts of UP, AP and West Bengal comprising on field participation in haats (*5 top haats/ state and 2 consecutive outings per haat*) and 2 melas (3 days/ mela).

5.1 Branding of Communication Platform (*Activity Details*)

A 6x6 ft branded modular stall was put up at prominent location. PA system/ tape-recorder were used for attracting visitors to stall. Sample GC sheets for demonstration (*made available by local retailer*). Handbills with local retailers stamp distributed & visitor's database recorded. Twenty days validity scheme and token gifts to visitors.

Exhibit 1 Learnings from Preliminary Field Visit**Product/ Brand*****Favour***

- GC sheets are lighter than asbestos sheets/tallis/thatch and require a lighter understructure
- GC sheets are easy to re locate compared to asbestos sheet/tallis/thatch
- GC sheets have a longer life 15-20 years as compared to other competing categories
- GC sheets are fire resistant
- Tata sheets enjoy a good brand equity in the market
- Tata is the only GC sheet having product specification printed on it

Against

- GC sheet is more expensive than asbestos sheets/thatch roof/tallis as a product.
- But when total cost of roof (understructure, cladding material and labour) is considered GC roofs are cheaper
- GC sheets roof makes the house hot compared to other materials
- Consumers are shifting to thinner GC sheets since prices have increased by about 30%. Tata Shaktee does not have any product offering in thinner sheets.
- Competition (Jindal, National...) product range starts from 0.14 mm thickness where as Tata starts from 0.25 mm
- Tata sheets price is about 5% higher than nearest significant competitor

Consumer point of view***Favour***

- Consumers shifting to GC sheets from thatch/tallis for reasons of long life.
- Asbestos sheets usage is declining rapidly due to health hazards
- Consumers are concerned about the safety and security of their families and prefer fire resistant GC sheets
- Rural consumer feels that quality of Tata sheets is better than the competitors

Against

- Target segment for GC sheets is R3 & R4 who are very price sensitive
- Low literacy level of consumer means he can be easily duped by the retailer
- Lesser knowledge about the product specification printed on Tata sheets and its implications

5.2 Learning's from Pilot Project

Two consecutive visits in haats were not required, as most visitors are regulars at haat. As company's larger objective is brand promotion, it would be a better to have single outing and participate in more number of haats to cover larger geography. Male heads of family/youth play a major role in decision making/ purchase process for GC sheets. It was therefore decided to focus on this particular segment. As melas are more an entertainment/family outing place, it was jointly decided to drop melas as a promotional platform. Haats are not held in some states so grain mandis were selected in these states. Mandis were selected as all rural people visit these for selling their agricultural produce. Mandis are agricultural markets located in 10,000 + pop strata, high agriculture production centers. Catchment area of mandi: 100 villages, 1.36 lakh population.

Activity in mandi picks up after harvesting season when farmers are cash rich. This coincides with the peak period for Tata GC sheets as well male head, who is a decision maker in the family visits the mandi. Majority of laborers at mandis are from *BIMARU*

states, who return to their homes after harvesting and take up construction/repair works of their own homes, before the onset of monsoon

5.3 Roll Out of Haat Campaign-2004: “Implementation ki Gatha”

As the roll out plan involved 1000 haats spread over nine states (67 districts) MART identified local field implementation partners for the roll out in 1000 haats/ mandis between January –April, 2004.

Haat team included two promotion executives from field implementation partner. Tata Shaktee local dealer/ dealer representative, Tata Shaktee distributor sales coordinator/ sales executive MART Coordination team: 2 regional coordinators at Calcutta and Maharashtra and one national coordinator based at Delhi

Exhibit 2 Promotion Material (collaterals) per Haat

- Modular stall (in regional language) – 1
- Handbills (both normal GC sheet and wider width GC sheet)–500nos. (300:200)
- Key rings – 300 nos.
- Dangler – 1
- Cloth Banners – Minimum 2 (more where haats have multiple entry points)
- Audio Jingle (in regional language)
- A sample GC sheet
- Consumer Questionnaires – 10 data sheets to be filled up per haat
- Retailer stamp on handbills
- Tata Shaktee branded cap and T-shirt

5.4 Learning’s from Roll out in 2004

Mapping of haats was done by MART alone. As a result though the haats/ mandi selected met evaluation criteria at times haat was found to be about 40 – 50 kms from the nearest dealer due to which he could not participate and product technical queries remained unanswered. Also sample sheet could not be displayed because the company dealer was responsible for physical transportation of GC sheet. Mismatch in location of haat and dealer also inconvenienced consumers, as they had to travel long distances for purchase of Tata Shaktee GC sheet. It was learnt that company should ensure availability of consumer price lists & a scheme with fixed validity period. Company should also ensure availability of both normal & wider GC sheet samples at haat

5.5 Improvements proposed for roll out in 2005

Sufficient time for planning process to be incorporated and would start about 3- 4 months in advance. Company to give a list of selected districts to MART, who in turn will shortlist top haats and send back to company for ratification from distributors. This would be treated as final list of haats.

