

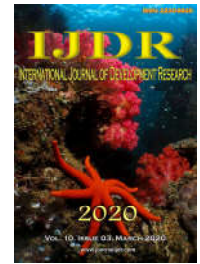


ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

IJDR

International Journal of Development Research
Vol. 10, Issue, 03, pp. 34540-34546, March, 2020



RESEARCH ARTICLE

OPEN ACCESS

EXHIBITIONS OF ORMAS – AN EFFECTIVE APPROACH FOR PROMOTING RURAL PRODUCTS AND SUSTAINABILITY OF RURAL PRODUCERS

¹Utpal Pal, ²Manas Ku. Sethi, ³Alpha Rajeswari Patra, ⁴Saptami Pal and ⁵Subodh Pal

¹Doctoral Fellow, Tezpur Central University, Assam; ²Lecturer in Sanda Degree College, Dhenkanal; ³Trainer at DDU GKY, Bhubaneswar; ⁴Pursuing MJMC, Utkal University; ⁵Pursuing MCOM (F&C) at IMS

ARTICLE INFO

Article History:

Received 28th December, 2019
Received in revised form
26th January, 2020
Accepted 04th February, 2020
Published online 30th March, 2020

Key Words:

ORMAS, Exhibitions, Rural Products,
Rural Producers, Sustainability.

*Corresponding author: Utpal Pal,

ABSTRACT

Exhibitions are organised by ORMAS on a regular basis at different times of the year with an aim to provide opportunity to the rural producers to sell their products in urban markets, to interact amongst themselves so as to learn from each other and also to sensitise urban buyers about rural products. It has played a significant role in the marketing and promotion of rural products in Odisha as well as products of other states. It has been organizing exhibitions in most of the cities of Odisha under the banner of “Pallishree” and “Sisira Saras”. These Melas are quite helpful in upgrading & developing their products, customer handling skills and meeting the needs and expectations of urban consumers leading to enlarging their customer base. It also provides marketing channels for the micro enterprises, rural producers to develop sustainable livelihood through adopting appropriate rural technology, product development & diversification with accepted designs, packaging, certification, branding activities etc. This paper is purely based on secondary data and MS-Excel is used for data analysis. The aim of the paper is to examine the role of ORMAS in the promotion of rural products through exhibitions like Pallishree Mela, Sisira Saras etc. The data from 2003-04 to 2018-19 shows that the concept of Pallishree Mela has not only increased the revenue but also has reached to every corner of the Odisha State and outside the state as well.

Copyright © 2020, Utpal Pal et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Utpal Pal, Manas Ku. Sethi, Alpha Rajeswari Patra, Saptami Pal and Subodh Pal. 2020. “Exhibitions of ormas – an effective approach for promoting rural products and sustainability of rural producers”, *International Journal of Development Research*, 10, (04), 34540-34546.

INTRODUCTION

About ORMAS: Orissa Rural Development and Marketing Society (ORMAS) is a self-administering pinnacle body, which is controlled by the Panchayati Raj Department under the Government of Orissa. The principle point of ORMAS is to encourage a superior occupation to the rural poor of Orissa by actualizing trend setting innovations. The main exercises of the mechanical parts of ORMAS incorporate Handloom, Handicraft and other Utility things. Aside from these three things, Orissa Rural Development and Marketing Society is additionally engaged with assembling minor woodland and agri-based items which have an incredible establishment of crude materials and aptitudes. The exercises did by ORMAS (Orissa Rural Development and Marketing Society) include delivering siali and sal leaf plate and cups, slope sweeper, Rock Bee honey preparing and so on. ORMAS additionally encourages legitimate info associations for the advancement of these rural products.

