MARKET OF BRANDED JEWELLERY IN RURAL AREA

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ABSTRACT
The rural markets in India have grown size, range and sophistication in recent times. Under the changing Socio-economic scenario, the rural markets have great potentialities in India and offer bright prospects and attraction to the companies. Rural marketing is confused with agricultural marketing particular emphasis is placed on the impact of the four A’s principles on the rural economy and its participants, namely farmers, landless labourers and marketing intermediaries. Rural markets offer opportunities, which are enormous and relatively untapped. They present tremendous prospects for companies to sell their products and services. However, the rural consumer is not unlike his urban counterpart in many ways. The more daring MNCs are meeting the consequent challenges of AVAILABILITY, AFFORDABILITY, ACCEPTABILITY, and AWARENESS. (The so-called 4 A’s)

In India, gold has traditionally been purchased either as hedge investment or in the form of highly ornamental heirloom jewelry. Gems and Jewellery sector forms an integral part of the Indian economy as it forms a major component of the export-led growth. The industry has been growing at a good pace over the last few years and contributed for 14 per cent of the revenues in India’s total merchandise exports in 2011-12.

KEY WORDS: Gems, Branded Jewellery, Rural marketing, Suggestions.