

A study on Selective Marketing Strategies of Indigenous Products of Nilgiris Tribe

Dr. D. Padmavathi * and L. Mythili **

* Professor and Head, Department of Commerce, Sri Ramakrishna College of Arts and Science for women, Coimbatore

** Assistant Professor, Department of Commerce, Sri Ramakrishna College of Arts and Science for women, Coimbatore

Abstract:

Indigenous peoples are custodians of some of the most biologically diverse territories in the world. They are also responsible for a great deal of the world's linguistic and cultural diversity, and their traditional knowledge has been and continues to be an invaluable resource that benefits all of mankind. The situation of indigenous peoples in many parts of the world continues to be critical. Indigenous peoples face systemic discrimination and exclusion from political and economic power. In more modern versions of market exploitation, indigenous peoples see their traditional knowledge and cultural expressions marketed and patented without their consent.

Key Words: indigeneous people – indigeneous product – promotional aspects

A. Introduction:

Indigenous communities, peoples are those which, having a historical continuity with pre-invasion and pre-colonial societies that developed on their territories, consider themselves distinct from other sectors of the societies now prevailing on those territories, or parts of them. They form at present non-dominant sectors of society and are determined to preserve, develop and transmit to future generations. Nilgiris is the place of this original inhabitant. Nilgiris tribes are comes under the category of primitive tribes includes thoda, kurumba, kata, kattunaickers, irulas and panniyans. Who have been there for more than 1200 years. Earlier they were doing hunting, fishing and collecting forest products for their livelihood. These tribes are having the indigenous knowledge of making wild ornaments, mud pot and vessels, traditional handicrafts and embroidery works. Earlier they were making all these products for their own use and which is not available for non tribes. After civilization and changes in forest policy hunting and collection of minor forest product is also reduced and some of the tribes get involved with agriculture for their livelihood. Some of the tribes are coming out of the forest for employment, which create an opportunity to mingle with the non –tribes and this gives an awareness about the indigenous knowledge of making unique indigeneous product. Nilgiris is also considered as the queen of hills and a tourist spot too . This helps the tribes to sell their unique products to civilized people.

Tribes in Tamilnadu:

In Tamilnadu there are 30 catagories of tribes available, Among this six category of primitive tribes are living in Nilgiris namely Toda, Kurumba, Kattunaikar Irular, kota and Paniyans, Living in four panchayat unions of Nilgiris district. The total population of tribes in nilgiris is 22,767. Among these 11,176 males and 11,591 are female².

The Nilgiris:

The Nilgiris is situated in the North Western corner of Tamil Nadu in Southern India. They are bounded in the North by the State of Karnataka and In the West and South West by Kerala. The present administrative district, the Nilgiris, is a plateau of lofty mountains, roughly 55 kms long, 32 kms in width (exactly 2549.38 sq. kms) and 6,500 ft above the sea level. On the globe, the hills lie between $11^{\circ} 8'$ and $11^{\circ} 37'$ north latitudes, and $76^{\circ} 27'$ and $77^{\circ} 04'$ east longitudes. The distinct has a geographical area of 2,543 sq. kms, constituting above 1.95 per cent of the area of the State of Tamil Nadu. The abrupt rise of the Nilgiris from the surrounding areas is very striking. Doddabetta (2637 mts) is the second highest peak in India, South of Himalayas. Udhagamandalam (Ootacamund), the most popular hill station in Southern India, is situated in broad undulating valley at the foot of Doddabetta.

Topography: The Nilgiris can be divided into four distinct regions. There are:

- The Nilgiri plateau situated in the central part,
- The Sigur plateau lying at the foot hills on the Northern side,
- The Nilgin-Wynad lying on the Western side of the above two plateau, and
- The outer slopes facing the plains.

The tribal economy is ultimately connected with forest. Their way of living is forest based. Tribal economy in general, is characterized by the close relation between the economy and the habitat not being powerful enough to modify the surroundings, the tribes learnt to adopt themselves to it. The primitive group has tried to work out some adjustment between material needs and the potentials of the environment.

To improve the economic condition of this primitive group, development of agriculture need to get the top most priority. The development of entrepreneurial activities among the tribes using local produce as raw materials like sabai grass, cocoon, wood and leaf honey etc., will increase the employment as well as the demand of the forest produce.

B .Objective of the study:

- 1) To analyse the opinion of respondents towards the place, a variable which influence the marketability of the products
- 2) To find out the promotional aspects of indigenous product

Methodology:

The study is mainly based on primary data and data has been collected from the field survey in various tribal villages in Nilgiris District. A total number of 459 respondents from different all the tribal group are selected using non random sampling method. Secondary data are collected from the existing literature and data in websites, various publications of Central and State, books, magazines, newspapers, reports, seminar papers etc. Information is also gained from the discussion with officials and non-officials of DRDA. For analyzing the data percentage is used and respondent's socio- economic backgrounds have been analyzed with reference to their age, educational qualification, family member, etc.

