



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



EVENT REPORT

Name of the Event / Activity: - Guest Session on “The changing face of rural marketing in Indian economy”

Committee / Cell: - Industry Institute Interaction Committee

Date : - April 14, 2021

Time : - 4:00 PM to 5:00 PM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Dr. Jayashree Rao

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Mr. Sanket Kumbhar

Number of Students Participated: - 70

Brief Information of the Event: -

A session of CII – YI (Confederation of India Industry – Young Indians) was conducted by S.B. Patil Institute of Management for the students of MBA – I on 14/04/2021. The guest speaker for the day was Dr. Jayashree Rao and the topic was the changing face of rural marketing in Indian economy. The event was organized by Dr. Amrish Padma, Dr. Kajal Maheshwari and hosted by Mr. Sanket Kumbhar.

The event began with a brief introduction by the host and then the session was handed over to the guest speaker. In the session, Dr. Jayashree Rao shared her views on the changing face of rural economy. She also explained how innovation is related to creativity. Dr. Jayashree Rao also told how the start-ups should be established by understanding customer needs and according to that how the products and services should be provided in the market especially the FMCG products in the rural market as it is a vast market. Dr. Jayashree Rao also gave a brief explanation on Innovation and what one should do in the rural market. She also detailed how changing rural economy was the part of her journey of making her career.

Later, the session was concluded by Q&A session which was followed by the vote of thanks hosted by Mr. Sanket Kumbhar and then the guest speaker Dr. Jayashree Rao shared her contact details with the students and thanked all the attendees for being attentive and interactive.

Photos with Captions: -

**PIMPRI CHINCHWAD EDUCATION TRUST'S
S. B. PATIL INSTITUTE OF MANAGEMENT AND
CONFEDERATION OF INDIAN INDUSTRY (CII)
YOUNG INDIANS
PRESENTS
WOMAN IN ACTION SERIES
SESSION: 3**



**THE CHANGING FACE OF RURAL
MARKETING IN INDIAN ECONOMY**

JAYASHREE RAO
CMO MICRO ENERGY CREDITS ,
EX-NATIONAL HEAD @ION EXCHANGE, EUREKA FORBES

JOIN ON MICROSOFT TEAMS

**16TH APRIL TIME:
2021 4PM-5PM**

**DR. KIRTI DHARWADKAR
DIRECTOR, SBPIM**





Flyer of Guest Session



Guest Speaker Dr. Jayashree Rao introduced by Mr. Sanket Kumbhar

Why People are talking about Rural marketing today

 70% Size	 70% Infrastructure
 84% Mobile connectivity	 90% Electrification



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Online Guest Session by Speaker Dr. Jayashree Rao



Dr. Amarish Padma
Event Coordinator




Dr. Kirti Dharwadkar
Director