



## **ORMAS: Developing sustainable livelihood for rural producers**

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### **Abstract**

Odisha Rural Development and Marketing Society (ORMAS) came into existence in 1991 under the Panchayati Raj & Drinking Water Department. The objective of ORMAS is to create different 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. 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 for last 25 years in most of the cities of Odisha under the banner of “Pallishree” and “Sisira Saras”. These Melas provide an opportunity to rural poor to sell their products directly in major urban centres & also interact with the urban buyers to know their tastes/preferences for various types of products. Thus 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.

This paper is purely based on secondary data and statistical techniques like SPSS, E-views and advanced excel are used for data analysis. The aim of the paper is to examine the role of ORMAS in the marketing and promotion of rural products through exhibitions like Pallishree Mela, Sisira Saras etc. The data of the last decade 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.

**Keywords:** ORMAS, Pallishree Mela, Sisira Saras, SHGs, sustainable livelihood

### **1. Introduction**

#### **1.1 About ORMAS**

ORMAS (Orissa Rural Development and Marketing Society) is a self-governing apex body, which is run by the Panchayati Raj Department under the Government of Orissa. The main aim of ORMAS is to facilitate a better livelihood to the rural poor of Orissa by implementing advanced technologies. The chief activities of the industrial sectors of ORMAS include Handloom, Handicraft and other Utility items. Apart from these three items, Orissa Rural Development and Marketing Society is also involved in manufacturing minor forest and agri-based products which possess a great foundation of raw materials and skills. The activities carried out by ORMAS (Orissa Rural Development and Marketing Society) involve producing siali and sal leaf plate and cups, hill broom, Rock Bee honey processing etc. ORMAS also facilitates proper input connections for the promotion of these rural products. ORMAS works at macro-level that ensures smooth implementation of the programs involved in the welfare activities. The other activities of the ORMAS include helping in the formation and promotion of Self Help Groups, to facilitate the banking operations of the SHGs, and to offer marketing linkages with lucrative prices to the producers. The ORMAS also facilitates capacity building of the self-help groups by offering them basic orientation and training to develop their skill further. Moreover linkages are

Created by the ORMAS for meeting the infrastructure requirements of these groups and to provide them the appropriate technology required for further development. The ORMAS (Orissa Rural Development and Marketing Society) have taken up product promotion programs as well in order to supply more standardized products.

#### **1.2 Historical background**

To create different 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, Government in Panchayati Raj & Drinking Water Department has created “Odisha Rural Development and Marketing Society (ORMAS)” on 14<sup>th</sup> January 1991 and registered under Societies Registration Act-1860. ORMAS at District level known as “District Supply and Marketing Society” (DSMS). These units are functioning with the basic objective to help rural poor to make a better living by enabling them to improve their production, processing and marketing. DSMSs/ ORMAS also act as a facilitating agency for implementation & monitoring of rural livelihoods programmes in rural Odisha. ORMAS and DSMSs have been successfully operating since last 25 years for establishment of a strong marketing network for rural produces.

