

14th February, 2019 | Taj Lands End, Mumbai

<u>VENUE :</u>	<u>RURAL MARKETING FORUM & AWARDS (14th February, 2019)</u>
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
10:30 AM - 11:15 AM	<p>Panel I</p> <p>Topic: FMCG brands- need a positioning for rural market?</p> <ul style="list-style-type: none"> • Mr. K V Sridhar (Pops), Founder & Chief Creative Officer, HyperCollective • Mr. Arvind Sharma, Chairman and chief executive of the Indian sub-continent at Leo Burnett • Mr. Raj Kumar Jha, Creative Director, Ogilvy
11:15 AM - 11:30 AM	REFRESHMENT BREAK
11:30 AM – 12.00noon	<p>Panel II</p> <p>Topic: Rural Consumers and Farmers - Some attitudinal and behavioral insight</p> <p>Session Chair: Prashant Mandke, Advisor, Social Impact Programs & Rural Marketing</p> <ul style="list-style-type: none"> • Dr. Suhas P. Wani, Former Director, Research Program Asia and ICRISAT Development Centre • Mr. Vinayak Raman, Vice President – Marketing (Field Crops), SeedWorks International Pvt. Ltd., • Mr. S. B. Singh, Chairman, Gramin Bank of Aryavart • Mr. Anil Lade, Founder, Marketyard Agrisolutions Pvt. Ltd. • Mr. Sarvesh Upadhyay, Chief Operating Officer, Adani Capital Pvt. Ltd.
12:00 PM - 12:30 PM	MOST INFLUENTIAL RURAL MARKETING PROFESSIONALS
12:30 PM – 01.15PM	<p>Prof. Bejon Misra, Founder Director, Patient Safety and Access Initiative of India Foundation</p> <p>Topic: Customer Centric Makes YOUR Organisation FORTUNE 500</p>
01:15 PM - 2:00PM	LUNCH BREAK

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<p>2:00 PM - 2:45 PM</p>	<p>Panel III</p> <p>Topic: Social Marketing is different from CSR</p> <p>Session Chair: Prashant Mandke, Advisor, Social Impact Programs & Rural Marketing</p> <ul style="list-style-type: none"> • Ms. Jyoti Vaddi, Head of Marketing & BD, CropIn Technology Solutions • Mr. Sujay Ojha, Founder/CEO, KC Associates Advisory • Mr. Atul Kalepatil, Business Head, Kisan Rural Finance • Mr. P C Kumar, Managing Director, NGE Agromate Pvt Ltd
<p>2:45 PM - 3:30 PM</p>	<p>Panel IV</p> <p>Topic: Effective Methods to Promote & Market Hi-Tech Agri Input Products</p> <ul style="list-style-type: none"> • Dr. Rahul Mirchandani, CMD, Aries Agro Limited • Dr. Arvind kapur, Managing Director, Acsen HyVeg Pvt Ltd. • Dr. B. K. Singh, Director, BKC WeatherSys Pvt. Ltd. • Mr. Naresh Deshmukh, EVP Strategy & Marketing, Smartchem Technologies Limited • Mr. Mohit Shankhdhar, Partner, Richmen BTL Marketing LLP
<p>3:30 PM</p>	<p>RURAL MARKETING AWARDS</p>