Chapter 15
Blue Ocean Strategy:
A Vehicle for Entrepreneurship
Development and Economic
Growth in Rural Areas

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ABSTRACT
This paper emphasizes on the role of entrepreneurship in economic development of a society with
the perspective of Blue Ocean strategy used by organizations across the globe and especially in the
context of Indian rural markets. The paper also utilizes live examples of organizations going towards
uncontested rural markets and is suggestive of the crux and the core definition of entrepreneurship in
correlation to the core philosophy of Blue Ocean strategy. In addition, the paper emphasizes that the
soul of entrepreneurship lies within the development of rural markets, which can be done through the
effective utilization of Blue Ocean strategy.

INTRODUCTION
This paper is proposing the role of entrepreneurship in economic development of the society with
the perspective of blue ocean strategy, with special emphasis on the usage of the said strategy at the
levels of the Rural Markets (Figure 1).

Business strategies and marketing skills have been concentrating on fundamentals, especially
on buying capacity. This paper argues on four major aspects:

a) We should be looking at the ‘Size’ of the market and not at the buying capacity as
a fundamental aspect in the case of highly
populated developing and the underdeveloped nations.

b) We should think of improving market conditions and should try to bring in ‘Freedom of Market Transaction’ (Sen, 2000) through providing better services to the rural and the poor masses.

c) Better services and the market conditions are the human right of the masses and should also be seen as a social responsibility by the marketer along with being seen as a business opportunity.

d) This paper also wishes to suggest that looking at the size of the market as an asset, we can complement the same with strategic generation of buying power i.e. by ‘creating buying power’. Aptly suggested by Prahalad (2002):

“Global firms have demonstrated their ability to create wealth around the world. But the benefits of the capabilities of these firms and of the global market system do not yet reach most of the 4
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