



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(10): 1375-1378
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www.thepharmajournal.com
Received: 17-08-2023
Accepted: 30-09-2023

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Analyse the marketing pattern and constraints of various moringa products of Aastha gram Sangathan self-help group (SHG): A case study of Raipur district of Chhattisgarh

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Abstract

In the chosen SHG, a total of 4 channels were utilized. Manufacturer to consumer comes first, followed by Manufacturer to Retailer to Consumer, Manufacturer to Wholesaler to Retailer to Consumer, Manufacturer to Agent to Wholesaler to Retailer to Consumer, and Manufacturer to Retailer to Agent to Consumer. Major barriers were the inability to obtain moringa during off-seasons, expensive packaging and transportation costs, a lack of advertising, subpar facilities, low knowledge and hygiene in the community, among other factors. Suggestions for improving specific SHGs in Self-service kiosks set up in market places and garden porch colonies will increase product sales while also informing consumers about the health advantages of the goods. Partnerships with neighbourhood super stores and e-commerce sites to increase shelf presence. Utilize and create various mobile.

Keywords: SHG, Marketing pattern, Distribution Channels

Introduction

The Self-Help Groups educate and empower women so they can actively contribute to the country's socioeconomic development. Creating SHGs with women has given them more authority. largely in order to address the credit needs of those who are the lowest of the poor, often consisting small/marginal farmers and landless agricultural labourers, SHGs are currently becoming more and more popular. Self-Help Groups, or SHGs for short, are tiny, economically homogeneous affinity groups of rural poor people who voluntarily meet to socialize and save modest amounts of money on a regular basis. According to reports, SHGs contribute to a nation's economic progress. Women make up the majority of SHG participants. As a result, women are becoming more involved in the economic growth of the nation. They additionally play a crucial role.

The Aastha Gram Sangathan Self Help Group of the Chhattisgarh hamlet of Biladi (Tilda) was established on March 3, 2016. These SHGs received support from the Krishi Vigyan Kendra (KVKs) of Indira Gandhi Krishi Vishwavidyalaya (IGKV), which allows them to sell their goods at KVKs, Kisan Melas, and occasionally local marketplaces as well. There are 300 people employed by Biladi SHG, and they are tasked with carrying out a variety of tasks, including the manufacture of seeds, the setting up of nurseries for various crops, the creation of vermicompost and NADEP compost, chain fencing, and the production of Gothan and Poha. The Biladi SHG employs people from neighbouring communities. For the production of various products, they created several groups. they joined in from March 2016 to 2017

Materials and Methods

In this study the following methodologies were used mainly selection of study area, sampling design and methodology, Method of enquiry & data collection, and analytical tools & framework.

1. Sampling design and methodology

Selection of district and block

Raipur district and block are selected. The Raipur Block and District are located in the lush plains of the Chhattisgarh Region. This district is located between latitudes 22° 33' N and 21°

14' N and longitudes 82° 6' to 81° 38' E. The district is bordered by the districts of Bilaspur in the north, Bastar and a portion of Orissa state in the south, Raigarh and a portion of Orissa state in the east, and Durg in the west. The district is located in the upper Mahanadi valley's southeast corner as well as the hills to the south and east of the basin. As a result, the district is physically separated into the Chhattisgarh plain and the Hilly areas.

2. Method of enquiry and data collection

In this study the data related to marketing pattern of selected self-help group is collected from Raipur District of Chhattisgarh.

Data Sources

Both primary and secondary data were collected for the study.

Primary data

Primary data was collected from the SHG members through interview schedule, questionnaire etc.

Secondary data

Secondary data was collected from the internet sources and website of SHGs.

3. Analytical tools and framework

This includes the detail analysis and percentage of marketing pattern of various moringa products for particular commodity of Aastha gram sangathan self-help group.

Results and Discussions

1. Analyse the marketing pattern of various Moringa products

Marketing channel - A link between manufacturers and customers

Means set of activities or practices necessary to transfer the ownership of product and move to product, from the point of production to the point of consumption. It is a useful tool for management. The distribution channels play an important role to distribute goods. Once a product is ready for the sales, next procedure is of putting the product in the market through different distribution channel. So that, product can be easily available to the people at their doorstep. Distribution channel is as under.

Marketing channel 1

Manufacturer to consumer

In this channel there is no intermediary. Manufacturer makes the goods and directly distribution to consumers.

Marketing channel 2

Manufacturer to Retailer to consumer

Retailer is the intermediary between manufacturer and consumer. They purchases goods from manufacturer and sells to consumer.

