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## About

The Rural Managers' Association of XSRM (RMAX) is a recognised student body of Xavier University Bhubaneswar. Our inception dates back to the year 2001 when a few students studying rural management at Xavier Institute of Management Bhubaneswar (XIMB) started an informal group for some functional activities relating to rural management. In the year 2004 we became a recognised student body at Xavier Institute of Management Bhubaneswar (XIMB). From then RMAX has never looked back and constantly worked on its vision of "Learning by doing and Learning beyond the books".

With the passage of time it has grown with the growth of XIMB. When the Xavier University Bhubaneswar (XUB) was established in the year 2013, the rural management area of XIMB got its new identity as an independent school named as Xavier School of Rural Management (XSRM). Since then the Rural Managers' Association of XIMB renamed itself to Rural Managers' Association of XSRM. But the name RMAX remained same even after the re-branding in 2014. Team RMAX has always tried to keep the legacy intact set by the founding fathers of RMAX.

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## Arijit Ghosh Memorial Quiz

Arijit Ghosh Memorial quiz is an annual Intra-University quiz competition organized in association with XQuizzite (The quiz committee of XUB). This competition is organized in the loving memory of late Mr. Arijit Ghosh, an alumnus of the 2011 batch. Students from all the schools of XUB in a team of two take part in this competition.

## Vaktavya

Vaktavya" is a national level debate competition conducted by RMAX of XSRM every year; Students across from various B-schools at the national level participate and put forth their valuable thoughts and opinions on a given topic. In the last edition of Vaktavya students from reputed institutes including Indian Institute of Management Calcutta (IIM-C), Prin. L.N. Welingkar Institute of Management Mumbai, Xavier Institute of Management (XIMB), International Management Institute (IMI) New Delhi, Xavier School of Rural Management (XSRM), Xavier School of HRM (XAHR), and various other B- School participated.

## Abhivyakti

Abhivyakti is the Annual Rural Management Conclave held successfully on 18th August 2019. Last year it witnessed industry stalwarts in various fields such as development, Agri-business, financial inclusion, marketing, Consultancy, Insurance, etc. putting their words on the theme “Tectonic shifts in Rural Milieu.”

This conclave witnessed personality like

1. Ms. Jayashree Rao (Chief Marketing Officer, Micro Energy Credits),
2. Mr. Jagannath Khuntia (General Manager - Human Resources, Paradeep Phosphates Ltd.),
3. Mr. Murli Manohar (National Manager, Financial Planning & Analysis, Ujjivan Small Finance Bank),
4. Mr. Sanjit Kumar Behera, Director (CSR Council, Practical Action Foundation India),
5. Mr. Abhishek Kher (Assistant Vice President, Bajaj Allianz General Insurance Co. Ltd),
6. Mr. Mendu Srinivasulu (Vice President, eFresh Agribusiness Solutions Pvt. Ltd.),
7. Ms. Aparna Singh (Senior Manager - CSR & Projects, Projects & Skill Development Dept., AISECT),
8. Ms. Vibha Bansal (Associate Director, International Tax and Regulatory, KPMG),
9. Mr. Vishal Wadhwa (Executive Vice President, Fullerton India Credit Company Ltd.),
10. Mr. Priyaranjan, Deputy (General Manager, Financial Inclusion and Development, Reserve Bank of India).

## Gramotsava

Gramotsava, a Rural Marketing Fair organized by RMAX (Rural Managers’ Association of XSRM), is a flagship event of Xavier School of Rural Management. It aims to bridge the gap between rural and urban communities. It tries to identify the institutional voids in a village and strives to bring in relevant products and services from urban markets to bridge that gap, empower the villages, and make their everyday lives more comfortable. Last year, the theme was “Kaushal Gram” or “Skilled Village”. For the year 2019, it was held for three days from 20th to 22nd September 2019 at Adaspur village, Cuttack.

Gramotsava attempted to raise awareness of the importance of self-employment and skill development. To cater to this theme, awareness programs like the Pradhan Mantri Employment Generation Programs, private financial service institutions like Ujjivan and Vistaar had their stalls set up on the field. Advanced agricultural tools like KAMCO Power Tillers were introduced this year. In addition to this, the rural communities were given a taste of some people-friendly brands such as Yamaha, Storia, TVS Scooters, and Hyundai.