ORMAS works at large scale level that guarantees smooth execution of the projects associated with the government assistance exercises. Different exercises of the ORMAS remember helping for the development and advancement of Self Help Groups, to encourage the financial activities of the SHGs, and to offer advertising linkages with worthwhile costs to the makers. The ORMAS likewise encourages limit working of the self improvement gatherings by offering them fundamental direction and preparing to build up their aptitude further. In addition linkages are made by the ORMAS for meeting the foundation prerequisites of these gatherings and to give them the suitable innovation required for additional advancement. The ORMAS (Orissa Rural Development and Marketing Society) have taken up item advancement programs too so as to supply increasingly institutionalized items. (ORMAS, 2020)

Historical background: To make distinctive advertising channels for the smaller scale endeavours, rural producers to develop sustainable livelihood through receiving proper rustic

innovation, item improvement and broadening with acknowledged structures, bundling, accreditation, marking exercises and so on, Government in Panchayati Raj and Drinking Water Department has made "Odisha Rural Development and Marketing Society (ORMAS)" on fourteenth January 1991 and enlisted under Societies Registration Act-1860. ORMAS at District level known as "Region Supply and Marketing Society" (DSMS). These units are working with the essential goal to assist provincial poor with making a superior living by empowering them to improve their creation, preparing and advertising. DSMSs/ORMAS likewise go about as an encouraging office for usage and checking of rural occupations programs in country Odisha.

Mission, Vision and objectives

Mission: To empower the poor to improve their lifestyle by conveying basic yet creative, little yet high value solutions for reinforcing their occupation and ability choices.

Vision: To turn into a regarded worry in the developing markets making creative and powerful solutions for the rural makers/jobless youths for a sustainable business opportunity.

Objectives: The principle targets with which the state government has set up the Orissa Rural Development and Marketing Society (ORMAS) under the supervision of Panchayati Raj Department are:

- To incorporate better technology
- To provide new marketing strategies for better networking
- To undertake development measures to sharpen the skills of the rural producers to generate better products.

Approach: ORMAS being a Knowledge Based Agency on its evidence on field level interventions, would like to take up the experiences on successful models on enterprises to a next level of intervention with partnership at state, districts and grass root levels.

State Level: Knowledge Accumulation/Creation: Partnership at this level besides relevant Ministries and their agencies would be with Research Organizations, Apex Training institutes, Academician (Universities, Academic institutes), Media (both print and electronics), Business Apex bodies (Chamber of Commerce, Traders association, Export bodies, etc.), Banks & Capital/Investment Agencies, Consumers Forum, etc.

District Level: Knowledge Flow: Partnership at this level would be with women affairs, agriculture, skill development and vocational training, district level training institutes Vocational training centres, Women Business Association, Traders Associations, NGOs/ INGOs, Wholesale Input suppliers, Banks, etc.

Village Level: Knowledge in Practice/Utilization: Partnership at this level would be with Value Chain based Associations, IPs (Implementing Partners), FPs (Facilitating Partners), MFIs, Banks, Private sectors, CBOs & Civil Societies, NGOs, Association of Service Providers, etc.

Objective of the Study

The objectives of this research paper are as below:

- To study the area of activities undertaken by ORMAS.
- To examine the role of ORMAS in promoting rural products.
- To study the impact of the exhibitions on the rural producers.

RESEARCH METHODOLOGY

Source: The study has been carried out based on the collection of the relevant secondary data. The secondary data has been collected from the various sources such as articles published in different journals and newspapers, websites, magazines etc.

Period: For the purpose of study, the data of different exhibitions of ORMAS has been collected from 2003-04 to 2018-19.

Products Marketed by Ormas Through Exhibitions

Exhibition – An Effective Market Promotion Approach: Exhibition is organised on a regular basis at different times of the year with an aim to provide opportunity to the rural producers to sell their products in urban markets, to interact amongst themselves so as to learn from each other and also to sensitise urban buyers about rural products. ORMAS is regularly holding State & National level exhibitions throughout the year during important events / festivals, so that more people can participate in it. Basically ORMAS organises three types of exhibitions such as SARAS, Gramshree Mela & Pallishree Mela. (Pravata Ku Jena, 2018)

Pallishree Mela: ORMAS has been organizing exhibitions for last 23 years in most of the cities of Odisha under the banner of "Pallishree Mela". 'Pallishree' which literally means 'Wealth of Villages' provides an opportunity to rural poor to sell their products directly in major urban centres & interact with the urban buyers which helps in studying and comprehending the latter's tastes/preferences. Thus it helps them to upgrade & develop their products, customer handling skills and meet the need of urban consumers thereby enlarging their customer base. It has almost become a trend in Orissa that during important local festivals ORMAS Exhibition is a compulsory part of the festivities for which both producers & buyers are eagerly waiting.

