

Digital Marketing of Andhra Pradesh Girijan Co-Operative Corporation Ltd. Products: Opportunities and Challenges

Dr. J. Ravikumar

Assistant Professor,
Department of Commerce,
Osmania University
Hyderabad

S. Dhanraj

Asst. Professor,
Department of Commerce,
SUM GDC, Kondanagula,
Nagarkunool, Telangana.

Dr. R K Bandaru

Asst. Professor- II,
School of Commerce and Economics,
KIIT Deemed University,
Bhubaneswar

Abstract

Andhra Pradesh Girijan Co-operative Corporation (GCC) is one of the largest Tribal Development Co-operative Agencies in India for pure & natural products. GCC has exclusive rights to procure Minor Forest Produce in the forest areas of Andhra Pradesh. The Corporation serves nearly 2.8 million tribal population spread over 32,000 sq.km of forest cover in the state of Andhra Pradesh. APGCC is established in the year of 1956. This mammoth enterprise functions through a network of a Corporate Head Office at Visakhapatnam, 7 Divisional Offices all over the state, 25 Girijan Primary Co-operative Marketing Societies with their 523 Domestic Requirement Depots even at remote and inaccessible tribal habitats besides 130 Godown points, 300 Procurement points (Shandies) with large transport fleet. Girijan Co-Operative Corporation Ltd Andhra Pradesh has been procuring the minor forest produce from the Tribes and after the process, GCC selling them through off line and online mode. The present study is aimed to identify the digital Marketing opportunities and Challenges of GCC products and communicate the results to the Andhra Pradesh GCC to improve the online sale of products more effectively.

Keywords: Girijan Co-Operative Corporation, Digital Marketing, Online Products

Introduction

The dense lush green forests of Andhra Pradesh, a bountiful source of natural products and home to 2.8 million tribals. 70 years ago, Girijan Co-operative Corporation(GCC) undertook the guardianship of these tribals. To protect them from exploitative middlemen, petty traders and establish a mutually beneficial relationship between them and rest of the world. Under the able management of GCC, these tribals gather quality Minor Forest Produce which reaches you in pure “Ready to Use” form to improve the quality of your life. GCC brings a wide range of pure & natural products... Produced by nature and procured by Girijans.

Andhra Pradesh Girijan Co-operative Corporation (GCC) is one of the largest Tribal Development Co-operative Agencies in India for pure & natural products. GCC, with its infrastructure and 1104 employees, that includes Credit Clerks cum Purchase Assistants, Godown Assistants, salesmen ensures effective and timely service to tribals on one hand and the consumers of Andhra Pradesh on the other. The Corporation serves nearly 2.8 million tribal population spread over 32,000 sq.km of forest cover in the state of Andhra Pradesh. APGCC is established in the year of 1956. This mammoth enterprise functions through a network of a Corporate Head Office at Visakhapatnam, 7 Divisional Offices all over the state, 25 Girijan Primary Co-operative Marketing Societies with their 523 Domestic Requirement Depots even at remote and inaccessible tribal habitats besides 130 Godown points, 300 Procurement points (Shandies) with large transport fleet.

Vision

To empower and engage the tribals of Andhra Pradesh for their Socio-economic upliftment through marketing of their minor forest produce and surplus agricultural produces and to reach out the best quality natural, pure and organic products to the urban consumers at reasonable price.

Mission

The Girijan Co-operative Corporation is a public Sector undertaking of Govt. of Andhra Pradesh established in the year 1956 with a Single Mission which is the Socio-economic upliftment of Tribals in the State of Andhra Pradesh.

Functions of GCC

- Purchasing Minor Forest Produce (MFP) and Agricultural Produce (AP) from them at reasonable and fair prices.
- Supplying Essential Commodities (ECs) and other Daily Requirements (DRs) at a fair price through a network of 523 Fair Price Shops otherwise called as Daily Requirement (DR) depots.

- Meeting their Credit requirements in an easy, convenient and effective manner.
- Imparting training to the tribals in collecting the Minor Forest Produce so that yields can be increased without endangering the trees and environment.
- Collecting the Minor Forest Produce at the very doorstep of the tribals.
- Guarding against deterioration and degradation of their produce.
- Researching to find better gradation and storage techniques.
- Pro-active search for adding new Minor Forest Produce to the list.