### 1.3 Organisation structure

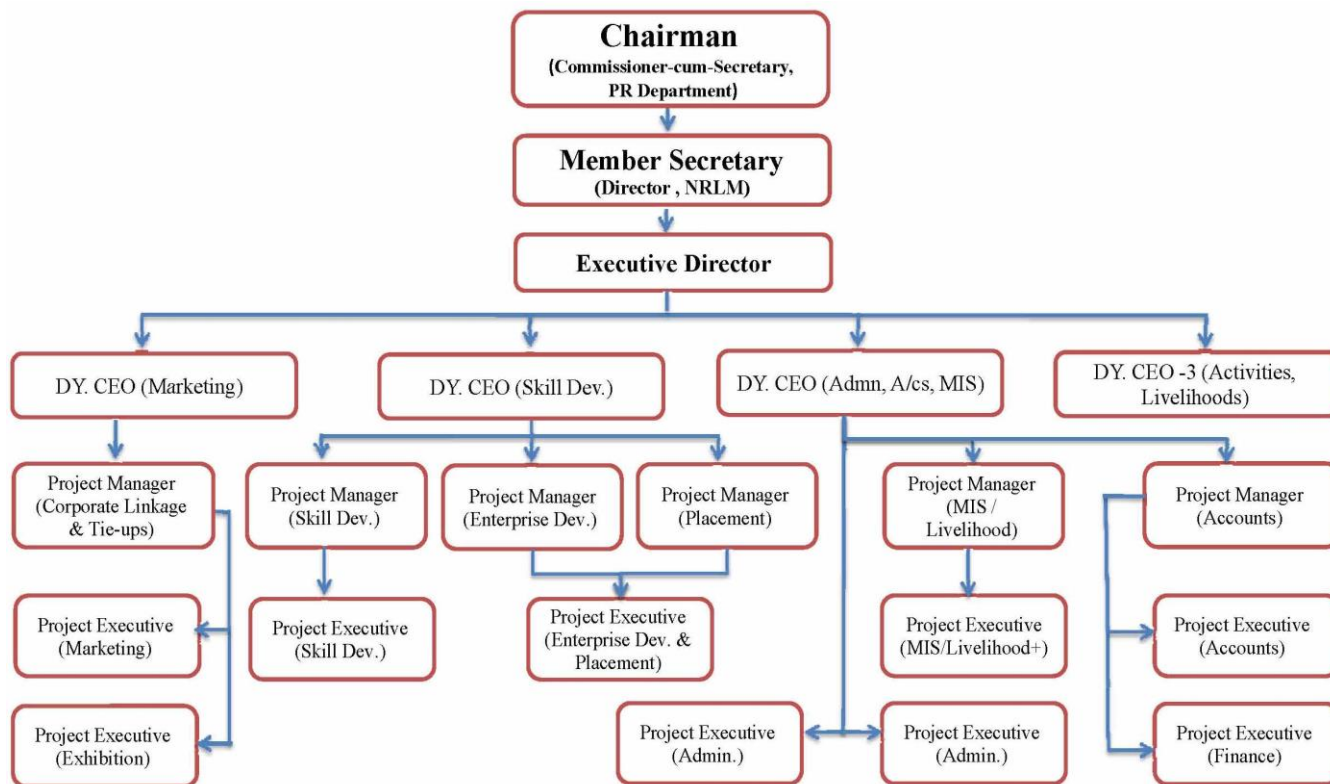


Fig 1

### 1.4 Mission, Vision and objectives

- **Mission:** To enable the poor to improve their quality of life by delivering simple yet innovative, small yet high value solutions for strengthening their livelihood and skill options.
- **Vision:** To become a respected concern in the emerging markets creating innovative and effective solutions for the rural producers/ unemployed youths for a sustainable livelihood opportunity.
- **Objectives:** The main objectives with which the state government has set up the Orissa Rural Development and Marketing Society (ORMAS) under the supervision of Panchayati Raj Department are:
  - a. To incorporate better technology
  - b. To provide new marketing strategies for better networking
  - c. To undertake development measures to sharpen the skills of the rural producers to generate better products.

### 1.5 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.

#### A) 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.

#### B) 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.

#### C) 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.

### 2. Objective of the study

The study aims at achieving the following objectives:

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

### 3. Research methodology

**Source:** the prepared paper is a descriptive study in nature. The study has been carried out based on the collection of the

relevant secondary data. The secondary data has 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 i.e. Pallishree Mella has been collected from 2003-04 to 2015-16 and Sisir Saras from 2017 to 2018 January.