Sisir Saras: SISIR SARAS Fair is a unique initiative by the Ministry of Rural Development, Government of India to provide a platform to the rural producer/artisans/ SHG to market their products through exhibition. This initiative helps the rural producers to know the taste & preference of the urban consumer which help them in improving the quality, design and packaging of the products. The objective of the Mela is to provide avenue for sale and display of products of rural products produced by the rural producer/artisans, assisted under different poverty alleviation programme of Government of India. SARAS has played a key role in connecting producers/ artisans to various markets thereby generating confidence among them which is accelerating the development of rural products and crafts.

Terracotta

“In fine art, the word Terracotta ("baked earth") is most commonly used to describe a type of sculpture, unglazed ceramic art, or decorative architecture, made from a coarse, porous clay, which is noted for its versatility, cheapness and durability. In addition, ever since the era of Mesopotamian art along the Tigris and Euphrates, and Egyptian art along the Nile, terracotta bricks and tiles have been used for centuries in the building of domestic as well as civic structures. Terracotta was widely used in ancient art, notably in Chinese Pottery (from 10,000 BCE) and in Greek Pottery (from 7,000 BCE), as well as Mesopotamian sculpture and Egyptian sculpture, plus Minoan art from Crete, and Etruscan art on the Italian mainland. Terracotta statues were prevalent in Greek architecture - notably for temple decoration - while terracotta reliefs were a common feature of Roman architecture. The art of terracotta was revived during the Italian Renaissance, and underwent a further revival during the 19th century.” (Terracotta Sculpture, 2020).



sofa sets, wall hangings and other sophisticated fashionable articles. Sabai Grass grows extensively in the districts of Midnapore, West Bengal and Mayurbhanj, Orissa. Natural dyes as well as lead free chemical dyes which are skin and environment friendly are used to dye the products. (Heart for Art, 2020).



Bamboo Crafts: Bamboos are fast growing, with most species being harvested in 3-5 years, and some species reaching maturity in a year. It is therefore a low cost material that is strong and durable and can be used for just about anything from house building to functional and decorative objects such as bamboo pots. Among some of the artefacts in daily use that are crafted from this material are; bamboo rice steamer, chairs, stools, fountains, hats, baskets, mats and rugs, beds, cups, bowls, pots, eating utensils, chopsticks, fishing traps and rods, boats, carts, musical instruments such as flutes, and toys. (Bamboo Inspiration).



Sabai Grass Craft: The Sabai grass industry is associated with various activities of raising production of grass and processing of consumer goods such as ropes, mats, carpets,

Coir Crafts: Coir is made from the retted fiber from the coconut husk. The fiber is then twisted into rope or used directly as is in the vibrant coir industry which makes mats. Coir is a preferred material as it does not rot in the open and does not attract mites and insects (Crafts Council of India). “Coir is a totally natural, eco-friendly and extraordinarily tensile fiber removed from the nuts of coconut palms. This natural wonder is available in profusion and finds various demonstrations. A natural product, coir being decomposable, atmosphere friendly and echo proof makes it a high quality product from an everlastingly, renewable source. There are various castes and tribes in the village of Siriapur in Patnaika situated in Puri District such as Vaishya, Khandayak, Silcot, Dhobi, Brahmins. These people are mainly farmers who do farming in the seasons suitable for farming.” (Prof. Bibhudutta Baral).