Review of Literature

Dr. D. Satish Babu found that the results envisage that several problems and deficiencies exist in organisational functional activity marketing and infrastructural aspects of reorganization. Shamrao Koreti discussed the Gond women lived her life shoulder to shoulder with the male sharing in all work, including earning of a livelihood. Most of the domestic work centered on her. She looked after the children, rearing livestock, cooked food for family. After independence has resulted in a great deal of change in the traditional life of the gonds. In urban areas now it is difficult to distinguish between the gonds and the non-gonds at social gatherings. The gonds have suitably accommodated a number of things in their household articles, human attires, food habits and personal hygiene's. Ravi Prakash Stated that the tribals will get a true and fair price by eliminating the middlemen and petty traders. Introduction of Computerization will make the system transparent and corruption-free and he mention that the Girijan Co-operative Corporation Ltd. is shortly planning to make available their products like Honey, Nannari Sharabth, Triphala churnam, Jasmine Soaps etc., at shopping malls in main cities. Mr. Neelmani Jay Sawal and Mrs. Sudeshna Saha found that tribes are treated as alienated entity from mainstream society. Even if government schemes are initiated for their welfare but that goes to the hands of upper

caste people of society. The other problem before India is explosive population growth which undermines the whole development process. The absence of proper education is leading the tribes to live in a situation of darkness and agony. Therefore, amalgamation of numerous problems are leading rural and tribal issues multiply which needs a serious restructuring and planned approach. Dr.Pramila Pravan Patnaik found that the main aim of PESA Act is to facilitating participatory democracy in tribal areas by empowering the Gram Sabha to manage and control it own resources. This act covered control over money lending, Matters of prohibition, Ownership of Minor forest produce, Land transfer and Regulation of village market. The management of village markets is an important task assigned to the Panchayat Raj Institutions under PESA, village market normally exists in every GP. Mrs. Anjalli Vachhani Suggested that the significance of credibility in business in general and e-marketing in particular is enormous which can be addressed with skill development in the field of information technologies. G. Reza Kiani suggested that the business leaders and marketers understand the potentials of the virtual market and the opportunities offered by this new environment and use them effectively to support their objective Ms.Arjinder Kaur, Ms.Gurveen Sandhu concluded that the government and individuals are encouraged to join hands and see to the development and appreciation of marketing in all the economies of developing countries.

Need for the study

Girijan Co-Operative Corporation Ltd Andhra Pradesh has been procuring the minor forest produce from the Tribes and after the process, GCC selling them through off line and online mode. The present study is aimed to identify the digital Marketing opportunities and Challenges of GCC products and communicate the results to the Andhra Pradesh GCC to improve the online sale of products more effectively

Scope of the study

The present study is restricted to identify the Digital Marketing opportunities and challenges of Girijan Co-operative Corporation Ltd. Products

Objectives

1. To present the products of Girijan Co-operative Corporation Ltd. in online.
2. To Present the Retail Marketing Division Sales Performance of GCC Ltd.
3. To analyze the Digital Marketing opportunities and challenges of Girijan Co-operative Corporation Ltd. Products.

Research Methodology

The study is a descriptive in nature and based on the nature of the study, the researcher has used the secondary data to identify Girijan Co-operative Corporation Ltd. performance and its products. The sources used to collect the secondary data are GCC annual Reports and official website of GCC, GCC magazines, press notes and also previous journals. The study used the simple statistical tools like Graphs, Charts, Tables, and ANOVA (EXCEL) test, 't' test to present the data in statistical way.

Hypothesis

1. There is no significant mean difference between Online and Offline sale of GCC Products.
2. There is no significant mean difference among the GCC Divisions retail Marketing Sales volume.

GCC Online Products

Girijan Co-Operative Corporation Ltd Andhra Pradesh has introduced a wide range of value-added products in various pack sizes (developed from forest based items and also agricultural produce commodities) to suit the consumers preference. Girijan Co-Operative Corporation Ltd Andhra Pradesh Online Products are

Pure and Natural (Organic) Products of Girijan Co-Operative Corporation Ltd. Andhra Pradesh