C. Review of literature:

S.M.Sangeetha¹ has expressed that “ Though they were restricting themselves in the jungles or close to the forest , their social and cultural activities attracts the tourists from various destinations , both the domestic and international. With the continuous efforts of the Central Ministry of Tribal Welfare and the NGO’s there is a process of transition in the system of Todas, Kotas, Kurumbas, irulas and paniyans . Tourism had played a vital role in raising the economic status of the tribal communities

Dr.S.Vasanthi² has found that Kotha Pottery is the world famous one, which is the artistic work of the Kotha Tribals in Nilgiris area. The craft gets lost due to development which is focused towards large scale, homogeneous industrial goods. The Kotha people, who already face a threat of extinction, due to their small numbers, need support to revive the dying art and tradition. The Government is taking enough steps to provide machines for making pots which motivate the Kotha tribes to diversify their skills.

Analysis and interpretation:

D. Importance of the Research

The research studied that the place and promotional aspects of indigeneousproduct

Research Design

For our study work we chose the respondentsview towards place where they are selling and promotional aspects for the indigeneous products produced by them.

Tools of Analysis

Statistical Tools Used The researcher has adopted various statistical tools for the purpose of analysing the data collected. The tools used are listed below:

1. Percentages it plays a vital role in interpreting large data in a very simple manner. The present study has utilised percentages in analyzing demographic variable of the tribes.

2. Mean score analysis

$$\mu = (\sum X_i) / N$$

$$S = \sqrt{\frac{\sum (x_i - \mu)^2}{(n - 1)}}$$

The term ‘ $\sum (x_i - \mu)^2$ ’ used in the formula represents the sum of the squares of the deviation of the variable from their sample mean.

Sample Size- 459 tribes (all primitive tribes) have been taken for the study which includes both male and female respondents.

E. RESULTS AND DISCUSSION

In the tribal group the highest number of respondents are thodas with 30.7 percent, then the next highest number of respondents are erular with 24.2 percent, then the next highest number of respondents are kurumbar with 18.7 percent, then the next highest number of respondents arekotta with 12.2 percent, then the next highest number of respondents are panniyar with 10 percent and finally the last highest number of respondents are kattunayakar with 4.1 percent. In the gender group the highest number of respondents is male with 39.4 percent and finally the last highest number of respondents is female with 60.6 percent.

In the age category the highest number of respondents are between 41 years - 50 years with 39.7 percent, then the next highest number of respondents are between 31 years - 40 years with 24.4 percent, then the next highest number of respondents are between 21 years - 30 years with 17.2 percent, then the next highest number of respondents are between 51 years & above with 15 percent and the last highest number of respondents are between less than 20 years with 3.7 percent. In the marital status category the highest number of respondents is married with 82.4 percent and the last highest number of respondents is unmarried with 17.6 percent. In the income group the highest numbers of respondents are between Rs.25000 to Rs.30000 with 44 percent, then the next highest number of respondents are between Rs.20000 to Rs.25000 with 32.9 percent, then the next highest number of respondents are Below Rs.15000 with 13.7 percent and the last highest number of respondents are between Rs. 15000 to Rs.20000 with 9.4 percent.

Mean score Analysis:

Place Aspect of indigenous product by indigenous people:

The opinion of respondents towards the place, a variable which influence the marketability of the products was asked to find out, which factor enhances them to sell their products which are produced effectively. The mean and standard deviation are used to measure the place aspect.

Mean and Standard Deviation of Place Aspect

Measuring Items	Mean	Sd
Direct selling	4.51	0.101
Weekly bazaars	2.58	0.377
Intermediaries	2.97	0.123
Co-operative society	3.49	0.382
TRIFED	2.54	0.417
Mean Score	3.22	0.280

The respondents accept with the place where they sell their produced products with a mean value of 3.22. Whereas the respondents have a moderate feel towards the weekly bazaars, intermediaries and TRIFED where they sell their produced products.

Promotional Aspects of the indigenous product

The opinion of respondents towards the promotion, a variable which influence the marketability of the products was asked to find out, who helps them in promoting their products which are produced effectively. The mean and standard deviation are used to measure the promotion aspect.

Mean and Standard Deviation of Promotional Aspects

Measuring Items	Mean	Sd
Government	1.80	0.136
NGOs	3.57	0.793
Intermediaries	2.79	0.138
Private Sponsors	2.87	0.433
Mean Score	2.76	0.375

It is clearly understand from the table that the support of the government for promoting indigenous tribal product is with a mean score of 1.80. The respondents have a moderate feel towards the promotional aspect, which clearly implies that their product need to be promoted effectively by their supporting organizations for better profits with a mean value of 2.76.

F. Conclusion:

In spite of various limitations, it can be noted that the indigeneous people are having unique knowledge and skill of producing various indigeneousproduct.the tribes pefer to sell their products through weekly bazaar, intermediaries and co-operative societies.The knowledge and talent of these people should preserved and to be taken to the future generations. And the government and other nonprofit organisations should take effective steps to promote the tribal products. The government should also plan to have separate marketoutlet in each and every tourist places for this indigeneous product. This may reach the national as well as international people.

References:

1. Chawla, Sonia (2013, January). „Micro Finance: A tool for Poverty alleviation“, published in IJRESS, Volume 3, Issue 1, ISSN: 2249-7382.
2. Sangeetha. S. M “Women Entrepreneurship issues and challenges” paper submitted to P.G &Research department Commerce, Providence College for Women,Coonoor.TheNilgiris.
3. Vasanthi. S “Women Entrepreneurship issues and challenges” paper submitted to P.G &Research Department Commerce, Providence College for Women,Coonoor.TheNilgiris