**4. Products marketed by ORMAS**

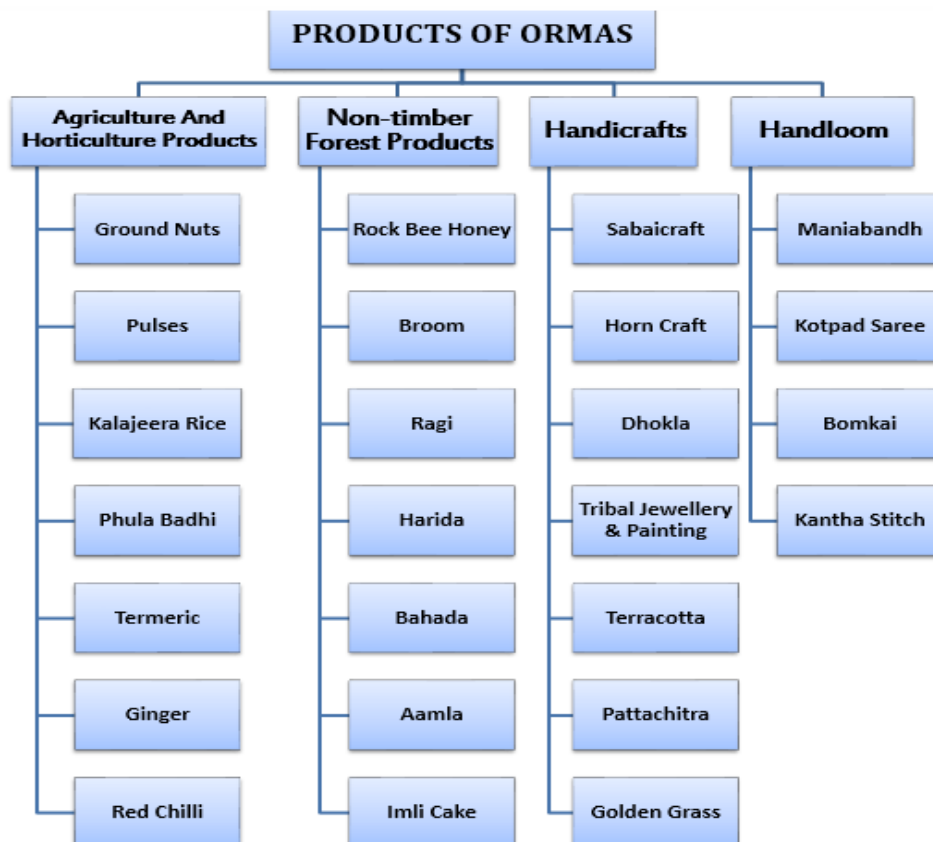


Fig 2

**5. Data analysis and interpretation**

▪ **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.

▪ **Pallishree Mela:** ORMAS has been organizing exhibitions

for last 21 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.

**Table 1:** Performance of ORMAS in Pallishree Mela

Sl.	Year	No. of exhibitions organised	No. of SHGs / Institutions participated	No. of participants	Total sales (Rs. in lakhs)
1	2003-04	6	1060	2642	150.39
2	2004-05	10	1144	2765	252.45
3	2005-06	9	2051	2267	332.72
4	2006-07	20	3310	6078	1206.34
5	2007-08	20	3120	5820	1006.34
6	2008-09	22	3348	7365	1468.51

7	2009-10	28	4128	8307	1728.28
8	2010-11	28	4020	7573	1723.98
9	2011-12	28	3940	6854	2007.19
10	2012-13	27	4500	8702	2911.23
11	2013-14	22	3535	7365	3347.31
12	2014-15	28	4604	9244	3913.77
13	2015-16	30	527	10855	4876.13
	Total	278	44037	85837	24924.64

In Table.1, the performance of ORMAS is analyzed. The no. of exhibitions are shown in col.3. Data are given for the financial year starting from 2003-04 to 2015-16. Col.4 represents the no. Of SHGs and other institutions participated whereas col.5 the total no. of participants. Col.6 speaks about

the sales value (Rs. in Lakhs). Over the period of 13 years 278 numbers of exhibitions cum sales are organised by ORMAS, with the participation of 44037 beneficiaries only. The sales made over a period of 13 years are Rs. 24,924.64 lakhs.

