

### Rural Sensitization drive-III

C. K. Prahalad said, "Fortune lies at the bottom of the pyramid." IIPM Think Tank believes that unless people at the rural heartland of India have adequate purchasing power, there is no fortune for anyone. To help students experience rural life, its challenges and tribulations, IIPM Ahmedabad organized a trip to a village called Upariyala in North Gujarat. The students were given projects to conduct a rural lifestyle and consumer behaviour survey. The idea behind this trip was to sensitize students with the plight of the real 'Bharat' which lay hidden in modern India. The trip was meticulously planned to give a taste of rural India to students right from riding a tractor as a mode of transportation, interacting at the seat of rural panchayat, milking cows, conversing with elderly folks, to sleeping on the 'charpoy', drinking salty water and walking through ankle deep muddy roads.

It was a fantastic trip for the students, for many a first of its kind. Students chatted with a large number of villagers; sat in their homes drinking chai, chatting up and collecting data; learning how rural women cook; prepared food with them; and overall experienced rural life. They visited rural markets and typical rural kirana stores. They interacted with lawyers and village chief. The experience from this trip and the research findings were presented later to a gathering of internal and external faculty members.



A walk along the country road



Future managers lived the way the rural people live for a day



Students with village elders – they learnt a lot about rural life



A close interaction with village opinion leaders