Marketing channel 3

Manufacturer to Wholesaler to Retailer to consumer

In this channel, there are two options, one is wholesaler and other is retailer. Wholesaler buys large scale and sells to retailer and the retailer sells to consumer.

Marketing channel 4

Manufacturer to agent to Wholesaler to Retailer to

Consumer

The Aastha gram sangathan (SHG) works on direct marketing channel. In this type of channel manufacturer sales the products directly to the consumers. This SHG has created its own counter for marketing and sales of the product. They don't have to depend upon any type of intermediaries for the marketing or sales of the products. This allows them to increase their profit by cutting the intermediary cost. It also removes the need of department to control the distribution. This cuts the number of skilled labour required. Also they didn't have to worry about the transportation of the moringa and moringa products as consumer takes it from here themselves. Moringa leaf powder, drumstick pickle, and moringa herbal tea all types of moringa products are available in the SHG and it is directly purchased by the consumer from here itself. Sometimes, the SHG sold their product in bulk quantity as requested by some customers. Some customers too purchased it from the SHG, members, itself. Sometimes, the SHG also sell their products in Kisan Mela or other KVKs also.

Table 1: Marketing pattern of Moringa products

Products	Marketing channel		Total Sale Quantity (kg)
	Producer to Consumers (kg)	Producer to Retailer/KVK (kg)	
Moringa	67	38	105
Leaf Powder	63.80%	36.19%	100%
Drumstick	30	15	45
Pickle	66.66%	33.33%	100%
Moringa	9	3	12
Herbal Tea	75%	25%	100%

2. Constraints in production and marketing of Moringa products and suggest some suitable measures to overcome them.

An attempt has been made in this section to highlight the important constraints faced at various levels by the cooperative self-help group. For studying this, the constraints were discussed under co-operative self-help group. The quality and quantity of moringa and moringa products are directly associated with the various activities involved. It was observed that number of problems faced by Aastha Gram Sangathan is related to collection, production, processing and marketing of moringa products. The following major constraints were observed in the self-help group. The collections of information from Aastha gram sangathan are given below:

Constraints in processing and manufacturing of moringa products

1. Moringa crop is a seasonal crop so there is unavailability of moringa in offseason.
2. Sometimes, the raw materials are also unavailable in the nearby markets or villages.
3. Lack of facilities in the village for drying, manufacturing and storing leads to the spoilage of the products.
4. Poor hygiene in processing and manufacturing section which causes spoilage of moringa and moringa products.
5. Lack of skilled persons in the village area, like quality control, processing and maintenance of machineries.
6. Due to inadequate facilities of new techniques and machineries they are not able to produce new kinds of moringa products.

Constraints in marketing of moringa products

1. The products of Aastha Gram Sangathan is based on direct marketing channel. So they do not have any other type of distribution channel thus, they are unable to reach wide range of consumers.
2. Some products like moringa herbal tea, are not much popular among the people which needed more promotional activities for marketing.
3. SHG shops for selling the moringa products are not

established in outside the city. Therefore, Aastha gram sangathan SHG faced the problem in marketing of the products outside the city.

4. They do not have any transportation facilities so they are unable to sale their product at distant places or markets.
5. There is more competition in bigger markets in cities. People won't buy the local products they prefer the products of big brands always.

Table 2: Marketing Constraints of selected Women SHGs

Sl. No.	Particulars	Weighted frequency average	Rank
1	Lack of marketing skills	1.40	1
2	Lack of quality	1.33	2
3	Lack of adequate price	1.33	2
4	Lack of consumer support	1.27	3
5	Un-organized marketing	1.27	3
6	High packaging cost	1.20	4
7	Lack of advertisement	1.20	4
8	High quality control	1.13	5
9	Lack of government support	1.00	6
10	Middlemen not providing remunerative price	1.00	6
11	Lack of marketing infrastructure	0.93	7
12	Long distance market	0.87	8
13	Competition among fellow SHGs	0.87	8
14	Lack market information	0.87	8
15	Transportation cost	0.73	9

