

# MARKETING POSSIBILITIES OF TRADITIONAL AND ETHNIC PRODUCTS VIA DIGITAL MEDIA

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**Abstract:** This paper tried to focus on marketing possibilities of traditional and ethnic products including food items using digital media. Today's marketing scenario surpassed so called traditional marketing in the modern era. Due to lack of time and demand for a specific product consumers are using their digital devices like smart phone. IPod, laptop, desktop are being used to order the product which they want and that is delivered to the office or residential address within couple of days. This not only saves valuable time and very easy to market. There are hundreds together websites and apps for online purchase of almost every product required for day to day usage. Packaged food items are also popular among these products. It is a known truth that traditional food and ethnic food items are tasted only in a certain period that too in a specific region only. Traditional Jowar Roti, ground nut Chatni, coconut chatni, Til obbattu, chakkuli, dry fish like Kane menu, fish powder etc. can be marketed using digital technology in India. Jowar riti. Gokak Karadantu, Amingad karadantu, Byadagi chilly powder and some other products are already available online. Apart from these many other traditional and ethnic products can be marketed via digital media.

**Key Words:** Traditional, Ethnic, Foods, Products, Digital Marketing, Digital Media

## 1. INTRODUCTION:

Ancestral gatherings everywhere throughout the planet have their own natural learning, culture and way of life. A journey for documentation of conventional learning has been thought particularly around customary wellbeing hones. Rest of the information with respect to nourishment propensities and ways of life has not been given a great part of the consideration. Due to modernization and present-day innovations of correspondence, these ways of life are subjected consistently to the weight of modernization. The central point in moving from customary propensities and styles to the cutting edge one is primarily no recognition of conventional societies. According to Human development report 2004, "living mode exclusion occurs when the state or social cultures denigrates or suppresses a groups' culture, including its language, religion or traditional customs or lifestyles. Needed are policies that give some form of public recognition, accommodation and support to a group's culture." (Sakiko FuKudo) He further expressed his opinion with relevant data. Around 300 million people belong to the world indigenous groups representing about 4000 languages in more than seventy countries. At the same time worlds nearly 200 countries include some five thousand ethnic groups .These groups are higher to unique cultures and unique ways of relating to other people and the environment. One of the ways to respect this cultural identity is scientific evaluation of their knowledge heritage; so that the so called modern world can understand the importance and values of these cultures and traditions. One of the aspects of indigenous cultures is their food habits. Scientific evaluation of these food habits and foods can easily achieve two important goals. 1. Providing respectable scientific basis to the tribal foods and food habits and 2. To preserve the traditional food habits that can play important role in food security.(Sakiko FuKudo)

## 2. FOLK WORK CULTURE:

Rural artisans especially women folk do struggle a lot to earn their daily bread. The ancestral occupation and craftsmanship has been drastically decreased and such business is neglected due to extra labour and attention to be cultivated. The generation of painstaking work is when all is said in done complicated, including various procedures, requiring some serious energy and work. This calls the specialization and division of work, and expansive machines, alongside master and proficient systems of creation. This involves high cost of generation in this area. Be that as it may, an absence of back, and help deny these workmanship units from the advantages of interior and outer economies. Because of the constrained property from one viewpoint and nonappearance of a sorted out generation office on the other, the craftsman confronted challenges in their occupation. In numerous occurrences, they were off guard in dealing with shipper merchants, who were, dominants of the business sectors, for credit and administrations. The motivation to safeguard this customary occupation alongside the important talented work urged the craftsmen to compose painstaking work as a little industry. In spite of the fact that expansive businesses did not gain any checked ground in Karnataka, there was a noteworthy advancement in the little scale units under this division. The

development and advancement of little ventures bit by bit energized the craftsmen, metalworkers and weavers to go into a private company to receive the rewards of industrialization. Subsequently, these craftsmen sorted out a generation of painstaking work under bungalow businesses with little capital however with serious work input.

