

RURAL INTEGRATED MARKETING ASSOCIATE (RIMKA)

Syllabus

(Safety Practices 25 Hrs, Theory 100 Hrs, Practical 450 Hrs, Employability Skill 75 Hrs)

Details Syllabus(T – Theory, P-Practical)

Sl. No.	CONTENT	HOURS
1	Ensure workplace safety and maintain practice for Personal Hygiene at workplace	25
	Theory	
	Discuss workplace hygiene, sanitation and job specific safety procedures, and carry safety measures while handling different types of products, comply with health, safety and security related instructions applicable to the workplace.	10
	Practical	
	Follow Standard Operating Practices at workplace related to health and hygiene such as social distancing, sanitization and cleanliness, report any accidents, incidents or problems without delay to the supervisor and take necessary immediate, monitor the workplace and work processes for potential risks and threats, take action based on instructions in the event of fire, emergencies or accidents.	15
2	Marketing: An Introduction	24
	Theory	
	Concept	2
	Modern Concept of Marketing	3
	Importance of Marketing	3
	Practical	
	<i>Suggest ways to effectively tap the highly heterogeneous rural market in India.</i>	16
3	Indian Rural Marketing	52
	Theory	
	Concept and Nature of Rural Marketing	2
	Scope of Rural Marketing	2
	Importance of Rural Marketing	2
	Characteristics of Rural Marketing	3
	Challenges and Opportunities of Rural Marketing	3
	Practical	

	<i>Suggest the challenges the company may face to sell their products and suggest some ways or methods to overcome them</i>	20
	<i>Study the rural market and provide valuable insights into the psyche of rural market.</i>	20
4	Marketing Mix in Rural Context	59
	Theory:	
	4A's of Rural Marketing	5
	Difference between rural and urban marketing	5
	Practical	
	<i>Suggest an optimal marketing mix by highlighting on each element of marketing mix of any one fast moving consumer goods (biscuit, hair oil, shampoo, ready to cook food)</i>	17
	<i>Suggest some ways to create Awareness (A) of company's product in the rural market.</i>	17
	<i>Suggest how rural marketing is different from urban marketing. Highlight the criteria of differences.</i>	15
5	Segmentation in rural marketing	50
	Theory:	
	Bases of segmentation in rural marketing	6
	Importance of segmentation in rural marketing	4
	Practical	
	<i>Conduct a market segmentation of any product of choice according to the bases of geographic behavioral, demographic and psychographic segmentation.</i>	20
	<i>Create 2 groups within the class and segment the rural market by different bases</i>	20
6	Product planning in rural markets	100
	Theory:	
	Concept of product	4
	Product line and mix decisions	4
	Packaging strategy in rural markets	4
	Branding strategy in rural markets	4
	Fake Brands: concept	3
	Practical	
	<i>Identify product mix for rural markets and assists in packaging and branding for rural markets</i>	25
	<i>Identify the fake brands and suggest some remedies to overcome the problems of fake brands in rural market</i>	24
	<i>Visit the market and list the following available brands of consumer products: Toothpaste, Cigarette, Toilet Soap, Detergent, Shaving blades, Shoes, Fans, TVs, Refrigerators, Lamps.</i>	32

7	Pricing strategies in rural markets	72
	Theory:	
	Concept of pricing	3
	Importance of pricing	3
	Pricing strategies in rural markets	3
	Practical	
	<i>Compare pricing of different competitors of similar products and observe rural consumers' response towards it</i>	31
	<i>Collection of detailed information such as price, packaging etc. about the product of a company and comparing them with those of competitors - a classroom presentation and explanation.</i>	32
8	Distribution strategies in rural markets	73
	Concept of distribution (place)	2
	Challenges in rural distribution	3
	Channels used in rural markets	3
	Practical	
	<i>Visit some retail outlets to find the channels through which final product reach the ultimate consumers</i>	35
	<i>Suggest some innovative channels which the MNCs are using to reach remotest rural areas.</i>	30
9	Promotional strategies in rural markets	74
	Theory	
	Concept of promotion	3
	Factors for selection of promotional media in rural markets	3
	Promotional media used in rural markets (Conventional and Innovative)	3
	Practical	
	<i>Field visit to some rural retail outlets to observe selling techniques used by salesmen, followed by discussion</i>	35
	<i>Study innovative channels used by other competitors in rural market and establish such channels to sell the product (e.g. HUL's Shakti)</i>	30
10	Marketing of Agricultural Inputs	27
	Theory:	
	Concept of agricultural inputs	3
	Types of agricultural inputs	3
	Agricultural marketing in India – problems and prospects.	3
	Practical	
	<i>Divide the class in different groups and ask them to classify the agricultural inputs, such as seeds, pesticides, tractors, fertilizer, and scientific farming practices.</i>	18
11	Case studies	19
	ITC's e-choupal	2
	HUL's Project Shakti	2