Coir Door Mats

Lacquer Crafts: Lac has been used in Indian craft for centuries. Coloured lacquer is applied to wood in layers and chiselled to create designs and effects. A handful of families from Kachchh’s semi-nomadic Vadha community settled in villages like Nirona and Jura where they use the technical and artistic skills of their forefathers to sustain the lac turned wood craft tradition. The Vadhas traditionally moved and worked, where needed, throughout villages bordering Kachchh’s Great Rann. They carved and coloured wooden furniture and household accessories for many local communities. The descendants of these artisans now work in the villages where they have settled. Few traditional lacquer artisan families continue the craft in Kachchh. (Craftroots, 2016).



Coir and metal Planter



Coir Ropes



Coir Decoratives



Lac Bangles



Lac Jewellery Box



Coir Decoratives



Lac Paper Weight



Lac Pen Stand

Jute Crafts: Jute fiber has the tendency to transform into awe inspiring artifacts and handicrafts. Jute Crafts (or jute handicrafts) made from jute are appealing and just perfect to adorn the favorite nook of your home, offices, restaurants, hotels, and more. A comprehensive assortment of utility based handicrafts articles are made from jute that not only augments the household but also find extensive usage. The handmade jute crafts are attractive and available in a wide range of colors, designs, shapes, and sizes. (tradeindia.com, 2009).



Paddy Crafts: The paddy craft of Orissa is a languishing craft which is practised in the district of Koraput, Kalahandi, Balasore and Bolangir. The tribes of Ghond who have been detribalized and have taken to agriculture are the main practitioners of the craft. Rice is a symbol of prosperity and so the goddess Lakshmi is popularly made by the artisans. Other subject includes carts, chariots, elephants and other Gods and Goddess. Most items crafted have an association with religion. (Craft and Artisans, 2010)



Stone Carving: Carving stone into sculpture is an activity older than civilization itself. Prehistoric sculptures were usually human forms, such as the Venus of Willendorf and the faceless statues of the Cycladic cultures. Later cultures devised animal, human-animal and abstract forms in stone. The earliest cultures used abrasive techniques, and modern technology employs pneumatic hammers and other devices. But for most of human history, sculptors used hammer and chisel as the basic tools for carving stone. (Wikipedia).



Data Analysis and Interpretation: Data are collected from the website of the ORMAS regarding the Nos. of exhibitions organised are represented in Table-1 & Diagram-1, Nos. of Institution/SHGs Participated are represented in Table-2 & Diagram-2. The data regarding Nos. of participants and Sales revenue(in Lakhs) are presented in Table-3 & Diagram-3 and Table & Diagram respectively.

Table 1.

Sl. No.	Year	No. of exhibitions organised
1.	2003-04	6
2.	2004-05	10
3.	2005-06	9
4.	2006-07	20
5.	2007-08	20
6.	2008-09	22
7.	2009-10	28
8.	2010-11	28
9.	2011-12	28
10.	2012-13	27
11.	2013-14	22
12.	2014-15	28
13.	2015-16	30
14.	2016-17	26
15.	2017-18	28
16.	2018-19	29
Total		333

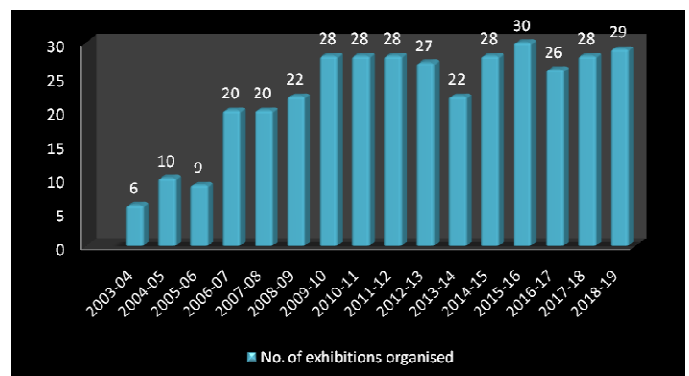


Diagram 1.

Table 2.