### **3. INDIGENOUS KNOWLEDGE:**

Traditional and ethnic food items and rural handicrafts can be displayed on websites and get orders from distant places. After getting orders and payment via ecommerce gateway or any other digital transaction the supplier has to take care many things in order to reach the product to the buyer. Package, safety measures, clear instructions for careful handling etc. are must to do. The consignment has to reach on time. The consumer has to satisfy both with product and service. Saklani and Jain announced 255 plant species utilized for sustenance and 16 for drinks from Arunachal Pradesh and 91 consumable species and 29 for drinks from Assam. In Darjeeling District 73 species are utilized as nourishment and 3 for drinks; while from Manipur 177 species are noted as consumable and 5 for drinks. Add up to 287 species are utilized as sustenance and 41 for drinks in North-East India. Sharma and Mujumdar considered Toranmal territory of north Maharashtra. They announced 8 unprecedented palatable species utilized as a part of the district. Kulkarni and Kumbhojkar announced 25 wild edibles utilized by Mahadeo Koli tribe. Later in 2003, Kulkarni et al. report 86 wild edibles utilized by Mahadeokolis of Western Maharashtra; out of which 19 are verdant vegetables, 13 tuberous plants, 9 blooms and 45 organic products. Sankaran and Jagdish Kumar in "Execution of Khadi and Village Industry in India" have concentrated on the gigantic possibilities for the provincial enterprises.

### **4. MARKETING OF ART AND CRAFTS:**

The creators have argued for the rearrangements and streamlining of entrepreneurial exercises, an increment in a small-scale fund, disposal of vulnerability in a supply of crude materials, updating of preparing abilities of provincial specialists, improvement of new aptitudes, shabby credit and foundation of more modern homes and selection of most recent innovation. The products like traditional Khadi cloth and readymade dresses prepared with Khadi, non perishable herbal products, rare spices, skillfully woven pieces of cloths, homemade minute artisans, dolls and other wood crafts of Channapattana and Kinnala etc. can be sold with the help of online marketing. Computer literacy and changing trends among the public must be noted and keeping all these aspects in their mind the artists or suppliers have to act and compete with the fast changing business all around the world. It is a challenging and can be achieved with proper planning and strategy.

### **5. CONCLUSION:**

The cottage industries like artisans of Channapattana and Kinnala in Karnataka need to reach global marketing and sell their handicrafts to the distant places with the help of digital marketing system. Food products which can be preserved for longer period can also be marketed with proper hygiene packing. Retaining the original taste is very important aspect in digital marketing where the customers only see the picture of the particular product and order by paying advance. Now a day, almost all TV channels reserve certain time for business slots where one or the other products have been introducing and influencing the customer in order to purchase such products via online shopping portal.

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### **Author's Biography:**

Dr. Basappa Y. Bangari has 15 years of teaching experience both in UG and Post Graduate level. He is in the educational sector since 1996. He served as an Associate Professor and Head, Department of Indian and Foreign languages at Garden City University, Bengaluru and contributed his experiences while preparing syllabus for UG and Post Graduate level in English language and literature. He also served as a Private Secretary to the Hon'ble Vice-Chancellor of Karnataka Folklore University, Gotagodi for seven years. He also served as Teacher Educator for three

years. Apart from these he is serving as a casual News Reader at All India Radio (Prasar Bharathi), Dharwad. He Served as a Special Correspondent for ‘Samajveer’ a Kannada Daily for 25 years. He has been engaged in research activities in Folklore of Karnataka, social sciences, English language, literature and translation. Apart from participation he has presented papers on various topics in National, International seminar and conferences, published 14 books and 31 Research articles in refereed journals related to language, folklore, culture, communication and translation. His six translation books are ready for publication. Presently he is perusing his second Ph.D from Department of studies and research in English of Tumkur University, Tumakuru. “From Orality to Textuality: Transition of Folk Epics across Ritual and Textual Contexts in Rural Karnataka” is his research topic.