A significant part of Gramotsava is creating a sense of connectivity between the rural management students with the village communities, in the form of field promotions, one-on-one interactions, and marketing campaigns. Being a part of this two-day rural marketing fair

gives the students insights into rural marketing and consumer psychology behind the purchase of products or services in villages.

Gramotsava and its preparatory phase bring all the students together, unleashing their creativity through art, music, dance, and street-plays.

## Spardha

Spardha, an Inter-College Social Business Plan Competition organized by team RMAX during Xamboree, the Annual Cultural Management Fest, organized by Xavier University Bhubaneswar. RMAX has been organizing Spardha since 2008. This competition encourages students with innovative business ideas, plans, and methods to be implemented in the Rural Sector. It tests the social entrepreneurship quotient of participants through various stages in encompassing sectors that influence the rural scenario of India. Many teams from various colleges participate in the event and present their ideas to a panel of experts.

## ThotBox

ThotBox, the motion picture club of the Rural Managers' Association of XSRM(RMAX), screens quirky movies followed by discussion, that are thought-provoking majorly. These movies appeal to the moral sense and human values of the students. The prime objective of the club is to bring awareness among the audience over socially sensitive subjects, which we are hesitant to debate and discuss in public. It emphasizes to learn through contentions, deliberations, and dialogue. The movies are concerning Leadership, Religious beliefs, Feminism, Social, etc. which enables the students to learn and realize the grass-root level issues and realities. Post the movie screening, students are stimulated to put in their stand on and understandings from the movie, the importance of different characters in the film, the related impacts on the society, and the context of the movie. The whole activity is aimed at shedding light on the importance of thinking out of the box and developing the skillset to tackle the issues.

## Publications

Dhwani and Abhigyaan are the two publications by RMAX.

Dhwani is the annual magazine for rural management published since the year 2013. Students, scholars, and academics from various spheres of life contributed their insightful articles and findings related to the field of rural management for this edition of Dhwani. Another area of focus in Dhwani is the featured columns covering various internship anecdotes, RLLE experiences, alumni insights, etc.

Abhigyaan, a bi-monthly newsletter. The meaning of Abhigyaan is “Source of Knowledge.” As the name suggests, “Abhigyaan: The Inside-Out of Current Affairs” is an initiative by RMAX directed to help the students stay updated with current affairs in a systematically compiled manner so that they do not have to ponder much during the academics and placements. This newsletter includes news from various fields such as economics, technology, industries, and agri-business from across the world. It also includes insights and feedback from experts from diverse backgrounds.

## Live Projects

Live Projects are one of the best opportunities provided to MBA RM students from RMAX. Students get to know about real field experience before going for final placement. A live project is one kind of internship which provides students first-hand experience with real-time work experience, which they can relate with their classroom curriculum. On the other hand, a student can get the opportunity to study the different markets and different marketing strategies required to connect with the dealer, wholesaler, as well as consumers and the marketing strategies required to attract customers. To help students to get this kind of exposure, RMAX connects students with various start-up companies, organizations, and business firms to get live projects. Students work for this live project on a part-time basis by visiting different places and conducting one to one survey and then submitting all the deliverables required by the organizations in terms of reports after completing the work assigned to them at the end of the project.

### List of Live projects undertaken for the year 2019-20

1. This year RMAX has provided many live projects to the batch of 2019-21. They are:  
Market study and data collection of leads from various traders in Bhubaneswar and Jatani area for **MO Truck**.
2. Preparation of marketing strategy for **Descom Infotech**'s product and services.
3. Collection of data from various MSMEs regarding CSR activities for **NuSocia**.
4. Sales and public awareness for the **DISH-NGO** product in Gramotsava'19

5. Marketing and lead generation from the **Ujjivan Small Finance Bank, Vistara Financial services** in Gramotsava'19
6. Sales and branding of Ruchi gold, Storia juice, Home fill like FMCG products.
7. Lead generation of **KAMKO** power tiller and power ripper in Gramotsava'19
8. Marketing and lead generation for **Utkal Hyundai, TVS, Yamaha** vehicle dealers.