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# Online Marketing for Jaggery and Kolhapuri Chappal (OMJKC)

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**Abstract:** Kolhapuri Chappal and Jaggery both are main products and identity of Kolhapur. No. of suppliers are also available for these both products. The clusters of Kolhapuri Chappal and Jaggery produce good quality and quantity of products. The demand of Kolhapuri Chappal and Jaggery is all over. OMJKC will provide E-Market through website for these products. Also, helps to enhance the business and productivity of both products. The main objective is to open the doors from Rural To Global market.

**Keyword:** E-Market from Rural to Global, Support to clusters to enhance business and productivity

## I. INTRODUCTION

Since the 1980's the mass rural market was used to attract the marketers in Indian consumer market. The fact that 70% of country's population was unaddressed, which was the major attraction for marketers. In recent time this attraction has increased with the additional money that comes into hands of rural consumers due to green revolution, rise in Agri-produce prices and MNREGA spending.

## II. PHASES IN RURAL MARKETING

### A. Before 1960's

It was completely an unorganized market where "baniyas and mahajans" dominate the market. Rural marketing was another word for agriculture marketing because, agriculture produces like food grains and industries like cotton, oil seeds, etc. occupied primary attention.

### B. 1960 to 1990

The greatest thing which happened in this period was green revolution which led to farming involves scientific and technological methods and many poor villages become prosperous business centers. Rural marketing meant "marketing of agriculture inputs" and "agriculture marketing". Agencies like khadi and village industries commissions bloomed and government paid attention to promote these products.

### C. After Mid 1990

Since 1990, India's industrial sector had gain strength and maturity. Its contribution to GNP increased substantially. With support and development programs of center and state government rural area progressed socially and economically and emerges as a new market. Rural marketing was considered different from agriculture marketing. Rural marketing define as a function which manage all those activities in assessing, stimulating and converting the purchasing power of rural people into an effective demand for specific products and services and to create satisfaction and better standard of living for achieving organization goals. Rural marketing in Indian economy can be classified under two broad categories these are: the market for consumer goods that comprise of both durable and non-durable goods and market for agriculture inputs that include fertilizers, pesticides, and seeds and so on.

## III. RELEVANCE/ MOTIVATION

The Directorate of Industries, Maharashtra State has identified a cluster for Kolhapuri Chappal at Kolhapur under Micro and Small Enterprises Cluster Development Programme (MSE-CDP) of Govt of India. The cluster is promoted through Special Purpose Vehicle (SPV) viz. KOLHAPUR CHARMODYOG CLUSTER, KOLHAPUR, a registered under Charitable Trust Act vide No. MH/26707/Kolhapur dtd. 31.03.2010.

Kolhapur is also well connected by Railway and Road network by national highway. This is the available good infrastructure and nearness to the Mumbai market promoted the Jaggery making cluster of this area. The Jaggery Cluster will help for Jaggery manufacturing and marketing in India and abroad too.

The main objective is to open the doors from Rural To Global for Kolhapuri Chappal and Jaggery suppliers. Considering the History of Kolhapuri Chappal and production of Sugarcane in Kolhapur villages; it is motivated to carry out the project work.

