**Marketing 3.0**

The last power we want to refer is the existence of government policies that prevent stimulation of camp migration for rural very poor regions. Urban development will practice strong pressure on rural infrastructure. Investment in rural regions on the other hand, will improve quality of life of farmers and help reduce the rate of migration. China tried to achieve this, when it planned to increase its budget for investment in cities to more than US$ 13.9 billion in 2008. It is a strategy to avoid worsening infrastructure in India, where development mostly occurs in big cities like Delhi, Mumbai and Kolkata.

All these three forces can assist a huge poor market. The access to information will contribute to promotion of products by educating market. And governments will be ready to support and help companies that wish to invest in rural development.