

GRAMOTSAVA 2016

Gramotsava is the rural marketing fair and the flagship event of the **Rural Managers' Association of XIMB (RMAX)**. It is conducted on a period spanning three days. This year the Gramotsava was held from 30th September to 2nd October, 2016. The three day event is spanned across phases i.e. Pre-Fair phase (Adi Parva), Fair Day (Madhya Parva) and Post-Fair phase (Iti Parva). While the Adi parva took place chiefly in the XIMB auditorium with the launch of Gramotsava and in form of pre fair promotion.



Professor Kushankur Dey, Prof. Jeevan J. Arakal and Prof. Tanya Rath lit the ceremonial lamp and declared the launch of Gramotsava 2016.



Mrs. Kajri Misra, the Dean of Xavier School of Rural Management, addresses the house during Gramotsava 2016 launch



Prof. S. S. Singh officially unveils the **mascot Boney Bhaina**.

Prof. Bikram Bahinipati and Prof. Tanya Rath officially unveiling **Dhwani**.



The major of field activities happened in the Madhya Parva. The Gramotsava 16 took place in the Niali area of Cuttack district on 1st and 2nd October, 2016. Organisations such as Jyote Motors (dealers of Maruti Suzuki and Suzuki two wheelers in Bhubaneswar and Cuttack), Smart Solar, IFFCO, Mahindra LUV and Anmol Biscuits were a part of this Gramotsava as well as free dental (in association with Hi-tech dental college and hospital) and eye camps were conducted through the RMAX.

In Gramotsava 2016, the participating students are divided and associated with various organisations to carry out activities such as:

- i) Promoting ideas and concepts among rural masses in partnership with business and social organisation. The concept of having a corporate discount over a normal discount and promoting equal monthly instalment schemes are the best example which the students engaged in while confronting potential consumers of cars and bikes of Jyote motors
- ii) Carry out need based market research in association with the partnering organisations. Surveys were taken from the root level customer on their choices, preferences and aspirations. The surveys are based on



questionnaires which are duly approved by the organisation. This survey, later takes the form of a research which projects the choices of various age groups, social classes and people of various occupations. Market research is hence used as a tool to deliver the companies with the target age group and occupation

- iii) To foster a productive relationship with the rural community by means of generating leads and converting the potential customer to an actual customer. The leads are generated in a variety of manners – for example, games or perspective methods in order to know about their perspectives and what do the consumers want out of a product.
- iv) Understanding the rural consumers. The leads generated from a series of products, for example, from biscuits to four wheelers, indicate their income level as well as their interests.
- v) The promotion for the organisations were carried out in form of jingles, product display through posters and their special discounts, distribution of products in form of token to the rural consumers in order to leverage their consumption patterns.
- vi) Impact assessments of haats in the nearby areas or van promotion about products available in Gramotsava, distribution of pamphlets, display of banners and placards are also carried out in order to raise a meaning from the consumers.

Gramotsava 2016 proved to be a good platform for the students of rural management to implement the various lessons taught in the classroom in an actual scenario.