Sl. No.	Year	No. of SHGs / Institutions participated
1.	2003-04	1060
2.	2004-05	1144
3.	2005-06	2051
4.	2006-07	3310
5.	2007-08	3120
6.	2008-09	3348
7.	2009-10	4128
8.	2010-11	4020
9.	2011-12	3940
10.	2012-13	4500
11.	2013-14	3535
12.	2014-15	4604
13.	2015-16	5181
14.	2016-17	4596
15.	2017-18	4866
16.	2018-19	4340

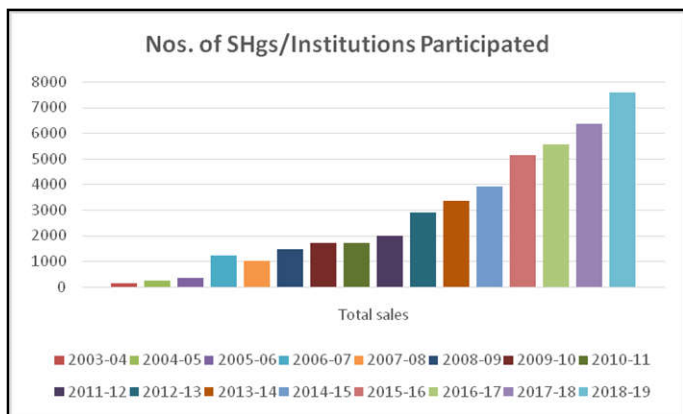


Diagram 2

Table 3.

Sl. No.	Year	No. of participants
1.	2003-04	2642
2.	2004-05	2765
3.	2005-06	2267
4.	2006-07	6078
5.	2007-08	5820
6.	2008-09	7365
7.	2009-10	8307
8.	2010-11	7573
9.	2011-12	6854
10.	2012-13	8702
11.	2013-14	7365
12.	2014-15	9244
13.	2015-16	10052
14.	2016-17	8067
15.	2017-18	9863
16.	2018-19	9383

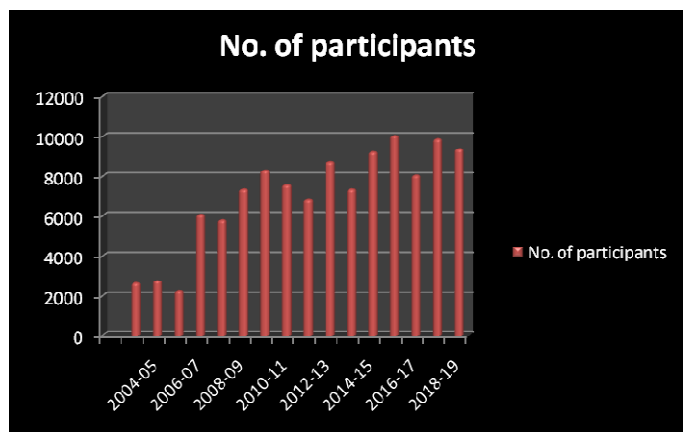


Diagram 3.

Table 4.

Sl. No.	Year	Total sales(Rs. in lakhs)
1.	2003-04	150.39
2.	2004-05	252.45
3.	2005-06	332.72
4.	2006-07	1206.34
5.	2007-08	1006.34
6.	2008-09	1468.51
7.	2009-10	1728.28
8.	2010-11	1723.98
9.	2011-12	2007.19
10.	2012-13	2911.23
11.	2013-14	3347.31
12.	2014-15	3913.77
13.	2015-16	5148.37
14.	2016-17	5569.3
15.	2017-18	6371.9
16.	2018-19	7583.95
Total		44722.03

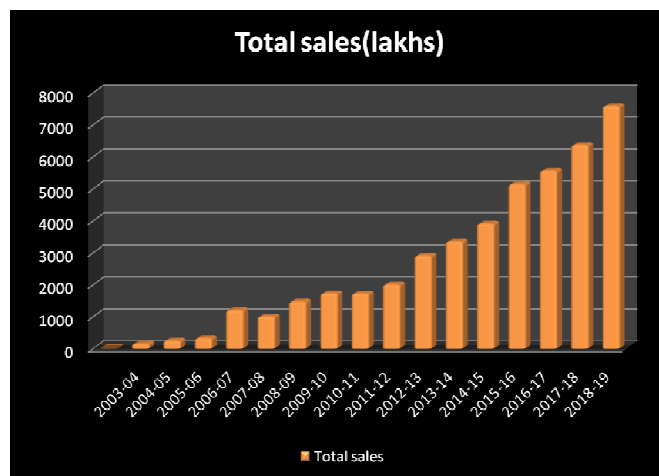


Diagram 4.

