

60K visitors at IIM-I's Utsaha

TIMES NEWS NETWORK

Indore: Utsaha 2014, sixth edition of annual rural marketing festival of Indian Institute of Management, Indore (IIM-I) held at Janapav Kutti concluded on Thursday. Over 60,000 people visited the venue during the two-day fest. Students conducted primary market research in villages around Janapav Kutti. They organized activities to engage the visitors to bring out a pattern to characterize the 'rural consumer'. Around 2,500 responses were



The two-day annual rural marketing fest of Indian Institute of Management, Indore (IIM-I) concluded on Thursday at Janapav Kutti

collected. A separate stall for each of the six project partners (Pidilite, HUL, ITC, Mondelez, Vodafone and

PepsiCo) were set up with a central location, each fulfilling the research needs of the respective project partners.

To attract consumers, the core team comprising 150 members put up handmade posters at the stalls bringing in a rural touch. Based on the demographics, research methods including unstructured interviews, surveys as well as Taste Tests were organized. Fun filled activities like turban tying competition, games and magic shows were also held.

The event provides a platform for IIM-I students to indulge in corporate engagement with the project partners.

Times of India, November 7, 2014, Page-3

IIM Indore Marketing Fest goes to countryside

● OUR STAFF REPORTER
Indore

The sixth edition of the annual Rural Marketing Fest of Indian Institute of Management Indore, Utsaha 2014, was held at Janapav Kutti on the occasion of Kartik Purnima Mela. During the fest, the students from IIM Indore conducted primary market research from the villages around Janapav Kutti to capture rural consumer insights for the partner companies.

The concept used in Utsaha, termed as "Disguised Marketing Research", is to capture the behavior of the rural consumer through various innovative methods to give unbiased results. Students from the IIM Indore designed all the activities to engage the consumer in answering questions that bring out a pattern to characterise the Indian 'rural consumer'.

Utsaha 2014 has six project partners in Pidilite, HUL, ITC, Mondelez,



Villagers of Janapav Kutti at Rural Marketing Fest.

Vodafone and PepsiCo. A separate stall for each of the project partners has been set up with distinct set of activities in a central location - each fulfilling the research needs of the respective project partners.

To attract the consumers, Utsaha 2014 team members came up with stalls designed with hand-made posters as well as posters of famous Bollywood actors like Shah Rukh Khan and Katrina Kaif bringing in a rural

touch to the stalls. Based on the demographics, the research methods used involved a good mix of methods like unstructured interviews, surveys as well as 'Taste Tests'.

Fun filled events like turban tying competition, games and magic shows were used to attract crowds to the stalls. With footfalls of more than 60,000 people, almost 2500 responses were collected in two days which shows the kind of appeal Utsaha has garnered over the years. **CONTD. ON P13**

Free Press, November 7, 2014, Page-11 (Indore City)

IIM-I students showcase unique stalls at rural marketing fest

HT Correspondent

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INDORE: The sixth edition of annual rural marketing festival of IIM-Indore, Utsaha 2014, was held on November 5 and 6 at Janapav Kutti on the occasion of Kartik Purnima Mela. During the fest, the students from IIM-Indore conducted a primary market research for the partner companies covering villages around Janapav Kutti to capture rural consumers' insight.

The concept used in Utsaha is to capture the behaviour of the rural consumer through various innovative methods to give unbiased results.

Students from IIM-Indore designed all the activities to engage the consumers in answering questions that bring out a pattern to characterise the Indian 'rural consumer'.

The partner companies in this endeavour include Pidilite, HUL, ITC, Mondelez, Vodafone and PepsiCo. A separate stall for each of the project partners has been set-up with distinct set of activities in a central location- each fulfilling the research needs of the respective project partners.

To attract the consumers to Utsaha 2014, the students have also come up with unique stall designs making use of hand-made posters as well as posters of famous Bollywood actors like Shah Rukh Khan and Katrina Kaif bringing in a rural touch to the stalls. Around 150 students have participated in this event.

