



# Rural Immersion Program 2011

The program is brought to you by RMAI (Rural Marketing Association of India) the only industry Association in Rural Marketing with Companies like, ITC, MARUTI, Hero Honda, Tata Steel, GE, Crompton Greaves and 50 others as corporate members. The Program is designed and delivered by industry veterans. Participants attending this program will get educated on the “Go - To - Market” strategy for their business.

To register email us at [bharti@rmai.in](mailto:bharti@rmai.in)

**RURAL IMMERSION PROGRAM 2011**  
**6<sup>th</sup> (Tuesday) & 7<sup>th</sup> (Wednesday) September 2011, Delhi, India**

**Book & Pay per Delegate:**

INR 25,000 Net + 10.30% service tax per participant for 2 days non-residential conference.

\*3 or more delegates 10% discount. Payments have to be processed in 10 working days from booking. TDS/Taxes needs to be added on the Net amount as above.

For international delegates the fee would be **USD 1000 Net + 10.30% Service tax**

*“To Get Rich, Sell To  
The Poor”*

*Pradeep Kashyap, President, RMAI*

**Day 1 – Tuesday, 6<sup>th</sup> September 2011**

- Session 1 Rural Settings, Environment & Cultural Aspects
- Session 2 Understanding behaviours of rural consumers
- Session 3 Rural Communication (Media & Advertising)
- Session 4 Rural Retail
- Session 5 Rural Activation
- Session 6 Rural Finance

**Benefits of attending :**

- ✓ The objective of this program is to sensitize Rural Marketing Executives to – Rural lifestyle, Rural Environment, Rural Communication & Rural Behavior etc.
- ✓ Rural India Dynamics in different sectors (with case studies by industry experts)
- ✓ Develop a Greater Sensitivity and insight to Rural Branding/ Positioning of your products
- ✓ Review and Analyze sustainable Best Practices used by different organizations and decide which ones can be internalized into your own organization
- ✓ Networking & establishing partnership with key players to create a win- win situation
- ✓ Identifying the emerging trends in rural marketing and spotting the future developments in this domain

**Day 2 – Wednesday, 7<sup>th</sup> September 2011**

- Session 1 Branding in Rural India
- Session 2 NREGA – National Rural Employment Guarantee Act
- Session 3 Bharat Nirman
- Session 4 NRHM – National Rural Employment Guarantee Act
- Session 5 Impact of Rural Telecom in Rural India
- Session 6 Role of Technology in Rural Technology

**Tentative Speakers for the event :**

- Sanjay Bhan, Vice president – Marketing & Head – Rural Vertical at Hero Honda Motors Ltd.
- Raj Kumar Jha, National Creative Director, Ogilvy Action & VP RMAI
- Benjamin Mathew , Partner, MART
- Amarprit Bakshi – Airtel
- Osama Manzar, Founder and Director – Digital Empowerment Foundation.
- Kalpana Kaul – Business Unit Head & Member of core Strategy Team, Impact Communication
- A representative from NABARD
- Tarun Seem, Head , Health System Support Unit, PHFI
- Kirti Mishra, Partner, MART

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## Who should attend?

### Target Audience

Presidents DGM's  
Regional Heads, Chief Managers, Sr. Managers & Managers of:  
Sales & Marketing, Rural Marketing, Marketing and Brand  
Development, Consumer Insights & Strategy Branding  
Organizational Development, Strategic Management  
Advertising and communication, Quality & Business Improvement,  
Business Analysis & Planning

### From Sectors:

Consumer Durables, Insurance, Banking & Finance,  
Telecommunications, Pharmaceuticals, Cement  
Healthcare, FMCG, Food and Beverages, Textiles,  
Retail, Manufacturing, Energy, Power &  
Electricity, Automotive, & OEM, Media, Education,

### Testimonials:

- ✓ I have attended conferences around the world and I can give this conference, highest rating, not in India, all over the Globe. This was the only conference where people share their strategy and data without saying it is confidential. It was really incredible.  
**DSM Nutritional India Pvt. Ltd.**
- ✓ Very well structured and the facilitators were well equipped to lead the session (Well-chosen/ qualified faculty)  
**Pepsico India**
- ✓ Good learning experience – for rural Workings  
**Godfrey Philips India Ltd.**
- ✓ The program was a refresher with few good insight and leads.  
**TATA Chemicals Ltd.**
- ✓ Program was insightful and gives energy to emerge with idea that benefits rural and business bodies to work effectively by better understanding each other and full fill each other's contemporary need whether that BOP product or its activation or communication to adopt.  
**MART**
- ✓ It is really a refresher and helpful to understand rural India.  
**Change Ltd.**

**For more details:** Contact Ms. Bharti Sharma at [bharti@rmai.in](mailto:bharti@rmai.in) OR call at  
**Mobile:** 9716784444 / **Website:** [www.rmai.in](http://www.rmai.in)

**Venue Details:** India International Centre 40, Lodhi Estate (off Lodhi Road, Opposite  
India Habitat Centre) New Delhi -110003

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