	Coke's Hub and Spoke Distribution Strategy	2
	Practical	
	<i>Study HUL, ITC and Coke's distribution strategy and observe how they have tapped the rural market and suggest some similar way like them.</i>	13

Detail of Employability Skills Syllabus – 100 HRS- 75 HRS

Sl. No.	Content	Details
1.	English Literacy & Communication Skills	<p>Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)</p> <p>Transformation of sentences, Voice change, Change of tense, Spellings. Reading and understanding simple sentences about self, work and environment. Construction of simple sentences, Writing simple English.</p> <p>Speaking with preparation on self, on family, on friends, classmates, on know, picture reading gain confidence through role-playing . Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.</p> <p>Communication and its importance, Principles of Effective communication, Types of communication – verbal, non verbal, written, email, talking on phone. Non verbal communication – characteristics, components-Para-language, Body – language, Barriers to communication and dealing with barriers. Handling nervousness/ discomfort.</p> <p>Self awareness, Importance of Commitment, Ethics and Values, Ways to Motivate Oneself, Personal Goal setting and Employability Planning.</p> <p>Manners, Etiquettes, Dress code for an interview, Do's & Don'ts for an interview, Problem Solving, Confidence Building, Attitude.</p>
2.	I.T. Literacy	<p>Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.</p> <p>Basics of Operating System, WINDOWS, The user interface of Windows OS, Create, Copy, Move and delete Files and Folders, Use of External memory like pen drive, CD, DVD etc, Use of Common applications.</p> <p>Basic operating of Word Processing, Creating, opening and closing Documents, use of shortcuts, Creating and Editing of Text, Formatting the Text, Insertion & creation of Tables. Printing document.</p>

		<p>Basics of Excel worksheet, understanding basic commands ,creating simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets</p> <p>Internet, Concept of Internet (Network of Networks), Meaning of World Wide Web (WWW), Web Browser, Web Site, Web page and Search Engines. Accessing the Internet using Web Browser, Downloading and Printing Web Pages, Opening an email account and use of email. Social media sites and its implication. Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT – ACT, types of cyber crimes.</p>
3.	Entrepreneurship Skills	<p>Entrepreneurship vs. management, Entrepreneurial motivation. Performance & Record, Role & Function of Entrepreneur, Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept & application of PLC, Sales & distribution Management. Different Between Small Scale & Large Scale Business, Market Survey, Method of marketing, Publicity and advertisement, Marketing Mix.</p> <p>Preparation of Project. Role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies /Programmes & procedure & the available scheme. Project formation, Feasibility, Legal formalities i.e., Shop Act, Estimation & Costing, Investment procedure – Loan procurement – Banking Processes.</p>
4.	Productivity & Quality Tools	<p>Definition, Necessity, Meaning of GDP. Personal / Workman – Incentive, Production linked Bonus, Improvement in living standard. Industry Nation. Skills, Working Aids, Automation, Environment, Motivation. How improves or slows down.</p> <p>Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.</p> <p>Meaning of quality, Quality characteristic. Definition, Advantage of small group activity, objectives of quality Circle, Roles and function of Quality Circles in Organization, Operation of Quality circle. Approaches to starting Quality Circles, Steps for continuation Quality Circles.</p> <p>Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.</p> <p>Purpose of Housekeeping, Practice of good Housekeeping. Basic quality tools with a few examples</p>

