

MARKETMIRCHI.COM

CONNECTING RURAL MARKETS FOR FREE

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During the times of COVID-19 pandemic when producers and consumers are finding it difficult to commute and trade, digital technology opens the world of opportunities. Online grocery stores and e-commerce companies are driving sales in urban areas through leverage of digital technologies while ensuring safety. In rural India, where there are more internet users than urban India, it is felt that use of digital platforms should catch pace.

ABOUT MARKETMIRCHI.COM

Ms. Pragati Gokhale in collaboration with Maharashtra Knowledge Corporation Limited (MKCL) came up with this webportal marketmirchi.com to help rural people in marketing their Rural/Agro Products, services directly without middleman. marketmirchi.com have all the rural/agro categories of products and services for rural marketing and that's too for free.

ABOUT MISSION MERAMOBILEMERAMARKETING

Under this webportal Ms. Pragati Gokhale and her team is working on a Unique Project Mission Mera Mobile Mera Marketing. It is disruptive bottom up approach for Rural Marketing in India through which we are enabling rural entrepreneurs/ artisans/self help groups/farmers to do their free Digital Marketing using their own mobiles.

Mission MeraMobileMeraMarketing was launched in 2016 as an initiative to facilitate forward and direct market linkage between various agribusiness companies engaged in procurement and stakeholders like farmers, agripreneurs, artisans, self-help groups, Farmer Producer Organisations (FPOs) and other institutions. The companies procuring through the online platform, 'Marketmirchi.com' now not only include start-ups and medium enterprises but also big players like Big Basket and Reliance Retail.

Mission MeraMobileMeraMarketing via marketmirchi.com is completely free social mission the brainchild of Pragati Gokhale. MKCL has supported it by developing useful videos on how to use marketmirchi.com which are further disseminated to farmers through community radios, Krishi Vidnyan Kendras, NABARD etc. Pragati Ji is Advisor to Rajiv Gandhi Science & Technology Commission, Govt. of Maharashtra and National Resource Person with the Ministry of Rural Development, Govt. of India and can be contacted on 9822719618. She retired as Deputy Director with Mahatma Gandhi Institute for Rural Industrialization, Ministry of MSME, Govt. of India. The Department of Science and Technology, Govt. of India recognized her efforts and made it a part of Post Covid Reforms Policy.



THE KEY COMPONENTS OF MISSION MERAMOBILEMERAMARKETING ARE

1) WWW.MARKETMIRCHI.COM

Indigenous, responsive, multilingual web portal www.marketmirchi.com highlighting all rural / agro categories for Free digital marketing of rural Products/Agro Products, rural Services and rural Jobs. Developed in latest progressive web technologies most suitable for rural areas as downloading like App is not required but have all features like App. Moreover it is totally Free Open Model facilitating Buyer Seller deals in Rural Domain, where Rural Sellers/ Buyers can contact each other, establish Market Linkages and go ahead. It is not a Closed Business Model which E-commerce Companies offer.

2) CREATION OF BACK END LINKAGES

Hands on sessions of rural stakeholders viz., farmers, self help groups, artisans, rural entrepreneurs are taken on using this platform effectively for posting their own ads as well as for making direct market linkages. These Capacity Building programs are done for them using their own mobiles. Various online programs are also taken for creating these back end linkages with support from various Govt., Non Govt. players working in Rural Development Sector. MKCL has developed Hindi videos on how to use marketmirchi.com for your zero budget digital rural marketing for the online trainings.

3) CREATION OF FRONT END LINKAGES

Various Online/ Offline strategies including Artificial Intelligence are leveraged to find B2B, B2C linkages for rural products. Now even Big Basket, Reliance Retail have posted their procurement Ads on marketmirchi.com. More than 60 % direct market linkages are generated by this absolutely free but effective humble effort apart from increasing digital foot print of Rural India.