# COMPONENTS OF A KOLHAPURI CHAPPAL

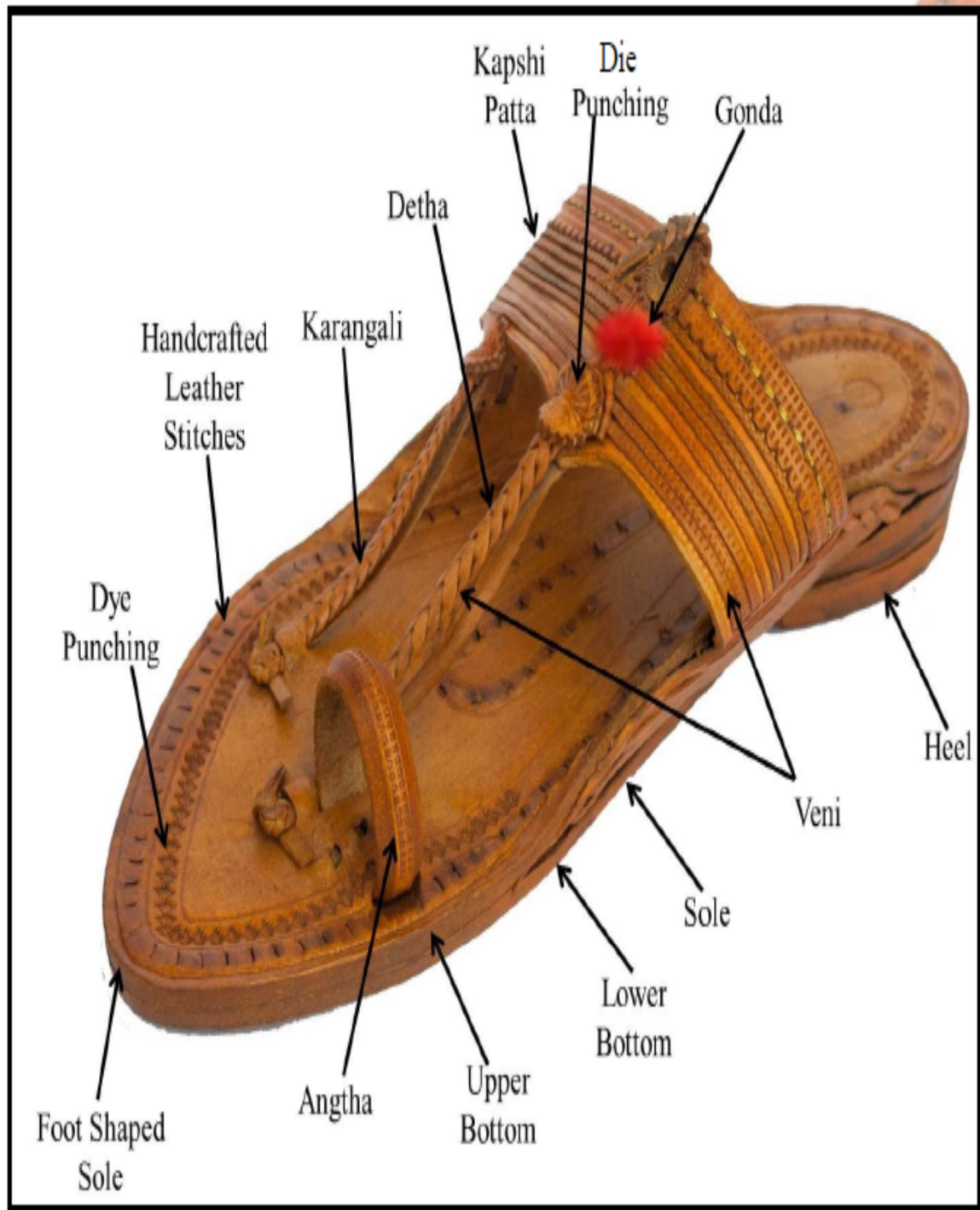
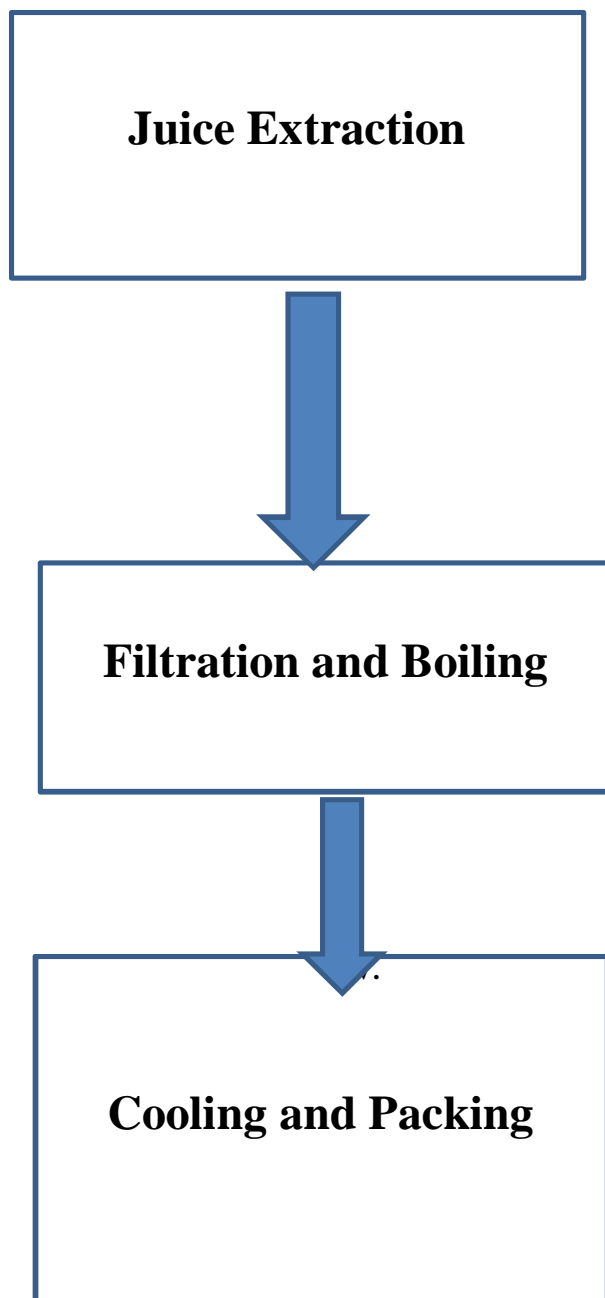