Outcomes

Outcomes to be assessed	Assessment criteria for the outcome
1. Ensure workplace safety and maintain practices for Personal Hygiene at workplace	1.1. Outline the health, hygiene and safety policies at workplace to avoid potential risks and threats. 1.2. Maintain social distancing at the workplace and use mask alcohol-based sanitizers. 1.3. Identify health concerns like fever, cold & cough, etc. for self, colleagues, channel members and other family members and report to the supervisor. 1.4. Follow first aid procedures during emergencies situations at the workplace
2. Explain fundamental concept of marketing	2.1. Able to explain the concept of marketing 2.2. Able to explain the importance of marketing
3. Explain the concept of rural marketing	3.1. Able to explain the concept of rural marketing 3.2. Identify the scope of rural marketing 3.3. Able to explain the importance of rural marketing in today's competitive era 3.4. Identify the characteristics of rural marketing 3.5. Identify the challenges and opportunities in rural marketing
4. Design optimal marketing mix for rural marketing	4.1. Able to illustrate the concept of marketing mix 4.2. Able to illustrate the concept of 4 A's in rural marketing 4.3. Able to identify the relevance of 4A's in rural marketing 4.4. Able to design optimal marketing mix (4A's) by taking hypothetical example (fast moving or slow moving consumer goods)
5. Segment rural market	5.1. Able to illustrate the concept of market segmentation 5.2. Able to illustrate the bases of rural market segmentation. 5.3. Able to differentiate between rural and urban marketing 5.4. Able to segment the rural market for any product of choice according to the bases
6. Identify product mix for rural markets and assists in packaging and branding for rural markets	6.1. Able to illustrate the concept of products with examples 6.2. Able to explain with illustration product line and product mix for rural market 6.3. Able to compare packaging & branding of different types of fast moving & slow moving products or consumer durables in rural markets 6.4. Visit the rural market to list the available brands of selected consumer products (toothpaste, shaving brands, electrical refrigerators, soaps, lamps, shoes,

	<p>fans, television)</p> <p>6.5. Exercising in weighing, measuring , evaluating and grading products</p> <p>6.6. Able to identify fake brands of the company's products and take necessary actions</p>
7. Observe pricing strategies of competitors	<p>7.1. Able to explain the concept of pricing</p> <p>7.2. Able to explain the importance of pricing in rural marketing since it is extremely price sensitive market</p> <p>7.3. Able to explain different pricing strategies especially for rural market</p> <p>7.4. Compare pricing of different competitors of similar products and observe rural consumers' response towards it</p>
8. Sell directly to rural customers and rural channel members.	<p>8.1. Able to illustrate the concept of channel members with some examples</p> <p>8.2. Able to illustrate the the challenges of rural distribution the companies may face, while trying to sell their products</p> <p>8.3. Able to demonstrate selling of a product to simulated customer / channel member with sound communication skill.</p> <p>8.4. Able to identify different channels used in rural markets</p> <p>8.5. Able to suggest some innovative channels which the MNCs are using to reach remotest rural areas.</p> <p>8.6. Visit some rural retail establishments to find the channels through which final products reach the ultimate consumers</p>
9. Convince the rural channel partners to increase their stock keeping units to help in increasing turnover.	<p>9.1. Able to illustrate the concept of channel partners with examples</p> <p>9.2. Able to illustrate the concept of stock keeping units</p> <p>9.3. Able to demonstrate through a simulated situation the ability to convince the channel partners to increase their stock keeping units</p>
10. Assist in implementing various promotional schemes of companies to channel members and customers.	<p>10.1. Able to explain the concept of promotion</p> <p>10.2. Able to illustrate different media generally used exclusively for rural markets.</p> <p>10.3. Identify the factors to be considered while selecting channels for selling in rural market</p> <p>10.4. Field visit to some rural retail outlets to observe selling techniques used by salesmen, followed by discussion</p>

11. Identify the agricultural inputs	11.1. Able to illustrate the concept of agricultural inputs 11.2. Able to identify the types of agricultural inputs 11.3. Able to identify the problems and prospects of agricultural inputs in India
12. Conduct market survey of customers and channel members for existing products, new products and new markets for existing products or new products.	12.1. Collection of data on prices, customers' profile (age, occupation, education etc.), in respect of some competitive brands of a product (like soap, cigarette, tea, detergents, etc.) with the help of a questionnaire. 12.2. Able to prepare a small sample questionnaire for market survey of customer for sample product like fast moving and slow moving consumer goods 12.3. Able to prepare a small sample questionnaire for market survey of channel members for sample product like fast moving consumer goods