

TURA GOVERNMENT COLLEGE, TURA

DEPARTMENT OF GEOGRAPHY



Field Trip Report: *Analyzing the Effectiveness of Marketing Strategies Among Local Vegetable Sellers in the Rongram Area of West Garo Hills: A Case Study Approach*

The Department of Geography organized a field trip to Rongram on April 5th, 2024. The primary objective was to provide students with hands-on experience in geographical studies, enhance their understanding of physical landscapes, and observe geographical phenomena in real-world settings. This report outlines the activities conducted, observations made, and the overall outcomes of the trip.

Date of Field Trip: April 5, 2024

Report Compiled By: Shri. Phrangshai Hynniewta

Supervisor's Name: Shri. Phrangshai Hynniewta

Head of Department: Smt. Sukriti D. A. Rema

Students Participant:

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1. Introduction

The Department of Geography conducted a field trip for the VI Semester students to Rongram, a significant agricultural hub in the West Garo Hills, to analyze the effectiveness of marketing strategies among local vegetable sellers. This field trip aimed to understand the marketing dynamics, challenges, and best practices employed by local vendors, utilizing a case study approach.

2. Objectives

To evaluate the various marketing strategies used by local vegetable sellers in Rongram. To identify the challenges faced by these sellers in marketing their produce. To assess the impact of these strategies on sales and revenue. To provide recommendations for improving marketing effectiveness.

3. Methodology

Sampling: A purposive sampling technique was used to select 15 local vegetable sellers from various markets in Rongram.

Data Collection: Primary data was collected through structured interviews, surveys, and observations. Secondary data was obtained from local market records and agricultural reports.

Analysis: Qualitative data were analyzed using thematic analysis, while quantitative data were analyzed using descriptive statistics.

4. Findings

Marketing Strategies Employed

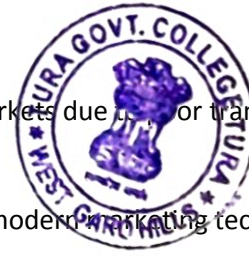
Direct Selling: Most sellers preferred direct selling in local markets, ensuring personal interaction with customers.

Pricing Strategies: Competitive pricing and occasional discounts were common practices.

Product Display: Sellers used vibrant and strategic product displays to attract customers.

Word-of-Mouth: Trust and reputation played crucial roles, with many relying on word-of-mouth for customer retention and acquisition.

Seasonal Promotions: Some vendors offered seasonal promotions to boost sales during peak harvest times.



5. Challenges Faced

Limited Access to Markets: Many sellers had limited access to larger markets due to poor or transportation infrastructure.

Lack of Marketing Skills: A significant number lacked formal training in modern marketing techniques.

Price Fluctuations: Frequent price fluctuations in the vegetable market affected profitability.

Competition: High competition among local sellers often led to price wars and reduced margins.

6. Impact of Marketing Strategies

Sellers employing diverse marketing strategies reported higher sales and customer loyalty.

Direct customer interaction fostered strong buyer-seller relationships, enhancing trust and repeat purchases.

Seasonal promotions effectively increased sales during high-demand periods, though their success varied based on execution.

7. Recommendations and suggestions

Market Access Improvement: Enhance transportation facilities to enable sellers to reach larger markets.

Training Programs: Implement regular training sessions on modern marketing techniques and digital marketing.

Cooperative Marketing: Encourage the formation of cooperatives to pool resources for marketing and transportation.

Stabilize Pricing: Develop strategies to stabilize prices, possibly through community pricing agreements or government support.

Leverage Technology: Introduce digital platforms for marketing and sales, enabling sellers to reach a broader customer base.

8. Conclusion

The field trip to Rongram provided valuable insights for the students into the marketing strategies of local vegetable sellers. While various effective strategies were identified, several challenges persist that hinder optimal marketing effectiveness. Implementing the recommended measures could significantly improve the marketing capabilities and economic outcomes for these sellers.

PHOTOGRAPHS OF FIELD SURVEY IN RONGRAM MARKET (5TH APRIL, 2020)



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REPORT ON STUDY TOUR TO TAWANG, ARUNACHAL PRADESH (From 6th May - 11th May, 2024)

Destination : Tawang (Arunachal Pradesh)

Participants : 6th Semester Degree students (20 students in total) and accompanied by three faculties and one Lab Assistant participated for the tour.

Tour Coordinator/Faculty i/c

1. Smt. Sukriti A Rema, Asso Prof.
2. Smt. Ridalin Nongbri, Sr. Lecturer
3. Shri Phrangshai Hynniewta, Lecturer

Assistant : Shri Teseng G Momin, Lab Assistant



List of students :

Sl. No.	NAME	SL. NO.	NAME
1.	Ariana Sasha Hajong	11.	Brisbineu M Sangma
2.	Sangkil Doma Ch Marak	12.	Ritu Hajong
3.	Changbarikte N Marak	13.	Chegisil Mikkatchi M Sangma
4.	Neha Das	14.	Josila A Sangma
5.	Prenciva B Sangma	15.	Sujata hajong
6.	Manseng A Marak	16.	Amrikchi M Marak
7.	Mankamsa N Sangma	17.	Clara M Marak
8.	Aidora N Marak	18.	Anna Merry T Sangma
8.	Leah Cassana K Sangma	18.	Nehkanchi M Marak
10	Borsha Koch	20.	Jerimchi Ch Marak

Purpose of Trip/Tour : The purpose of this Study Tour is to provide the students with unique learning experience by exploring the natural landscape, it's climatic conditions, natural beauty, cultural heritage, and local traditions of the region.