Figure 1 Components of Kolhapuri Chappal

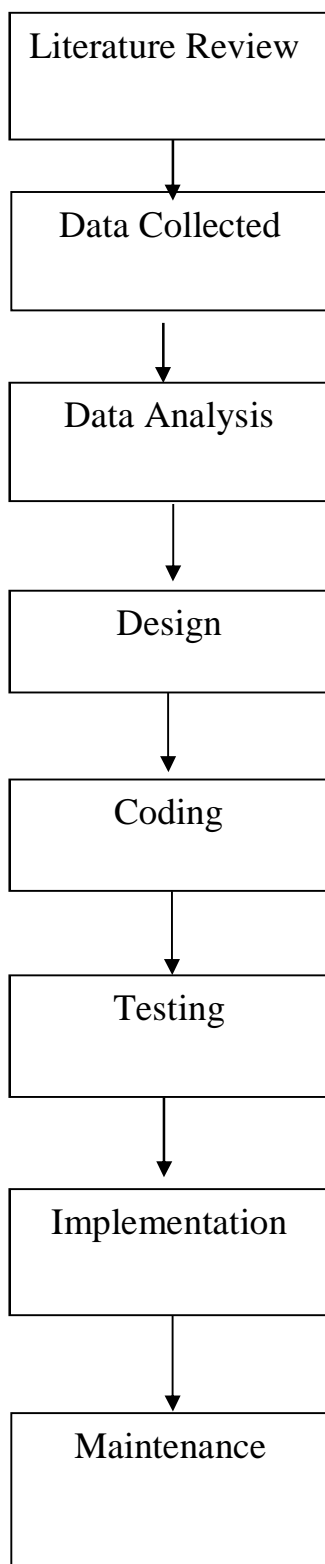
#### A. Jaggery Manufacturing Process

Jaggery manufacturing is done on a small scale by a group of farmers. The juice is extracted from fresh sugarcane. Then it is filtered and boiled in wide, shallow iron pans with continuous stirring and, simultaneously soda or bhindi juice is added in required quantity. While boiling, brownish foams come at the top which are signs of pure Jaggery. The consistency of the juice becomes thick and then it is poured into the small to medium sized iron or aluminum cans where blocks of jaggery are formed after cooling. Size of the blocks can vary from 1 kg. to 12 kgs. Finally, these blocks are packed in gunny bags. From 100 kgs. of sugarcane, 10 kgs. of jaggery is made. Now a days Jaggery comes in attractive shapes like square chips, modak shape, etc. The process flow chart is as under:





