

RURAL MARKETING

FORUM & AWARDS



14th February, 2018 | Taj Lands End, Mumbai

VENUE : SALCETTE I & II	RURAL MARKETING FORUM & AWARDS (14th February, 2018)
09:00 AM	REGISTRATION AND MORNING REFRESHMENTS
9:50 AM – 10:00 AM	Opening Remarks & Inauguration
10:00 AM - 10:30 AM	Raghu Roy, Managing Director, Mars Monitoring And Research Systems Private Limited Topic: Rural Consumers and Farmers- Some attitudinal and behavioral insights
10:30 AM - 11:00 AM	Dr. Trimbakrao Tulshiram Patil, Chairman & Managing Director, Mahafeed Speciality Fertilizers (India) Pvt. Ltd. Topic: “Effective Methods to Promote & Market Hi-Tech Agri Input Products”
11:00 AM - 11:15 AM	REFRESHMENT BREAK
11:15 AM - 11:45 AM	Prukalpa Sankar, Co-Founder, Socialcops Topic: A Data-Driven Journey Through The Indian Rural Markets & What It Means For Businesses
11:45 AM - 12:15 PM	MOST INFLUENTIAL RURAL MARKETING PROFESSIONALS
12:15 PM – 12:45 PM	Prashant Mandke, Management Consultant, Social Impact Business & Rural Marketing Topic: Social Impact through Micro-entrepreneurship in Rural India
12:45 PM – 01:15 PM	Prasenjit Sengupta, Consultant - Strategy (Emerging Markets), MART Global Management Solutions LLP Topic:
01:45 PM - 2:00 PM	LUNCH BREAK
2:00 PM - 2:30 PM	Panel I Topic: Low Budget Rural Strategies For High ROI <ul style="list-style-type: none"> • Vivek Dwivedi, Business Head - Rural, DDB Mudra Group • Manoj Rawat, MD & CEO, ValueFin India • Sridhar Iriventi, Founder Director, GoBhaarati Agro Industries and Services Pvt. Ltd. • Venkatram Vasantavada, Chief Executive Officer, Seedworks International Pvt. Ltd. • Laxmi Prakash Semwal, Managing Director, FFT Himalayan Fresh Produce Pvt. Ltd. • Shailendra Singh, Marketing Strategist & CEO (Brand Marketing), Ascent Brand Communications. Pvt. Ltd. • Bimalendu Mishra, General Manager, Mascot Pump Ltd.
3:00 PM - 3:30 PM	Panel II Topic: How Rural India Kept Their Growth Curve Steadily On Rise - Lessons From Early Movers. <ul style="list-style-type: none"> • Dr. Lakshmikant Pandey, Managing Director, Ananya Seeds Pvt. Ltd. • Dr. Renuka Karandikar, Director, BioPrime AgriSolutions • Devendra Sharma, Vice President - Marketing & Corporate Communications, Sintex Industries Ltd. • Raghavendra Hunasgi, Founder & CEO, ThoughtFolks Digital
3:30 PM	RURAL MARKETING AWARDS