



Rural Marketing Association of India

presents

6th Annual Ayurvet RMAI Awards for Best Summer Project in Rural Marketing



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Date & Venue :

27th September, 2012, Main Auditorium, India International Centre, New Delhi

6th Annual Ayurved RMAI Awards for Best Summer Project in Rural Marketing

Rural Marketing Association of India and **Ayurved Limited** is happy to announce the 6th edition of “**Ayurved RMAI Awards for Best Summer Projects in Rural Marketing**” by students from Management Schools across the Country.

RMAI has nominated an eminent Jury comprising of Mr.Sanjeev Shukla, General Manager, Hero Motocorp; Mr. R V Rajan, Chairman – Anugrah Madison Advertising Pvt. Ltd and founder of Rural Marketing Association of India and Prof.Chander Sabharwal, Professor at IMT and Managing Director – Crop Health Products Limited, who will evaluate the projects.

Top 10 entries will be invited to an Award Event where students will make a presentation. Following awards will be given at the well attended Ceremony.

Gold : A Trophy and Cash award of Rs. 50,000/-

Silver : A Trophy and Cash award of Rs. 30,000/-

Bronze : A Trophy and Cash award of Rs. 20,000/-

All entries will be given Certificate of Merit.

“**Ayurved RMAI Awards 2012**” will be held on **27th September 2012** at Main Auditorium, India International Centre, New Delhi, where academicians, Corporate Managers and others will be invited.

RMAI (Rural Marketing Association of India) is an Industry body of strategic thinkers and implementation agencies in Rural Marketing domain. The objective of the Association are :

- To set Industry benchmarks in areas of performance evaluation and financial practices.
- To improve the overall understanding of Rural markets by the Corporate world by conducting Seminars, Workshops and Conferences, besides offering guidance to Management Institutes in running courses in Rural Marketing.
- To undertake syndicated Research in Rural Marketing on selected topics, which will help increase the knowledge base of Rural Marketers and in turn could help marketers develop better and more effective Rural Marketing strategies.

Ayurved is one of the leading company in the business of Animal Health Care, Nutrition and research and Rural Entrepreneurship Development. **Ayurved** products are backed up by the Traditional knowledge of herbals blended with Modern Science. The products so developed have strong research and development focus and are exported to several countries.

With strong rural base and innovative approach Ayurved is now diversifying into newer areas of Hydroponics, Biogas and cultivation of medicinal plants etc.

Ayurved the truly green company by birth, is strongly focused towards the cause of sustainable integration of Soil, Agriculture, Livestock and Human health for enhancing the socio-economic status of the rural farmers.

For more information visit www.ayurved.com

27th September, 2012, Main Auditorium, India International Centre, New Delhi.

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AGENDA

Date : Thursday, 27th September 2012

09:30 a.m – 10:00a.m - Registration

10:00a.m to 10:10a.m	Welcome By Mr.Pradeep Kashyap, President, RMAI
10:10a.m to 10:20a.m	Sunil Singh – <i>IIM Lucknow</i> Title – Samrudh Krishi – IT Lead Advisory Service for Grape Farmers by Rallis.
10:20a.m to 10:30a.m	Sayan Gupta – <i>IIM Indore</i> Title – Creating a sustainable and profitable dealership network for Yuvraj 215 Tractor in UP.
10:30a.m to 10:40a.m	Pranit Upadhyay – <i>IIM Rohtak</i> Title – A study on Rural Marketing & Distribution in India
10:40a.m to 10:50a.m	Peeyush Somwanshi – <i>IIM, Kozhikode</i> Title – Enhancing returns from low utility towers
10:50a.m to 11:00a.m	Padma N – <i>IIM, Indore</i> Title – Developing business model for pulses co-operative.
11:00a.m to 11:30a.m	Tea Break
11:30a.m to 11:40a.m	Santhosh Kumar Gupta – <i>IIM, Rohtak</i> Title – Rural Electrification
11:40a.m to 11:50a.m	Ranjana Dobal - <i>S P Jain Institute of Management</i> Title – Value chain intervention – Self sustainable Business Models
11:50a.m to 12:00p.m	Abhishek Kar, Abir Majumdar, Anshuman Roy Chowdhury, Purbayan Sanyal, Shreya Srinath - <i>S P Jain Institute of Management</i> Title – To build a sustainable model for mitigation environmental degradation in the Sundarbans.
12:00p.m to 12:10p.m	Hanish Dhume, Victoria D’souza, KedarKulkarni – <i>S P Jain Institute of Management</i> <i>Management</i> Title – Improving Rural Livelihood
12:10p.m to 12:20p.m	Mayank Khulbe – <i>IIM, Lucknow</i> Title – Developing the marketing strategies for ramping up the Sales Volumes of research Wheat in Bareilly Region
12:20p.m to 12:30p.m	Observations by Jury Members
12:30p.m to 12:40p.m	Address by our Chief Guest, Mr. Pradip Burman, Chairman – Ayurvet Limited