### METHODOLOGY



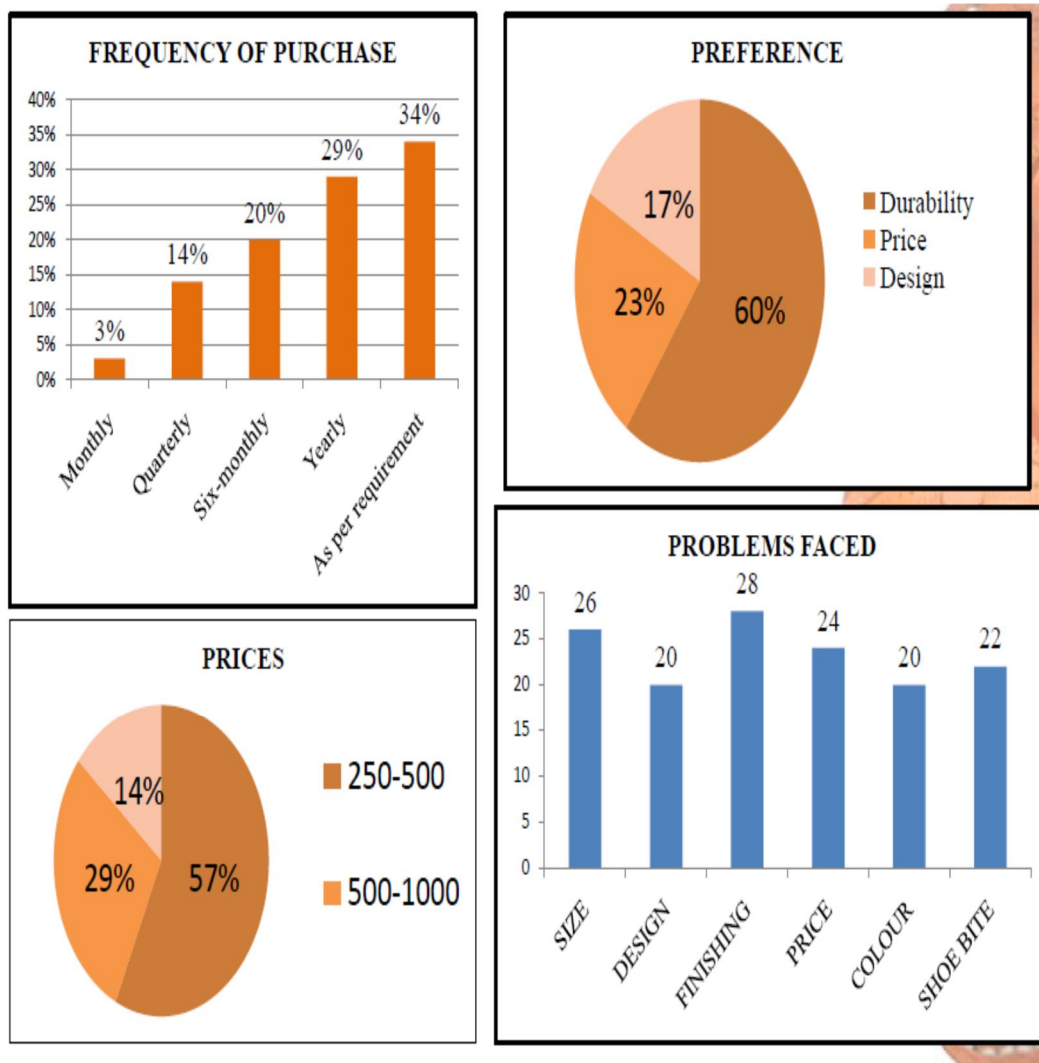


Figure 2 Statistical Diagram of Customer Survey System Features

A. OMJKC will provide following features to user

- 1) OMJKC have different Shape & Size of Kolhapuri Chappals & Jaggery, Prices of products are also depends on their sizes, quantity & shapes.
- 2) OMJKC will make use of Online payment system for receiving payment from user and also SMS & Email tracking facility is available.
- 3) User Manual will be provided for user help.
- 4) Simple GUI
- 5) Email Communication
- 6) Online Help Doc.
- 7) Simple Interface

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