

2010

17 -19 January, 2011

FMCG RURAL IMMERSION PROGRAMME

17 -19 January, 2011

Venue: Yashwantrao Chavan Academy of Development Administration
(YASHADA) Rajbhavan Complex, Baner Road, PUNE 411 007, Maharashtra, India

Organized By:



Rural Marketing Association of India

BACKGROUND

The Indian rural market with its vast size and demand base offers a huge opportunity that MNCs and Indian companies cannot afford to ignore. With 175 million households, the rural population is nearly three times the urban. The FMCG, market is estimated to be Rs. 90,000 crore annually and growing at an impressive 20%... A McKinsey report estimates that by 2017 the per capita consumption of FMCG in rural will equal the current Urban levels. FMCG Sector is a goldmine that has not been effectively tapped into because of lack of understanding about consumer behavior, distribution system and communication channels. Participants attending this program will get educated and enlightened on the elements of “Go to Market” strategy for their organization and benefit from this large business opportunity.

NEED FOR RURAL IMMERSION PROGRAMME

Industry managers lack first-hand experience or exposure to rural lifestyle, have little understanding of consumer behavior, cultural aspects or communication platforms. **The objective of this program is to sensitize marketing executives to the rural environment and issues in Rural Marketing.**

ABOUT RMAI

Rural Marketing Association of India is a four year old industry body whose mandate is to improve the overall understanding of Rural Markets by the corporate world through industry focused seminars, workshops, conferences, besides running courses in Rural Marketing at Management Institutes.

The Association also undertakes syndicated research in Rural Marketing and brings out a quarterly publication called The Rural Marketing Journal. The Association has conducted two seminars on rural marketing in partnership with FICCI, workshops on rural banking with Indian Banking Association, rural insurance, ICT with NASSCOM and Telecom. The association has instituted corporate awards for best rural initiatives and contests for best student summer projects to generate interest in rural marketing.

WHO SHOULD ATTEND?

Senior marketing professionals from FMCG industry, Auto as well as advertising and media professionals.

FACULTY

The faculty comprises very senior and experienced rural marketing practitioners chosen carefully from among RMAI members and others.

- Kartik Raina, Ex CEO Dabur Foods & Dalmia Consumer Care
- Pradeep Lokhande, Rural Relations
- Sandip Bansal, Country Head, Xpanse Asia
- Nikhil Sharma, Partner, MART
- Atul Mandale, Managing Director, Maadhyam

PROGRAM DESIGN

The format of the program is largely practice oriented with visits to a village, rural haat and mandi, to expose corporate managers to rural life, interaction with panchayat members and learn how and when people buy. Real life exercises on distribution and communication will be given to participants to deepen their knowledge of the rural sector.

TRAINING METHODOLOGY

Classroom: Small group discussions, case studies, simulation, games and exercises, field visits (village, haat and mandi)

Training material: Notes, case studies and charts

PARTICIPATION FEE

Rs. 30,000¹ + Service Tax @ 10.30%, per participant

The fee includes delivery of 3 day program, 2 night's accommodation (twin sharing basis), all meals, field visits and training materials. It does not include cost of transport to reach venue or any expenses of a personal nature.

For non residential Program, Rs. 20,000 + Service Tax @10.30%, per participant

Payment should be made by DD/multicity cheque in favor of "Rural Marketing Association of India" and sent to:

Rural Marketing Association of India
C/O MART A- 32 , First Floor
Sector – 17 Noida - 201301

For any queries/requests please contact

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¹ Two or more participants from same organization will be entitled to 10% discount on the fee

PROPOSED AGENDA FOR FMCG SECTOR
RURAL IMMERSION TRAINING PROGRAMME,
 December 13 -15, 2010, Yashada, Pune

DAY	TIME	AGENDA DESCRIPTION	WHO
Day 1	09:00	Welcome & Introduction	
	09:05	Program Objectives & Agenda	Kartik Raina
	09:30	The Rural Environment	Pradeep Lokhande
	10:30	Coffee Break	
	10:45	Key Features of the Rural Market covering : <ul style="list-style-type: none"> • Rural Economic Data • Key Consumer Behavior Trends • The Distribution Paradigm & Challenges • The Communication & Activation paradigms. 	Kartik Raina
	13:00	Lunch	
	14:00	<ul style="list-style-type: none"> • Case Study 1 • Group Exercise on how we can use the learning's in our business 	Kartik Raina
	15:30	Tea Break	
	15:45	<ul style="list-style-type: none"> • Case Study 2 • Group Exercise on how we can use the learning's in our business 	Nikhil Sharma
17:00	Presentation on some Distribution Models and their results <ul style="list-style-type: none"> • Case Study 3 • Case Study 4 	Kartik Raina	
DAY	TIME	AGENDA DESCRIPTION	WHO
Day 2	09:00	Case Study 5	Kartik Raina
	10:30	Coffee Break	
	10:45	Depart for Field Visit in three Groups with specific exercises	Kartik Raina & Nikhil

		as follows: <ul style="list-style-type: none"> • Group 1 does a Feeder Market first and then to a Haat and a Village respectively • Group 2 starts with the Haat and then does the Village and the Feeder Market • Group 3 starts with the Village and then does a Feeder Market and the Haat. 	Sharma
	17:00	Return to Venue	
	EVE	Discuss in groups on the exercises: <ul style="list-style-type: none"> • Learning's from the places visited • Any recommendations? • Prepare their presentations. 	Kartik Raina & Nikhil Sharma
DATE	TIME	AGENDA DESCRIPTION	WHO
Day 3	09:00	Presentation by groups in Plenary re suggestions after first 2 days plus field visit.	Groups
	10:30	Coffee Break	
	10:45	Rural Communication – concepts, experiences and case study	Sandip Bansal
	12:15	Understanding Rural Activation <ul style="list-style-type: none"> • STP in Rural • Case Study 6 	Kartik Raina
	13:00	Lunch....	
	14:00	Case Study 7	Atul Mandale
	15:30	Tea Break	
	15:45	Action Planning Introduction to Action Planning <ul style="list-style-type: none"> • Groups broken down by Region or Area make their Action Plans 	Groups
	17:00	Summary of Program	Kartik Raina
	17:15	Feedback & Close	

Kartik Raina
Course Director

Kartik Raina is an MBA from Jamnalal Bajaj Institute of Management Studies. He began his career with RHL (now Procter & Gamble) and later worked for SmithKline Beecham (now GlaxoSmithKline) in various roles in Sales & Brand Management. Finally as Head of All India Sales as well as Country Manager, Bangladesh. During tenure at GSK, headed the Sales Training function in India, as also training faculty for 9 countries.

He moved as GM (Sales & Marketing) for Dabur (India) Ltd, where he was elevated to CEO of Dabur's Foods business and conceived & launched Real Fruit Juice.

He left Dabur to work overseas first as Director, Sales & Marketing for West African operations of the Nigerian Hoechst company and later as Managing Director of Unilever Bestfoods for Sri Lanka and Maldives.

On return to India, he launched two major brands as Head of the business ie. Dr. Morepen & Chabaaza.

From 2005 he is running his own training & consulting company called Learning Facilitators and trained managers from Glaxo SmithKline Consumer HealthCare, India, China, Singapore, Malaysia, Indonesia, Philippines and Vietnam, Hindustan Unilever (Rural Activation), Airtel, HCL etc.

He has been Visiting Faculty at IIM, Ahmedabad, IIFT, New Delhi, SP Jain Institute, Mumbai, Singapore and Dubai campuses, IMT, Ghaziabad, IBS, Hyderabad and IMI, New Delhi.