5.6 Haat Hungama Campaign – 2005

The success of Haat campaign in 2004 encouraged company to double the number of haats and mandis to 2000 spread over 17 distributor locations (135 districts)

Additional Promotional material was planned for 2005 over previous year campaign

- Haat Hungama welcome stand (to greet visitors coming to stall)
- Set of flash cards (5 famous Indian monuments & 3 hit filmy jodi, brand game)
- Tata Shaktee flip chart (for uniformity in communicating with consumers)

5.7 Learning's from Roll out in 2005

Proper planning process yielded better results over 2004, however some shortcomings were identified. Though company involved distributors in finalizing list of haats, majority of them were still not clear about the entire objective and hence were not able to give sufficient inputs in haat mapping. Non-availability of sample sheets at haat site was still a problem.

5.8 Solutions proposed for Roll Out in 2006

MART consultant was to physically travel to all identified distributor locations during the initial planning stage, explain the objective of haat promotion exercise and involve company officers/distributor/ dealer persons in preparing final list of selected haats. Transportation of sample GC sheet to be responsibility of MART promotion team. Team to take a sample sheet from the distributor/dealer and put it on a carrier mounted on the travelling vehicle. This ensured the availability of sample sheets at all haat/mandi locations. Haat Hungama 2006 was also spread over 2000 haats/ mandis and was a major success in further strengthening Tata Shaktee brand and its attributes and increasing brand salience and patronage among rural consumers.

Tata Shaktee Haat Hungama Campaign from Communicator's Viewpoint – A Bird Eye view

The AIDA model of communication (*Baldwin & Ross, 1992*), although the oldest is best known response – hierarchy model. Tata Shaktee Haat Campaign 2004 started off as a basic level campaign with the sole objective of registering its brand in consumer's mind and increasing its awareness and therefore was limited to fulfill the first two elements in AIDA model i.e., *Awareness and Interest*. In 2005 & 2006, the branding of the campaign was done as *Tata Shaktee Haat Hungama* and a specific brand theme was christened: **“Sardi – garmi ya barsaat Tata Shaktee hardum saath”**

Interactive brand games centered on this broad campaign theme were designed like a Set of flash cards (*5 famous Indian monuments & 3 hit jodi from Bollywood/Cricket*). Consumers were asked to identify the monuments and the faces of hit jodis (*half face male & half face female*) and the winner walked away with a gift. Consumers were also explained the logic of designing these games and how with the usage of Tata Shaktee GC sheets their homes will last longer, just as the monuments have survived the travails of time and hit jodis association have strengthened over the years. In brief, the campaign in 2005 & 2006 focused not only on awareness but went ahead in convincing the consumer and arousing desire/ interest about the brand and finally motivating to take the next step forward of visiting near by dealer's place for more specific enquiries and conversion to sales.

6. Communication Issues: Lessons for Tata Shaktee

As discussed above, for GC sheet the target segment is largely R3 & R4 class (Rural Socio-Economic Grid) which are prominently illiterate and have low buying capacity. For Tata Shaktee, major competition is from thatched grass roofs/ Tallis/ AC sheets (apparently a low roofing option) and regional GC sheet brands on other hand. It is also true with Tata Shaktee because of its technological superiority commands 10 – 15 % premium over other competing brands. This in itself presents a huge challenge and makes the communicator's task complex because to convince a rural consumer who is illiterate and having low purchasing power to buy a product/brand which is a costlier option is a difficult task.

Hindi A was used for all communication purposes in Bihar & Jharkhand and Hindi B was used in UP, Haryana etc. Marathi may be the official language in Maharashtra but for all practical purposes in our campaign Hindi C was the language used in Vidarbha region of Maharashtra

- Technological superiority like RCP, 120 GSM Zinc coating is difficult to comprehend and needs to be communicated in simple and utility aspects to consumer. It is difficult to explain through communication how 120 gram/sqm of zinc coating, applied uniformly using computerized machines is of benefit to consumers. Through one on one communication we emphasize that the purpose of Zinc (*Jasta in consumer language*) is to prevent rusting and therefore it is important to have uniformity in application, or else the sheet will start rusting from the point where zinc coating is less. This will in turn decrease the life of the roof
- Advertising professionals are primarily city bred having Urban centric mindsets and though creatively the idea may be brilliant its execution may come a cropper if they fail to read rural consumer mindsets or do not understand customs/traditions
 - o Five famous Indian monuments chosen for identification though famous (*Taj Mahal, Qutab Minar, Hawa Mahal, Golden Temple and Charminar*), showed higher awareness in North and Central parts of the country. Consumers in southern and eastern regions failed to identify majority of monuments and hence the whole idea of communicating brand message was lost.
 - o Flash cards showing faces of hit jodis (*Raj Kapoor/ Nargis, Amitabh Bacchan/Rekha*) were not identified by many consumers as apart from *Amitabh* other three are from bygone era. On other hand, as the brand theme to be communicated was “*Hardam Saath*” it could have made more sense if those cinestars were selected who not only acted in films together but also married thereafter to be together through out life .In fact the choice of *Amitabh Bacchan/ Rekha* in same frame proved to be controversial in Eastern UP as the consumers were well aware of *Amitabh/Rekha*’s past and objected to seeing them both together in a single frame GC sheet is a durable product, which may not involve an impulse purchase. It is generally purchased on need requirement basis, i.e. if any brand promotion exercise is carried out today, this automatically would not translate into sale with in a few days or even to in that particular season. This problem makes the communicator’s task difficult as he needs to design a plan that retains the consumer interest in brand over a longer period

