

Poor

(Umesh Rashmi Rohatgi)

Tring! tring! Wake up call coming from Multi National companies to serve poor, because the Harvard educated Business Managers advised them, it is profitable to serve poor. The poor always pay more for product and services like. Water, Phone Rice, than the rich people. (Ref. Harvard Business Review Sept. 2002). Please don't forget that the Multinationals had already taken over few things while we were debating against them and helplessly watched them take over the market for items like:

Drinking Bottled Water, Soft Drinks, Seeds, Cattle Feed, Fertilizers etc.

Now let us see how our, so-called poor spend. A typical village in India of 300 homes of 1500 population has the following estimated expenditure in one full year.

1. Smoking, chewing tobacco (Gutka) ----- Rs. 10,00,000
2. Hard and soft liquors and drugs -----Rs. 15,00,000
3. Medical Expenditures -----Rs. 20,00,000
4. Toiletries and cosmetics -----Rs. 1,00,000
5. Litigations and transportation to city -----Rs. 4,00,000
6. Buying clothes and oils from city-----Rs. 5,00,000
7. Buying tools and toys from City-----Rs. 5,00,000
8. Tea and coffee etc.-----Rs. 5,00,000
9. Jewelry -----Rs. 5,00,000

Total outlay of funds from village is -----Rs. 70,00,000

Why is it not possible to manufacture at least some of the essentials that require simple process or technology like; Oil, soap, face powder, paste and soft drinks ready-made clothes, Gutaka, tobacco in the village itself. This will not only make villages less dependable on the cities but also create more employment in the villages making villages and subsequently the nation economically stronger. In my opinion, we should not miss the chance of working for our own economy. A cluster of ten such villages can combine their produce, energy and assets to process their produce to a finished product ready for the market by themselves, this way they will control their own destiny. Each Rs. 1,00,000 spent can create one more employment opportunity of well paying job with in a cluster. Always remember that in pyramid of wealth weight of top man is always borne by bottom men.

We will need more reliable data and planning before embarking upon any such venture, but information is available. It can be done if we are together for progress of Cluster/Village and nation at large. We can keep the Multi National Companies off our back and prevent MNC getting richer on our account and economy.

Umesh Rashmi Rohatgi email: "Rurohatgi@yahoo.com"

24161 Nilan Drive Novi MI 48375-3754 Ph: (248)-471-5786