12:40p.m to 12:50p.m	Awards Distribution
12:40p.m to 01:00p.m	Vote of Thanks, Mr.Sanjeev Shukla, Secretary, RMAI.
1:00p.m Onwards	Lunch

EVENT SUMMARY

"As compared to 52 entries last year, 84 entries were received this year from top B-schools across the country" SP Jain Institute of Management and Research (SPJIMR) and IIM Rohtak bagged the top three prizes at the 6th edition of Ayurved RMAI Awards for Best Summer Projects in Rural Marketing, organised by the Rural Marketing Association of India (RMAI) in New Delhi on September 27, 2012 at India International Centre.

Ranjana Dobal of SPJIMR won the first prize, while Santosh Kumar Gupta and Pranit Upadhyay of IIM Rohtak grabbed the second and the third prizes, respectively.

Speaking at the event, president Mr. Pradeep Kashyap emphasized that the main objective of appreciation of these summer projects is to create interest among students for seeking career in rural marketing.

Compared with 52 entries last year, 84 entries were received this year from B-schools such as IIM Ahmedabad, IIM Bangalore, IIM Rohtak, IIM Kozhikode, IIM Lucknow, IIM Shillong, SP Jain Institute of Management and Research, and MICA.

Ranjana Dobal made a presentation titled, Value chain intervention-Self-sustainable Business Models. Santosh Kumar Gupta's work was on rural electrification. Pranit Upadhyay presented his report on 'A study on Rural Marketing and Distribution in India.'

The other top seven participants who presented their reports were Sunil Singh (IIM Lucknow) on 'Samrudh Krishi-IT Lead Advisory Service for Grape Farmers' by Rallis, Padma N (IIM Indore) on 'Developing business model for pulses co-operative', Radhika Nijhawan (IIFT Delhi) on 'Operation Nano-Van Operation in Rural Maharashtra', Mayank Khulbe (IIM Lucknow) on 'Developing the market strategies for ramping up sales volumes of research wheat in Bareilly region', Ratin Duggal (IIFT Delhi) on 'A study on FMCG company distributor's best practices in lower POP group market', Peeyush Somwanshi (IIM Kozhikode) on 'Enhancing returns from low-utility towers' and Shreya Srinath (SPJIMR) on 'To build a sustainable model for mitigation environmental degradation in the Sundarbans. Shreya presented the project report on behalf of her team that included Abhishek Kar, Abir Majumdar, Anshuman Roy Chowdhary and Purbayan Sanyal.

The competition was judged by an eminent jury comprising of Mr. R V Rajan, Chairman – Anugrah Madison Advertising and Founder Member of RMAI; Mr. Sanjeev Shukla, General Manager, Hero Motocorp and Prof Chander Sabharwal, Professor at Institute of Management Technology(IMT) and Managing Director of Corp Health Products Ltd.

Out of the 84 participants, the top 10 entries were invited at the Indian International Centre where all these participants presented their reports.

The title sponsor of the event was Crompton Greaves and the trophy sponsor was Ayurved Limited. MBA Universe.com and Exchange4Media were the media partners for the event.

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