

## RURAL COMMUNICATION STRATEGIC MODEL USING A NEW UNCONVENTIONAL MEDIA MIX

*K. K. Mishra<sup>1</sup> & Swati Priya<sup>2</sup>*

<sup>1</sup>*Director, Sherwood College of Management, Lucknow, Uttar Pradesh, India*

<sup>2</sup>*Assistant Professor, Department of Humanities and Professional Communication, School of Engineering, Babu Banarasi Das University,  
Lucknow, Uttar Pradesh, India*

**Received: 17 Jan 2019**

**Accepted: 22 Jan 2019**

**Published: 29 Jan 2019**

### **ABSTRACT**

*A rural segment in India across the country constitutes around 69% of the population of the country as per census 2011. There are only four metro cities and 54 big cities including 36 state capitals around the country out of 5000 marketplaces where the top brands are concentrated. They are basically the urbanized markets which are now stagnant and saturated for the companies of repute. This is why the companies are targeting rural India. Due to the vast size of rural India which is developing at a rapid pace with changing socio-economic conditions with regional disparities in demography, use of technology, culture, social, and physical infrastructure where language and local dialects pose major threats for the companies to communicate with them. Keeping in view the problems faced by the companies to communicate with its rural target market, a communication strategic model has been developed.*

*The strategic model of rural communication using a new unconventional media mix is the outcome of the research work carried out on the rural markets of the four districts – Barabanki, Sitapur, Hardoi and Raebarelli of Central Uttar Pradesh. The model is basically a communication strategy to reach the huge untapped market of rural India which is developing at a rapid pace with changing socio-economic conditions with regional disparities in demography, use of technology, culture, social and physical infrastructure.*

**KEYWORDS:** *Strategy, Rural Communication, and Unconventional Media Mix*