1	HONEY	5kg Can	39	Turmeric powder	100 gms.
2	HONEY (Pet Jar)	1kg	41	Kukuma powder	100 gms.
4	HONEY (Pet Jar)	500 gms.	42	Kukuma powder	50 gms.
6	HONEY	250gr.	44	Chilly powder	500gr
9	Flower Tamarind	1kg	45	Ragi Powder	500gr
10	Flower Tamarind	500 grms	46	Triphala powder	100gr
11	JasmineSoaps saver pack(5soaps)	125gms.	47	Triphala Ras	500 ml
12	Aloeverasoap saver pack(5sps)	125gms.	48	Soapnut Powder	200gr
13	Neem soap Saver pack (5sps)	125gms.	49	Sheekakai Powder	200gr
14	Turmeric soap Saver pack (5 sps)	125gms.	50	Soapnut Pulp	500gr
15	Aloevera soap	150gms.	51	Soapnut Shampoo	5ml Scht
16	Jasmine soap	75gr	52	Shikakai Shampoo	5ml Scht
17	Aloevera soap	75gr	53	Soapnut Shampoo	100ml Btle
18	Jasmin Soap	125gr	54	Shikakai Shampoo	100ml Btle
20	Aloevera soap	100gr	55	Coffee Powder 60/40	200gms.
21	Jasmine soap	100gr	56	Vaisakhi Coffee Powder 70/30	200 gms.
22	Neem Soap	100gr	57	Coffee Powder pure	200 gms.
23	Turmeric Soap	100gr	58	Coffee Powder 60/40 Special	260 gms.
24	Aloevera soap	20gr	59	Roasted Beans	200 grms
25	Jasmine soap	35 grms	60	Coffee Powder pure	240 grms
26	Gift pack 4 soaps	125gr	61	Nannari Tetra Pack	200ml
27	Nannari Sharbat	750ml	62	Jute Bags	
28	Bilva Sharbat	750ml	63	Coffee Gift Box Small	10 kgs
31	Cuttings	500 gms	64	Coffee Roasted Beans	25 kgs
32	Rajmah Red.	500 gms.	65	GCC Araku valley coffe cups liquid	
33	Dry Chillies	200 grms	66	Gift Boxes Big with 3 varaities	
35	Amla powder	200gr	67	Non Wave Covers	
37	Turmeric powder	500 gms.	68	Araku Valley Instant Coffee	2 grms
38	Turmeric powder	200 gms.	69	Araku Valley Instant Coffee	10 grms

Opportunities of Digital Marketing

There are many opportunities of digital marketing of Andhra Pradesh Girijan Co-operative Corporation Ltd. Some are discussed below.

Brand development

A well maintained website with quality content targeting the needs and adding value to GCC organic products target consumers can provide significant value and lead generation opportunities.

Optimize for conversion

The ability to track a consumer journey beginning at the first click allows GCC to test and optimize website for conversion on an ongoing basis.

Social Media Advertising

Social media gives brands the tools to target ads to a very specific demographic. For example most social networks such as LinkedIn allow brands to show ads only to people who belong to a specific age group or location. It can even

target ads based on people's likes and interests on the platform and on their business demographics. GCC can also leverage social listening to learn more about their competitors or to identify gaps or over saturations in the market.

Connect with mobile consumers

Having a dominant online presence that is optimized for Smartphone and Tablet users of India can influence buying behavior. Most of mobile searchers use their phones to check on prospective in-store purchases, and relevant information to their queries and also mobile users have purchased from a different brand than the one they had in mind because of the information listed.

Become more competitive

Digital marketing is how businesses are working now, and will continue to work in the future. If a business is not already in the digital marketing game, then it is behind.

Challenges Facing Digital Marketing

The major challenges digital marketing of Andhra Pradesh Girijan Co-operative Corporation Ltd. Some are discussed below.

Meeting Expectations of Consumers in the Digital Age

The mobile, always-on generation expects very different experiences from companies and organizations. Nobody wants to wait in line for services anymore. Instead, they want to be able to arrange their whole lives online.

The Age of Consumer Centricity

Gaining a more holistic view of a consumer is a key driver for GCC who realize that they need to simplify their brand experience. Being able to offer a good, joined-up experience across all consumer touch points is a competitive advantage.

Intensifying Competition

Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.

Speed and Innovation

In digital channels, marketing can happen at light speed – aka in real time. Once we put a campaign in market, we can immediately see user actions and reactions to it. No longer does it take months to compile data and write performance reports. With this comes the ability to optimize in real time as well. But too often, the companies don't have processes in place to enable the quick reaction to problems or opportunities.

Organizational Structure and Knowledge Sharing

In many large organizations, departmental silos were created originally for the purpose of standardization and efficiency. Unfortunately, in the fast-moving digital marketing world, these very silos now mean incredible inefficiency, slowness to react to opportunities, and knowledge gaps. While most companies don't have the luxury of reorganizing, there are processes that can be put in place to increase knowledge sharing and speed.

Analysis

Table 1 shows the retail marketing division godown point wise sales for the financial year 2017-18. It is observed that the GCC organic product online sales took place in Hyderabad and Visakhapatnam division godown points only and the overall annual online sales were less than one percent (0.55%) among the total RMD godown point sales. It is also observed that the online sales of GCC products were (1.48%) in the month of January and followed by (1.02%) December and rest of months less than one percentage expect of April, May, July and February and this month's online sales volumes were 0%. It is concluded that the GCC has to expand the online sales to remaining division godown points and also give the proper advertising about the GCC online products in print and electronic media.