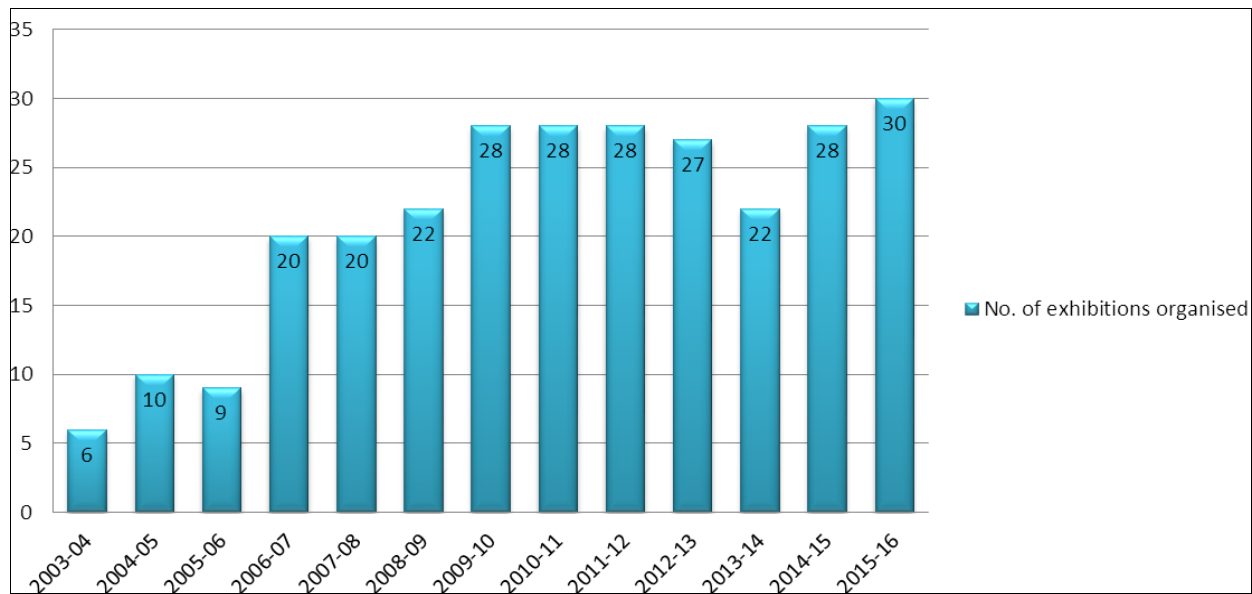


Fig 3: No. of exhibitions organised

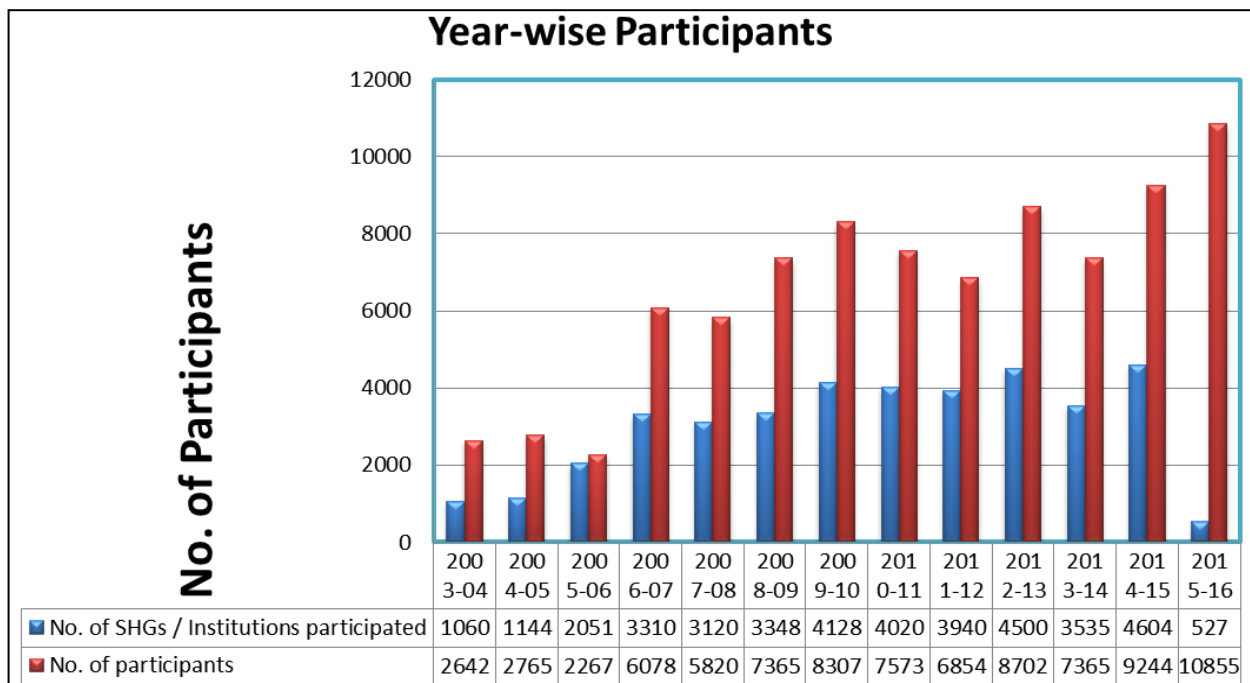


Fig 4: Year-wise Participants

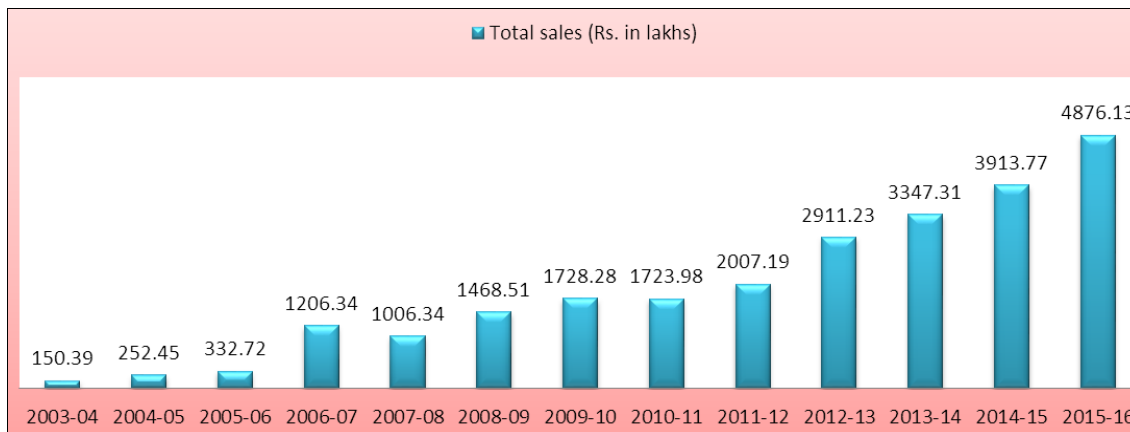


Fig 5: Yearwise sales (Rs. in lakhs)

From the above graphs, it is evident that not only the no. of exhibitions organised by ORMAS have been increased during the study period but also the no of participants and the sales of every year Have Also Been Increased At A Significant Rate, Which 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.

**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.

In the year 2017 and 2018, the rural producers and artisans from around 25 states from the country had put up their stalls. The craftsmen from all the 30 districts of Odisha were taking

part in the fair. The no of stalls erected in the fair was 290 in 2017 and 284 in 2018. The Odisha stalls exhibit some of the state’s best rural products such as terracotta handicrafts, home décor items made of seashells and paddy craft. The state’s Sambalpuri and ikkat print sarees were also on display. The total no of SHGs participated in the fair was 360 in 2017 and 386 in 2018 whereas the total no of participants has been decreased from 776 in 2017 to 673 in 2018.

