

RMAI 5th Edition of Annual Awards for Summer Projects 2011 in Rural Marketing.

Rural Marketing Association of India organized the 5th Edition of Annual Awards for the Best Summer Projects in Rural Marketing on 28th of September, 2011 at India International Centre, New Delhi. The event was sponsored by Nokia and Crompton Greaves and their media partner is MBA Universe. This year the competition received a total of 52 entries from the top B-schools including IIMA, IIMB, IIMC, IIMI, IIML, IIMK, SP Jain, FMS, IRMA and others.

The event was attended by over 100 MBA Students, Faculty Members and corporate executives from Maruti, Nokia, Crompton Greaves, Millward Brown, Philips, Dow Corning, Coca Cola, Escorts, Hero MotoCorp, Hindustan Latex Limited and US Embassy.

The top 10 students presented their projects which ranged from Vani on Tata Tele Services, Business Development and Strategy Rural BPO, Building Brands through Mobile Theatres Bhaymaman and Jatras, Win Tooth brush Market in Rural Orissa, Breakthrough Innovation in Value Added Services for Rural People, Marketing Plan for Kangra Miniature Art, Sustaining Community based village Tourism in Sikkim, Establishment of Cluster Model for Marketing of CIG products manufactured and packed by Nutrition cum day care centre beneficiaries, Co-creation of Maxx Force Diesel Engine with Original Equipment Manufacturers in Agricultural segment. Study to understand attitude, behaviour and aspiration of Rural Youth.

The Chief Guest for this event was Prof. Neelamegham, President, NIILM Centre for Management Studies, Greater Noida. In his address he emphasized that students should bring innovation in Rural Research for a win win for both corporate and society, and requested the Corporate that more research should be done on Education and Health as these are the fastest growing sectors in India.

Mr. Hardeep Brar – GM, Maruti India Limited speaking at the event shared Maruti's Gramin Mahotsav, Bharat Mahotsav and Rajya Mahotsav initiatives and how they are planning to expand their rural reach. He suggested students to provide recommendation to clients on ground implementation of strategies when they do their research.

Mr. Biswabaran Chakrabarty – GM, Crompton Greaves gave an insight on 5 dos and don'ts about rural sector to the students. 5 Dos -have good knowledge of the Territory, Direct/personal touch with the rural people, go prepared to the field, develop lighter environment when communicating with the rural people and understand their lifestyle. The 5 Don'ts –never underestimate rural power, never show off that you are from metro, never underestimate the local brands, never get upset as rural is a big market and the person will need time to penetrate and understand the Rural Sector.

Mr. Raj Kr Jha who is also the vice president of RMAI gave insight to the students on a more practical way on power point presentations. He suggested that presentations should be crisp, to the point, never plan more than one slide per minute and use 24 font and above .

The 3rd Prize went to Mr. Jasmeet Singh & Krishna Chaitanya from S P Jain Institute of Management Research, Mumbai. They won a cash prize of Rs. 20,000/-. The 2nd prize of Rs 30,000 was bagged by Ms. Mahima Singh & Abhinav Kumar from Institute of Rural Management, Anand, and the first Prize of Rs. 50,000 was won by Mr. Vipul Manglik from MDI, Gurgaon.

For more details: Contact Ms. Shrija Venugopal at secretariat@rmai.in OR call at **Mobile:** +91-9910023628 / +91-9818960558 / **Website:** www.rmai.in