Table 1 - Retail Marketing Division Godown point wise Sales from April 2017 to March 2018

Sales	Retail Marketing Division Godown point wise Sales							Total			Percent age
	Hyderabad		Visakapatnam		Vijayawad a	Rajamahendra varam	Tirupathi				
	Offline	Online	Offline	Online	Offline	Offline	Offline	Offline	Online	Total	
Apr17	407527	0	3387630	0	3015071	2436470	4288509	13535207	0	13535207	0
17-May	0	0	4430510	0	3443422	1545400	1152004	10571336	0	10571336	0
17-Jun	973012	78840	4238969	2002	3288810	1809398	516829	10827018	80842	10907860	0.74%
17-Jul	319581	0	2116752	0	0	0	396654	2832987	0	2832987	0
17-Aug	1257508	104389	4163098	0	3324867	2776247	453287	11975007	104389	12079396	0.86%
17-Sep	997326	24559	4537723	0	4019025	1723370	394849	11672293	24559	11696852	0.21%
17-Oct	1328002	79605	5148043	0	4179528	2483773	464587	13603933	79605	13683538	0.58%
17-Nov	1485170	91811	5730532	0	4393916	1680380	517860	13807858	91811	13899669	0.66%
17-Dec	1548580	152707	4864830	0	4983529	2509566	917409	14823914	152707	14976621	1.02%
18-Jan	1203180	225078	6109368	0	4941711	2126284	566017	14946560	225078	15171638	1.48%
18-Feb	1037692	0	6991340	0	4212803	2186108	803110	15231053	0	15231053	0
18-Mar	1585653	76451	6163189	0	5172314	2512219	821980	16255355	76451	16331806	0.46%
Total	12143231	833440	57881984	2002	44974996	23789215	11293095	150082521	835442	150917963	0.55%

Source: Computed from GCC Annual Reports

Table 2 shows the division wise retail marketing division sales for the financial year 2017-18. It is observed that the GCC organic product offline sales among the seven divisions Rampa Chodavaram stands first place with 254.16 lakhs followed by Tirupathi 200.58 lakhs, Paderu 108.74 lakhs, Srisailam 107.01 lakhs, Parvathipuram 54.36 lakhs, Seethampeta 35.34 lakhs and last place stands with

28.44 lakhs in Chintapalli. It is also observed that the total offline sale of GCC products in the year 2018 was 788.63 lakhs in all seven divisions. It is concluded that the GCC should concentrate on the seethampeta, chintapalli and parvathipuram divisions to implement the strategies to improve the sales volume.

Table 2 -Division wise Retail Marketing Division Sales from April 2017 to March 2018

Sales	Division wise Retail Marketing Division Sales							
	Seethampeta	Parvathipuram	Paderu	Chinthapalli	R.Chodavaram	Tirupathi	Srisailam	Total
17-Apr	1.08	7.84	3.71	0.66	10.37	42.89	3.22	69.77
17-May	1	2.12	3.66	0.85	11.93	11.72	4.62	35.9
17-Jun	4.74	8.2	13.74	1.96	22.64	22.13	13.71	87.12
17-Jul	6.39	2.9	12.51	3.22	3.52	6.33	4.22	39.09
17-Aug	1.96	9.12	10.78	3.92	7.26	16.03	7.63	56.7
17-Sep	4.49	4.87	6.26	2.49	14.48	12.95	10.25	55.79
17-Oct	6.46	3.83	9.32	2.32	13.29	9.87	16.27	61.36
17-Nov	0	5.04	8.72	3.85	9.25	7.82	7.12	41.8
17-Dec	0	2.72	8.96	2.41	38.35	13.94	8.21	74.59
18-Jan	0	1.96	9.65	2.45	44.16	14.36	20.46	93.04
18-Feb	0	3.75	11.95	2.45	46.12	28.91	5.35	98.53
18-Mar	9.22	2.01	9.48	1.86	32.79	13.63	5.95	74.94
Total	35.34	54.36	108.74	28.44	254.16	200.58	107.01	788.63

Source: Computed from GCC Annual Reports

1. H01: There is no significant mean difference between Online and Offline sale of GCC Products.

Table 3 and 3(a) show the mean difference between online sales and offline sales in respect of total sales of GCC. Based on the nature of the data, the study used Independent Sample 'T' test. According to the results, the calculated p value is 0.000 which is less than the standard value 0.05 at 5% level of significant. Hence, the null hypothesis is

rejected and it is concluded that there is no significant mean difference between online sales and offline sales in respect of total sales of GCC. It is concluded that the offline sales were more than the online sales among the total sales volume of GCC in the financial year of 2018. Therefore it is suggested that the GCC should concentrate on online sales by giving proper advertising and expanding the online sales all over India.

