

RMAI Fifth Annual Awards *for Summer Projects in Rural Marketing @ IIC Delhi*

With a view to recognize rural initiatives in the academic domain, which have enhanced understanding of various phenomenons in the market place, RMAI has instituted, *annual awards for summer project* specifically for management students. The 3 earlier editions have been widely successful with participations from prestigious management institutes like IIMA IIML, IIMC, FMS Delhi, IIFT, XIMB, XLRI, Jamshedpur, IRMA, Anand, to name a few.

Summer training is an integral part of any MBA curriculum in the country and all students undergo training of 8-10 weeks with an industrial, business or service organizations by taking up a study project. It serves as a direct exposure for students to an organization and its ways of functioning during course work.

This initiative will collate the works carried out in rural arena under this arrangement and identify the distinctive studies to confer due recognition to the trainee.

Eligible Entries

- Summer project in marketing domain carried out as part of full time PGDA/MBA course work.
- *Duration of summer project should be 2 month.*
- Project is based principally on primary data.
- Unit of analysis is in rural domain – consumers or other entities in the value chain catering to rural consumers.

Rules and Regulations

- Maximum of **5 entries per institute** is allowed.
- Entries should be submitted by individual students, if in team, then not more than 2 members.
- Send in your entries to president@rmai.in / bharti@rmai.in with the following subject Rural Summer 2011 - 'Institute Name'.
- The deadline for submission of the entries is 23:59:59 hrs, 7th, August 2011.
- Details of awards:-
 - **Gold:** A Trophy and a Cash award for Rs. 50,000
 - **Silver:** A Trophy and Cash award for Rs. 30,000
 - **Bronze:** A Trophy and a Cash award for Rs. 20,000
- Project work should represent original work.
- The word limit for the submission is 2500 words. Exhibits and bibliography are not counted towards the word limit. The entries should have a bibliography, wherever applicable.

- An executive summary of 350 words (exclusive of main submission) is to be submitted along with case analysis.
- The entries are required to be submitted in MS word, with 1.5 line spacing and font type Times New Roman, size 12.
- Each entry should have a cover page mentioning the name(s) of team member(s), name of institute and their respective address, email id and telephone numbers. Please do not specify the above in any other part of the entry.
- Acknowledgement of the receipt of the entries would be sent within 72 hours of the receipt of the entries.
- Results of the 10 best entries will be declared by 30st August 2011.
- Ten best entries will be selected and called for presentation for the Award Ceremony.

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