Impact of Tata Shaktee Haat Hungama Campaign

The impact of Tata Shaktee Haat Hungama Campaign was visible very soon. There was 40 percent increase in footfalls at Tata Shaktee haat stall (year on year basis), total 3.8 million visitors exposed to brand over 3 years and 25 percent upswing in sales.

7. A Peep into the Future

While the success of HAAT as awareness medium has been proven over the years, strategists and brand managers for Tata Shaktee have already started looking beyond haat as a mere awareness medium, the future strategy aims at whether haats can be converted to sales platform (most FMCGs use haat as POS) and what is required to convert it to POS – do we sell here or convert it to an in-between medium (sales lead generator). Whether it will compliment traditional channel or substitute it .How to choose non-

traditional POS (consumer durables). It is concluded that communicating to rural consumer is always an uphill and constantly evolving task, which requires careful planning at each stage. One has to take help of local melas, haats, opinion leaders to communicate the right message with total benefits from product as the main theme rather than the product. The role of opinion leader is very important in rural communications.

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ANNEXURE

Rural Socio-Economic Grid

Education	Type of house		
	Pucca	Semi Pucca	Kuccha
Illiterate	R4A	R4A	R4B
Below SSC	R3A	R3B	R4A
SSC/ HSC	R2	R3A	R3B
Some College not Graduate	R1	R2	R3B
Grad/ PG (General)	R1	R2	R3A
Grad/ PG (Professional)	R1	R2	R3A



Exhibit 1: A cross section of Tata Shaktee GC Sheet showing the thickness, 0.63mm being encrypted on sheet



Exhibit 2: Sample of normal width, 2.75ft and wider width, 4.0ft Tata Shaktee GC Sheet

बी एम डब्लू वेन्चर्स लिमिटेड							
(टाटा स्टील के अधीकृत डिस्ट्रिब्यूटर) 112, त्रिवेणी एपार्टमेंट, इन्ड बोरिंग कनाल रोड, पटना फोन नं०: (0612)2531646/2533992/2523865/2523819 फैक्स: 2527723							
टाटा शक्ति जी सी शीट का 'अनुशंसित उपभोक्ता मूल्य' नीचे लिखे मोटाई एवं लम्बाई के अनुसार 15 नवम्बर 2003 से लागू होगा। यह मूल्य 15 जनवरी 2004 तक प्रभावी रहेगा।							
अनुशंसित उपभोक्ता मूल्य, प्रति शीट (सभी टैक्स समेत)							
मोटाई X चौड़ाई	6 फीट (1830 एम एम)	7 फीट (2135 एम एम)	8 फीट (2440 एम एम)	9 फीट (2745 एम एम)	10 फीट (3050 एम एम)	12 फीट (3660 एम एम)	14 फीट (4270 एम एम)
स्टैंडर्ड चौड़ाई वाली जी सी शीट							
0.25 X 800 mm	155	180	205	230	255	305	360
0.30 X 800 mm	175	205	235	265	290	350	410
0.35 X 800 mm	200	235	270	300	335	400	465
0.40 X 800 mm	220	255	295	330	365	440	510
0.45 X 840 mm	235	270	310	350	390	465	540
0.50 X 840 mm	245	285	325	370	410	490	570
0.55 X 840 mm	260	305	350	390	435	520	605
0.60 X 840 mm	275	325	370	415	460	550	645
0.63 X 840 mm	290	335	385	435	480	575	675
ज्यादा चौड़ाईवाली जी सी शीट							
3.5 फीट चौड़ाई							
0.40 X 1060 mm	305	355	405	455	505	610	710
4.0 फीट चौड़ाई							
0.50 X 1220 mm	360	415	475	535	595	715	830
0.60 X 1220 mm	410	475	545	610	680	815	950
सबसे कम कीमत!							
टाटा स्टील उपभोक्ताओं के हित में हमें टैक टाटा शक्ति जी सी शीट पर मोटाई MM में अंकित करती है, ताकि उपभोक्ता जी सी शीट की खरीद में धोखा न खाये।							
पूरे बिहार में एक ही दाम पर उपलब्ध।							

Exhibit 3: Sample of Recommended Consumer Price List



Exhibit 4: An Overview of Haat in Maharashtra



Exhibit 5: Tata Shakti Haat Promotion in Progress