



Academic Insights

Contributions of Dr. Rajagopal in Research- 2000

Courses conducted as Visiting Professor

Rural Communication and Advertising, National Institute of Agricultural Extension Management, Hyderabad (India)

Consumer Behavior, Institute of Public Enterprise, Hyderabad (India)

Inside ...

Research	Page 2
Books	Page 3
Consultancy	Page 3

Case Studies

Participatory Irrigation Management in India, ASCI, 2000

Highlights...

Nominations

Nominated as the working group member in command area development planning, for the Xth Five Year Plan, Planning Commission of India, Government of India.

Research projects completed

Evaluation of handicrafts exhibitions
Rural marketing system in north-eastern states in India

Books

Marketing: Concept and Cases, New Age, New Delhi
Marketing Management: Text and Cases, Vikas, New Delhi



Training and consultancy agenda for the year 2000

Dr. Rajagopal has attended to the major training and consultancy assignment at Administrative Staff College of India, Hyderabad (India). He has conducted the six weeks general management program for the young managers, which was attended by 24 corporate managers. The participant did a short project work with Thomas Cook in measuring the

customer value. Dr. Rajagopal has led two consultancy projects on handlooms (sponsored by Development Commissioner of Handicrafts, Govt. of India) and rural marketing system (Sponsored by Planning Commission, Govt. of India). The studies were completed and presented in the respective organizations.

Nomination

Historically irrigation has been the community subject and the rural household has traditionally been perceived as a unit of congruent interests, where resources and benefits are shared equitably with little conflict between members. However the state intervention in distribution of water resources was introduced during the colonial period and continued with the bureaucratic administration in the post-independence period. The socialization of natural resources for community benefits has been the recent approach propagated jointly by the Government and people's organizations at the grassroots level. A strong need has been felt by the government and

NGOs to develop field manuals and guidelines adaptable to most situations related to irrigation development. Dr. Rajagopal has been nominated as member of the working group in the command area development for evolving the strategies for the Tenth Five Year Plan constituted by the Planning Commission, Government of India. The term of the working group was determined for 1999-2001 and the group has to submit its report to the Planning Commission by March 31, 2001.

Ref: Office Order No. 25(1)/C/2000-WR. Dated January 29, 2001.

Evaluation of Handicrafts Exhibitions



Psychodynamics observed in the handicrafts exhibitions

The Development Commissioner (Handicrafts) Government of India awarded the study of Evaluation of Handicrafts Exhibitions to Administrative Staff College of India (ASCI). The main objective of the study is to assess the utilization of the grants provided by the office of the DC (H) to the various organizations for organizing the handicraft exhibitions. The study was conducted in 12 states covering 17 organizations holding 20 events at different places. The study was largely based on the primary data collected from 987 artisans, of those 480 participated in the exhibitions covered under the study and 507

artisans who had participated earlier in the financial year 1999-2000 in the events held by other organizations. The exhibitions were largely organized in low profile business locations, perhaps due to resource limitations on venue hiring. The State Handicrafts Corporation organized exhibitions in association with their state counterparts or at own showrooms or at the mutually decided venue. One of the prominent problems faced by the organizations is late receipt of the administrative approval for holding the event, which puts the organization to wait long to decide the place of exhibition and dates to proceed ahead for making necessary arrangement.

Rural Marketing System in North-Eastern States in India



A View of Rural Market

The rural marketing is largely unorganized in the region and dominated by the private traders. The northeastern states have high production of fruits, spices and cashew in the recent past but could not fetch market price equivalent to the other states. The topography of the NE states is not favorable for the movement of the products. Besides, the infrastructure, procurement practices, marketing approaches and processing facilities are also observed as the major constraints in the rural marketing in the NE region. The Planning Commission, Government of India, has awarded this

study to Administrative Staff College of India.

This study diagnosed the problems experienced in marketing of farm and non-farm produce, its value addition, forward marketing and infrastructure in the northeastern states. The study also aimed at evolving suitable strategies for development of the rural markets. The states of Assam, Meghalaya and Tripura are selected for the study. This diagnostic study is based on the available secondary data to be provided by the Planning Commission and the concerned State Governments.

Case Studies on participatory irrigation management

Good governance is increasingly cited as a key component in any successful strategy to reduce poverty. Decentralization of authority and responsibility is a key factor in good governance. Good governance is concerned with institutionalizing democracy in such a way that the structure produces the expected functions. The socialization of natural resources for community benefits has

been the recent approach propagated jointly by the Government and people's organizations at the grassroots level. The case studies have been conducted in reference to the community organizations in Andhra Pradesh, Gujarat, Madhya Pradesh and Maharashtra.

Case Studies in Participatory Irrigation Management, ASCI, 2000, pp 1-60



Each drop contributes to irrigation

Dr. Rajagopal, Ph.D.
Professor, Business Division
ITESM, Mexico City Campus
Mexico 14380 DF

E-Mail:

rajagopal@itesm.mx
prof_rajagopal@yahoo.com

Visit Home Page at:

http://www.geocities.com/prof_rajagopal/homepage.html

Marketing: Concept and Cases

The book discusses various aspects of marketing management process. It also discusses the important elements of advertising and law in Indian context. The concepts and applications of marketing research in reference to research design and MIS has been comprehensively discussed in the book. Relevant case studies drawn from the Indian context presented through out the book to illustrate the basic concepts and strategies.

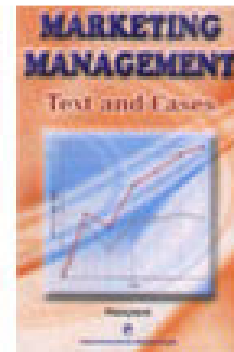
Rajagopal: Marketing: Concepts and Cases, New Age International (P) Limited, Publishers, New Delhi, 2000, pp viii+192, ISBN 81-224-1154-1



Marketing Management: Text and Cases

This book discusses the core themes of marketing from a broader perspective and is set against the backdrop of changing business practices, mega-competition, international markets, tailor-made strategies and all other issues of doing business in the current context. One of the significant highlights of the book is its Indian context and cases. Class tested and concise, the book provides in essence, a blend of marketing concepts and Indian cases.

Rajagopal: Marketing Management: Test and Cases, Vikas Publishing House, Pvt. Ltd., New Delhi, 2000, pp xvii+303, ISBN 81-259-0773-4



Consultation

Dr. Rajagopal offered consultancy services to Indian Farmers Fertilizer Cooperatives (IFFCO) towards conducting training programs for their cooperative stales/marketing staff at state and corporate level. The marketing programs were designed and delivered in consultation with their HR executives.

The courses on rural advertising and consumer behavior has been conducted in the National Institute of Agricultural Extension Management, Hyderabad and Institute of Public Enterprise, Osmania University Campus, Hyderabad.