Table 3 -T-test

Group Statistics					
Mode of Sale		N	Mean	Std. Deviation	Std. Error Mean
Sales Volume	Online Sales	12	69620.16	70364.33	20312.43
	Offline Sales	12	12506876.75	3540394.05	1022023.73

Source: computed from secondary data

Table 3 (a)

Group Statistics					
Mode of Sale		N	Mean	Std. Deviation	Std. Error Mean
Sales Volume	Online Sales	12	69620.16	70364.33	20312.43
	Offline Sales	12	12506876.75	3540394.05	1022023.73

Source: computed from secondary data

2. H02: There is no significant mean difference among the Seven GCC Divisions retail Marketing Sales volume.

Table 4 shows the mean difference among the Seven GCC Divisions retail Marketing Sales volume. Based on the nature of the data, the study used ANOVA test. According to

the results, the calculated 'p' value is 0.000 which is less than the standard value 0.05 at 5% level of significant. Hence, the null hypothesis is rejected and it is concluded that there is a significant mean difference among the Seven GCC Divisions retail Marketing Sales volume.

Table 4

ANOVA					
Sales Volume					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3689.146	6	614.858	10.967	.000
Within Groups	4316.908	77	56.064		
Total	8006.053	83			

Source: computed from secondary data

Testing of Hypothesis

Hypothesis	'P' value	Results
H ₀₁ : There is no significant mean difference between Online and Offline sale of GCC Products.	0.00	Rejected
H ₀₂ : There is no significant mean difference among the Seven GCC Divisions retail Marketing Sales volume.	0.00	Rejected

Finding	Conclusion	Suggestion
The study found that there is no significant mean difference between online sales and offline sales in respect of total sales of GCC.	It is concluded that the offline sales were more than the online sales among the total sales volume of GCC in the financial year of 2018	It is suggested that the AP GCC has to provide the proper advertisement to attract the more customers and create a mobile app to attract more customers and also tie up with Amazon and flipchart online marketing channels to sell the products across the India.
The study found that there is a significant mean difference among the Seven GCC Divisions retail Marketing Sales volume.	It is concluded that the GCC divisions of Seethampeta, Chintapalli and Parvathipuram sales volume is very less compare to other divisions during the financial year.	It is suggested that the GCC should concentrate on the Seethampeta, Chintapalli and Parvathipuram divisions to implement the strategies to improve the sales volume.

Reference

- Dr.D.Satish Babu (2016) *“The Role of Girijan Corporation in the Development of Rural Markets”*, International Journal of Multifaceted and Multilingual Studies, Vol.III, Issue-I, January, 2016, pp 1-9.
- Shamrao Koreti (2016), *“Socio-Cultural History of the Gond Tribes of Middle India”*,
- International Journal of Social Science and Humanity, Vol.6, No.4, April 2016, pp 288-292.
- Ravi Prakash A.S.P.S (Vice Chairman) *“GCC Products in Shopping Malls Soon”*. The Hindu, Hyderabad, 26th May 2016, P05.
- Mr.Neelmani Jay sawal and Mrs.Sudeshna Saha (2015) *“Rural and Tribal Development in India: A Review of Challenges and Remedies”*, International Journal of Social and Economic Research Vol.5, no 3 July-Set, 2015, pp 76-97.
- Dr.Pramila Pravan Patnaik (2015) *“Working of Gram Sabha in Scheduled Areas under PESA Act Odisha Perspective”*, Odisha Review-Feb-March, 2015, pp 54-59.
- Mrs. Anjalli Vachhani, (2016) *Digital marketing in India and its challenges & opportunities ahead*, International Journal of Advanced Research, ISSN: 2320-5407, Int. J. Adv. Res. 4(12), PP 1554-1558.
- G. Reza Kiani, (1998), *“Marketing opportunities in the digital world”*, Internet Research, Vol. 8 Iss 2 pp. 185 – 194
- Ms.Arjinder Kaur, Ms.Gurveen Sandhu (2017) *Opportunities and challenges to digital marketing in developing countries*, International Journal of Sciece Technology and Management, Vol. No.6, Issue No. 05, May 2017, pp. 322 – 327, www.ijstm.com.