



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

AICTE Approved | Permanently Affiliated to **SPPU, Pune**  
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## 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



39 2P DP SP

*Online Guest Session by Speaker Dr. Jayashree Rao*



**Dr. Amarish Padma**  
Event Coordinator




**Dr. Kirti Dharwadkar**  
Director