Table 2: SISIR SARAS- 2017 & 2018 (5<sup>th</sup> January to 15<sup>th</sup> January)

Date	Sales (Rs.)	
	2017	2018
5 <sup>th</sup> Jan	18,74,375	45,78,500
6 <sup>th</sup> Jan	32,09,150	73,12,410
7 <sup>th</sup> Jan	55,42,750	1,39,05,215
8 <sup>th</sup> Jan	98,59,680	1,12,92,850
9 <sup>th</sup> Jan	85,72,500	1,19,26,380
10 <sup>th</sup> Jan	79,77,900	1,27,18,900
11 <sup>th</sup> Jan	96,18,275	98,77,450
12 <sup>th</sup> Jan	1,19,78,275	1,09,58,770
13 <sup>th</sup> Jan	1,36,10,250	1,38,05,765
14 <sup>th</sup> Jan	1,55,17,700	1,97,93,600
15 <sup>th</sup> Jan	1,61,99,500	1,43,42,500
Total	10,39,60,355	13,05,12,340

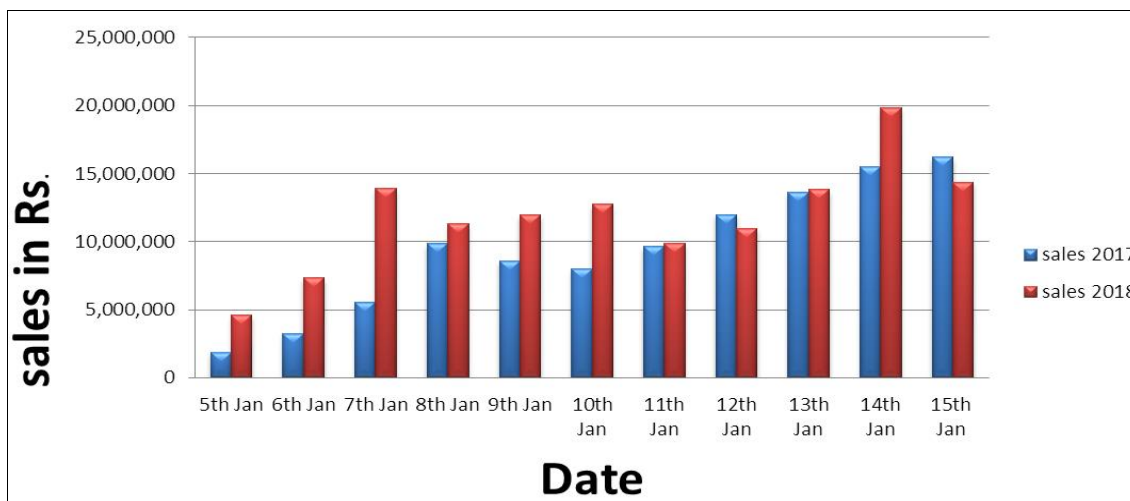


Fig 6

From the above diagram, it is clear that the sale of rural products produced by rural producers/artisans has been increasing over the years due to the fair called SISIR SARAS organised by ORMAS.

## 6. Conclusion

An exhibition in the most general sense is an organized presentation and display of selected items based on tastes and preferences of consumers. Exhibition/Melas have been part and parcel of entertainment and relaxation activity of our culture. ORMAS has innovatively used this medium as a channel to promote rural products made by the Institutions of poor. Based on the experience of Palli Shree Mela, it can be safely said that exhibition has indeed proved to quite critical in establishing a link between ORMAS and Consumers in terms of preparation and design of need based and appropriate products based on the availability of resources and skill. Thus, ORMAS and DSMS should make their presence felt all over Odisha either having their own outlets, making arrangements of uninterrupted supply of commodities like pulses, turmeric etc. It is hoped that the effort to organise will get further strategic in attracting a large no. of buyers to select and buy a product of their choice. Most importantly it will go a long way in enhancing the livelihood of the rural entrepreneurs towards a better living in the future.

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