Analysis of Tables: In the above tables, the performance of ORMAS is analyzed. The no. of exhibitions are shown in Table-1. Data are given for the financial year starting from 2003-04 to 2018-19. Table-2 represents the no. Of SHGs and other institutions participated whereas Table-3 represents the total no. of participants. Table-4 speaks about the sales value (Rs. in Lakhs). Over the period of 16 years 333 numbers of exhibitions cum sales are organised by ORMAS, with the 52877 participation of 102484 beneficiaries only. The sales made over a period of 16 years are Rs. 44722.03lakhs.

Analysis of Diagrams: From the above diagrams, it is evident that not only the Nos. of exhibitions organised by ORMAS have been increased during the period 2003-04 to 2018-19 but also the Nos. of participants and the sales of every year have also been increased at a significant rate. It is a positive sign of increased business of the rural products and also a concrete evidence of how exhibition has proved to be quite effective in attracting a large no. of buyers to share their tastes and preferences for product and buy the different products produced by the rural producers which are eco-friendly and made from locally available resources.

Conclusion

An Exhibition in the broadest sense is an organized presentation and display of selected items based on tastes and preferences of consumers. Exhibitions/Melas have been a vital part of diversion and unwinding movement of our way of life.

ORMAS has imaginatively utilized this medium as a channel to promote rural products made by the Institutions of poor. In view of the experience of Palli Shree Mela, it very well may be securely said that presentation has to be sure demonstrated to very basic in building up a connection among ORMAS and Consumers as far as planning and structure of need put together and proper items based with respect to the accessibility of assets and ability. In this way, ORMAS and DSMS should make their quality felt all over Odisha either having their own outlets, making courses of action of continuous stockpile of items like pulses, turmeric and so on. It is trusted that the push to sort out will get further vital in pulling in an enormous no. of purchasers to choose and purchase a result of their decision. In particular it will go far in upgrading the occupation of the rural poor people towards a superior living later on.

REFERENCES

- Retrieved March 20, 2020, from Bamboo Inspiration: <https://www.bamboo-inspiration.com/bamboo-crafts.html>
- Retrieved 2020, from Crafts Council of India: <https://www.craftscouncilofindia.org/craft-process/coir-craft/#toggle-id-4>
- Retrieved 2020, from Wikipedia: https://en.wikipedia.org/wiki/Stone_carving
- tradeindia.com*. (2009). Retrieved from [juteproductsindia.com: http://www.juteproductsindia.com/jute-crafts/index.html](http://www.juteproductsindia.com/jute-crafts/index.html)
- (2010). Retrieved from Craft and Artisans: <http://www.craftandartisans.com/paddy-craft-of-orissa.html>
- (2016, December 27). Retrieved from Craftroots: <https://craftroots.org/product/lacquer-craft/>
- (2020). Retrieved from ORMAS: <http://www.ormas.org/content/3/3>
- Heart for Art*. (2020, March 20). Retrieved from <https://www.heartforartonline.com/collections/sabaii-grasscraft>
- Pravata Ku Jena, U. P. (2018, Sept.). ORMAS: Developing Sustainable Livelihood for Rural Producers. *International Journal of Commerce and Management Research*, 64-69.
- Prof. Bibhudutta Baral, D. C. (n.d.). Retrieved from D'Source: Coir is a totally natural, eco-friendly and extraordinarily tensile fiber removed from the nuts of coconut palms. This natural wonder is available in profusion and finds various demonstrations. A natural product, coir being decomposable, atmosphere friend
- Terracotta Sculpture*. (2020). Retrieved from Art Encyclopedia: <http://www.visual-arts-cork.com/sculpture/terracotta.htm>
