

7th Annual Ayurved RMAI Awards for Best Summer Project in Rural Marketing

Rural Marketing Association of India and **Ayurved Limited** are happy to announce the 7th edition of “**Ayurved RMAI Awards for Best Summer Projects in Rural Marketing**” by students from Management Schools across the Country. As compared to 84 entries last year, 101 entries were received this year from 32 Institutes including top B Schools. .

An eminent Jury comprising Mr. Sanjeev Shukla, General Manager, Hero Motocorp; Mr. R Seshadri, Former Managing Director – Anugrah Madison Advertising Pvt Ltd and Prof. Chander Sabharwal, Professor at IMT and Managing Director – Crop Health Products Limited, evaluated the projects.

The Title Sponsor of the event is Ayurved Limited and our Associate Sponsors are Crompton Greaves, Bimtech and JCB India Limited. Our media Partner is Event Faqs.

Top 10 entries will be presented on 21st of September, 2013 at the Auditorium, India International Centre, 40, Max Meuller Marg, New Delhi – 110 003. Following awards will be given at the well attended Ceremony.

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

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

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

All entries will be given Certificate of Merit.

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.

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.

21st September, 2013, Main Auditorium, India International Centre, 40, Max Meuller Marg, New Delhi.

For details mail: secretariat@rmai.in. 9910023628/9818960558 (Ms.ShrijaVenugopal)

AGENDA

Date : Saturday, 21st September 2013

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	Abhineet Bansal – International Management Institute Title – Market Revalidation of Traditional Products of Tata Agrico
10:20a.m to 10:30a.m	Pradeep Isukapati – NAARM, Hyderabad Title – To understand weeding practices and farmer perception on herbicide usage in cotton and to summarize the value capturing opportunity.
10:30a.m to 10:40a.m	Rishi Ahuja – Welingkar Institute Title – Report on Project COG
10:40a.m to 10:50a.m	Prateek Sri – IIT, Madras Title – Motivational factors for small distributors and strengthening rural distribution.
10:50a.m to 11:00a.m	Ankita Singh – Symbiosis Institute of International Business Title – Customer retention and increasing customer footfall in choupal sagar
11:00a.m to 11:30a.m	Tea Break
11:30a.m to 11:40a.m	Yogesh Singh Rana - NAARM, Hyderabad Title – Evaluating brand awareness & customer perception in Rajasthan
11:40a.m to 11:50a.m	Tanya Jain – IIM, Lucknow Title – Opportunity analysis for oil seeds in India
11:50a.m to 12:00p.m	Neelika Bhargava – TAPMI Manipal Market revalidation of traditional agricultural implements
12:00p.m to 12:10p.m	Prateek Bhatia, Sumedha Hiraji, Swati Renduchintala, Tanuj Sharma, Tarana Agrawal, Vijay Kumar Srivastava – IRMA, Anand Title – Rural marketing plan on female condoms
12:10p.m to 12:20p.m	Nitish Sivaramakrishnan – IIM, Indore Rural Marketing & Systems design
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 – Ayurved 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

21st September, 2013, Main Auditorium, India International Centre, 40, Max Mueller Marg, New Delhi.

For details mail: secretariat@rmai.in. 9910023628/9818960558 (Ms.ShrijaVenugopal)

21st September, 2013, Main Auditorium, India International Centre, 40, Max Meuller Marg, New Delhi.

For details mail: secretariat@rmai.in. 9910023628/9818960558 (Ms.ShrijaVenugopal)