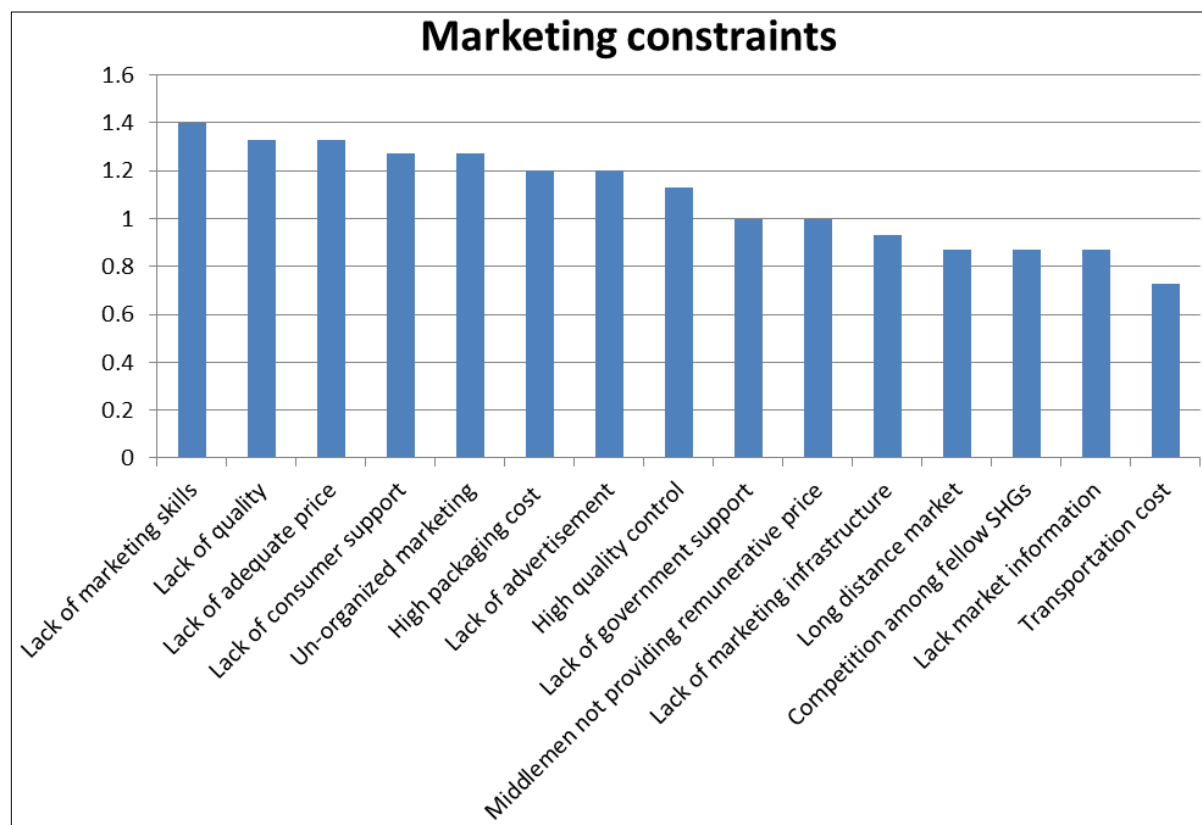


Fig 1: Marketing Constraints of selected Women SHGs.

Suggestions

- Proper storage facilities should be provided in villages to procure huge quantity of moringa and its products. It should also be carefully stored, so that the moringa and its products should not get spoiled.
- Skilled persons are required for handling the machineries and processing units.

- Proper training should be given to the members of SHGs about the manufacturing, processing and handling of the equipment's.
- Improvement in the hygiene of processing, manufacturing and storage units is required.
- The production of the moringa products should be in accordance with the demands of the consumers to avoid

the spoilage and wastage of the products.

- They should involve intermediaries to reach wide range of consumers. This will solve their narrow coverage problem.
- To popularize the products proper advertisement should be done outside the villages and city also.
- Establishment of separate shops for these organic or pure products should install the shops outside the city in order to increase their marketing outside the city.
- They should start transportation facilities in order to supply bulk quantity of moringa and moringa products demanded by the consumers.
- Distribution of the product should be focus to many more places so that the availability of the product will be increased in the market and to gets more profit gains.

Conclusions

Total 4 channels used in the selected SHG. First is Manufacture to consumer second is Manufacturer to Retailer to consumer, third is Manufacturer to Wholesaler to Retailer to consumer, and fourth is Manufacturer to agent to Wholesaler to Retailer to Consumer. Major constraints were found in order of their ranking priority of SHG Biladi were unavailability of moringa in off seasons, high packaging cost, transportation cost, lack of advertisement, poor facilities, knowledge and hygiene in village etc. Suggestion for betterment of selected SHGs in Tie ups with local super markets/ e-commerce space to increase shelf presence is recommended and establishing self-service kiosk in garden porch colonies, market places will enhance product sale along with educating about the products health benefits, Use and develop different mobile apps in future, which provide platform to buyers and sellers for better market access, Improve packaging and grading standards to make products attractive to consumers, Emphasis should be given to plan the production targets according to the products which have high profit loading with respect to variable cost and not according to raw material availability.

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