Date of Departure : From Tura to Tawang, 6th May, 2024

Duration : 5 Days and 4 Nights

Mode of Transportation : Bus

Day 1 : Tura to Guwahati (6th May,2024)



We started our journey from 8 PM from Tura to Guwahati and arrived by 4 PM morning i.e on the 7th May 2024 at ISBT.

Day 2 : 7th May, 2024 (Guwahati to Dirang in Arunachal Pradesh)

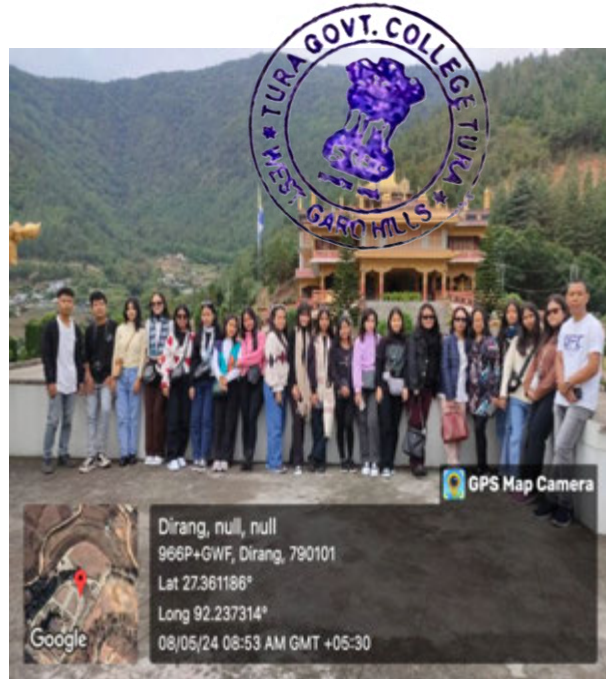
We again started from Guwahati and proceed to Dirang via Tezpur, Assam. On the way we visited **Kameng river** near Balukpur (Town at Assam and Arunachal border), **Orchid Research Centre at Tippi** where we could see a wide range of orchids blooming with other related species as well. And thus is seen as an important tourist attraction in Arunachal Pradesh.



Then, we arrived Dirang at around 7 PM in the evening and put up in Oshin Home Stay which is a few metres from the market.

Day 3 : 8th May, 2024 (Dirang to Tawang)

In the morning around 6:30 AM we then proceed our journey to Tawang. On our way we visited **Dirang Monastery (Thupsung Dhargye Ling Monastery)** and it is one of the most amazing place we visited on the Trip to Tawang. While going around the Monastery we saw all the history drawn on the walls of it.



DIRANG MONASTERY

We also got the chance to travel via **Sela Tunnel** which was a wonderful experience .(Sela Tunnel is a road tunnel at 3000 metres which ensures all-weather connectivity between Guwahati in Assam and Tawang in Arunachal Pradesh. This tunnel is the longest bi-lane tunnel in the world above 13,000feet.)



On the way to Tawang we got the chance to visit **Jaswant Garh War Memorial** (in Honour of the Rifleman Jaswant Singh Rawat at Nurang, Tawang District of Arunachal Pradesh as well. And after visiting this we continued our journey to Tawang and throughout the journey the view of the mountains was breathtaking. And finally ,we reached Tawang around 5:30 PM at

Day 4 : 9th May, 2024 (Explore Tawang)



At around 7:30AM morning we started our journey to **Bumla Pass** and on the way have visited some few lakes and **Shongatser (Madhuri)Lake** is one of the most exciting one (Renamed after the Bollywood actress Madhuri Dixit, who filmed a movie there). This lake is nestled among green –carpeted mountains with snow-capped peaks. The serene and picturesque setting is perfect where we could enjoy the hidden scenic landscapes. On reaching **Bumla Pass** we had a good time especially interacting with the army personals who have enlighten us about the past and present events taking place. Then back from Bumla we proceed to **Tawang Monastery** and on the way we stopped by **Gurudwara** and enjoyed tea and snacks at Langar(free meal offered)by the army . (Tawang Monastery is also known as **Golden Namgye Lhatse**, and this Monastery is the largest in the world and the second largest in the world.Established in the 17th century, this revered Tibetan Buddhist centre is adorned with intricate murals, thangkas, and towering golden statue of Lord Buddha.) We visited the Museum which is located in Tawang Monastery itself. Later in the evening we visited we visited **Buddha statue** and **War Memorial** (The Tawang War Memorial stands as a solemn tribute to the Indian soldiers who lost their lives during the Sino- Indian War of 1962)



BUMLA PASS



PANGATENG TSO LAKE



GURUDWARA ON THE WAY TO MADHURI LAKE



TAWANG MONASTERY



BUDDHA STATUE



Day 5 : 10th May 2024

In the morning at around 8 AM we again started our journey back to Dirang and on the way we visited **Nuranang (Phong-phong/Jang) Fall**. This fall cascades down from lush greenery over a hundred metres, creating a breathtaking spectacle.



NURANAG FALLS

On our return journey we came through **Sela Pass** whereby we had an exciting and breath taking experience to have come in contact with such beautiful landscapes. Sela pass at an altitude 4,176 metres is an high-altitude pass surrounded by magnificent lakes and towering mountains. It is around 4:30 PM we arrived at Dirang and halt the night there.



SELA PASS

Day 6 : 11th May, 2024

Early in the morning around 6:30 AM we started our journey back to Tura via **Bhairabkhunda** (Assam, Arunachal Pradesh and Bhutan border) where we got the opportunity to visit Bomdila and

Bhutan border as well. We arrived at Guwahati ISBT at around 7 PM in the evening and then around 9 PM we started our journey back to Tura.



To conclude, We the faculty members along with the student had gain and broaden our knowledge about these places, its people and their culture and lifestyles. It has indeed have a lasting impact on our future endeavors and inspired us to explore more and more such places.

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