**STUDENTS DESIGNED
ACTIVITIES TO ENGAGE
CONSUMERS IN FINDING
QUESTIONS THAT HELP
THEM CHARACTERISE
'RURAL CONSUMER'**

‘उत्साह-2014’ में नजर आया जबरदस्त उल्लास

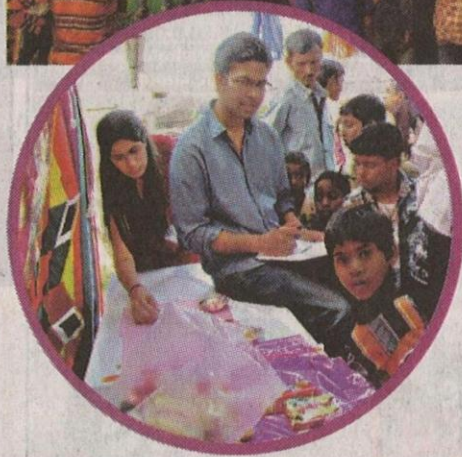
आईआईएम आई
के एनुअल रूरल
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इंदौर. कार्तिक पूर्णिमा के मौके पर इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट के स्टूडेंट्स का एनुअल रूरल मैनेजमेंट फेस्ट ‘उत्साह 2014’ जानापाव कुटी में आयोजित किया गया। पिछले 6 सालों से आयोजित हो रहे इस इवेंट में स्टूडेंट्स ने रूरल कन्ज्यूमर की अपेक्षाओं और जरूरतों को समझने की कोशिश की।

मार्केटिंग रिसर्च की बारीकियां समझाने के उद्देश्य से आयोजित इस प्रोग्राम में कन्ज्यूमर बिहैवियर को करीब से समझने का मौका स्टूडेंट्स को मिला। 5 और 6 नवंबर को हुए इस इवेंट में 6 प्रोजेक्ट पैटर्न को सेपरेट स्टॉल के जरिये सेल करना था। कस्टमर को अट्रैक्ट करने के लिए स्टूडेंट्स ने स्टॉल्स को सजाने के लिए हैंडमेड पोस्टर और फेमस बॉलीवुड एक्टर-एक्ट्रेस के फोटो का यूज किया। इस मौके पर 60 हजार से ज्यादा ग्रामीणों का फुटफाल रहा। इस इवेंट में दो दिनों में 2500 से ज्यादा प्रतिक्रियाएं स्टूडेंट्स को मिली। 150 से ज्यादा स्टूडेंट्स ने इस इवेंट में भागीदारी की।



Patrika, November 7, 2014, Page-13 (Patrika Plus)

आईआईएम स्टूडेंट्स ने रूरल मेले में सीखे मार्केटिंग के फंडे

रूरल मार्केटिंग फेस्ट में 60 हजार विलेजर्स के बीच पहुंचे 150 स्टूडेंट्स

सिटी रिपोर्टर ► इंदौर

बाजार में आने वाले किसी नए प्रोडक्ट को लेकर आप क्या सोचते हैं? प्रोडक्ट की गुणवत्ता, उसके रंग या पैकेजिंग में से किसे ज्यादा महत्व देते हैं? प्रोडक्ट की कीमत आपके लिए क्या मायने रखती है? कुछ ऐसे ही सवाल आईआईएम इंदौर के विद्यार्थियों ने ढाई हजार ग्रामीणों से पूछे। 150 से ज्यादा विद्यार्थियों ने दो दिन गांव में रहकर मार्केटिंग के गुर सीखे। जानापाव कुटी पहुंचे इन छात्रों ने रूरल मार्केटिंग फेस्ट में स्टॉल लगाए। 60 हजार ग्रामीणों ने इस मेले में हिस्सा लिया। छात्रों ने ग्रामीणों से सवाल पूछ रिसेर्च प्रोजेक्ट रिपोर्ट तैयार की। इस दौरान आईआईएम के कई



सीनियर प्रोफेसर भी मौजूद थे। विद्यार्थी यह रिपोर्ट पिडिलाइट, एचयूएल, आईटीसी, वोडाफोन, पेप्सीको और मोनडेलेज जैसी कंपनियों को सौंपेंगे।

Dainik Bhaskar, November 7, 2014, Page-15 (City Bhaskar)