

RURAL OPPORTUNITY & THREAT ANALYSIS (ROTA)-I

As part of an internal project in Consumer Behaviour, students went to villages to experience village life first hand and understand rural consumer behaviour. It was a mind boggling experience for many students as being from urban society they had little or no ideas about how people live and toil in rural heartlands.

Students visited six villages in the vicinity of a town called Bijapur. After reaching the villages early morning, they had their breakfast first which was organized by the authorities of a Jain temple. The breakfast itself was filling and sumptuous with generous servings of authentic Gujarati breakfast items.

After breakfast, the students visited agriculture produce market yards where auction happens. They met farmers, traders and local sellers. They learnt how auction works and about the agricultural product supply chain. They also visited various retail shops as well as distributors and stockists' warehouses to understand rural consumption patterns.

In the second phase of research, which commenced after lunch, the students visited several households to understand rural people's consumption patterns and purchase behaviour. They used structured and semi-structured questionnaires and engaged people in several in-depth interviews.

The event was not without its share of fun. After a grueling day of learning about rural lifestyles, the students went to a tourist spot known as Sapteshwar on the banks of Sabarmati river. They had great fun playing various games and visiting waterfalls and shrines.

The day ended with a real delicious 'kathiyawadi' dinner consisting of rotla, kadhi, and baygun bharta along with ghee and butter milk. They had dinner sitting on the banks of sabarmati river.

ROTA-II

Rural Marketing Conclave

Sensing the rural consumers' deep pocket, corporates are busy, these days, in unleashing strategies to market their products. For a B-School disciple in India, an MBA programme would remain incomplete without understanding the rudiments of rural market. Realizing this fact, IIPM Ahmedabad had organized a "Rural Marketing Conclave" preceded by a field visit to Rural Market named as Rural Opportunity and Threat Analysis (ROTA).

The basic theme of Rural Marketing Conclave was deliberation on Consumer Behavior of Rural Gujarat. As mentioned earlier that it was preceded by field visit named ROTA wherein all students were divided into group of 3 to 4. They conducted primary research across several villages in Gujarat for different topics such as understanding consumer behavior towards preferred media, consumer attitude towards Investment in rural Gujarat and many

more with very minute and detailed research design. Out of all groups, three best groups were selected for final presentation in front of corporates and academicians in “Rural Marketing Conclave” held on 7th February, 2008 from 2.30 p.m. to 6.30 p.m. at IIPM Ahmedabad Campus.

The conclave was attended by Prof. Binod C. Agrawal, Ph.D, Director TALEEM Research Foundation, Mr. Naveen Singhvi, AGM Sales, Idea Telecom Service, Mr. Sanjeev Rohila, AGM, NABARD, Anand.

Rural Marketing Conclave, basically, was a caucus for deliberating on issues emerged out of research done in rural areas along with concepts learnt from books and classes for the same. On the whole, there were three presentations from three best groups followed by intense question – answer round and alternatively each guest had delivered the speech focusing on the dynamics of various topics of research and their views. For students, it was a great learning experience.

Snapshots of the event:



“Pritamsingh Rathod, IIPM student discussing The households with the rural women.”



“IIPM Students with the local yarn traders”



“Honorary Jury: Prof.Binod Agrawal, Mr. Naveen Singhvi and Mr. Sanjiv Rohila”



“Rahul, participant giving the presentation”