

Gramotsava

20th - 22nd September, 2019



Gramotsava, a Rural Marketing Fair organized by RMAX (Rural Managers' Association of XSRM) is a flagship event of Xavier School of Rural Management. It aims to bridge the gap between the rural and urban communities. It tries to identify the institutional voids in a village and strives to bring in relevant products and services from urban

markets to bridge that gap, empower the villages and make their everyday lives easier. Gramotsava has three phases: Adi Parva, Madhya Parva and Iti Parva.

For the academic year 2019-20, it was organised from 20th to 22nd September, 2019 at Prachi Academy High School field, Adaspur, in Kantapada block of Cuttack District. The Adi Parva, which started a week ago of the event, included the field promotional activities done by the students so as to make people aware about the event and the variety of products and services which would be offered to them.



The Madhya Parva included the launch event at the University (20th September, 2019) and the two fair days (21st and 22nd September, 2019) at Adaspur, Orissa. The launch event was graced by dignitaries from academia and industry leaders. Mr Ashwani Kumar, MD & CEO, Utkarsh Small Finance Bank was the chief guest of the evening. We were also graced with the presence of Dr. Fr. E. A. Augustine, S.J. (Registrar, XUB), Fr. S. Antony Joseph Raj, S.J. (Deputy Registrar, XUB), Prof. S. Peppin (Academic Dean, Xavier School of Rural Management), Dr. S.S. Singh (Professor, Xavier School of Rural Management), Prof. Sutapa Pati (Academic Dean, Xavier School of Sustainability), Fr. Alwyn Rodrigues, S.J. (Lecturer, School of Communications), along with other esteemed faculty members. The students of XSRM expressed their enthusiasm for the next two days of Gramotsava by putting up some exemplary cultural performances. The seventh edition of Dhvani, the annual rural management magazine was also unveiled by our esteemed guests this evening.



The inauguration in the field location was graced by Shri K Ashok Kumar (Block Development Officer, Kantapada), Shri Debendra Kumar Barik (Block Education Officer, Kantapada), Shri Ajay Kumar Patra (Headmaster, Prachi Academy High School) and Fr. S. Antony Joseph Raj, Sj (Deputy Registrar, XUB).

This year, the theme was “Kaushal Gram” or “Skilled Village”. Gramotsava attempted to raise awareness on the importance of self-employment and skill development. To cater to this theme, awareness programs like the Pradhan Mantri Employment Generation Programs, private financial service institutions like Ujjivan and Vistaar had their stalls set up on the field. Advanced agricultural tools like KAMCO Power Tillers were introduced this year. We also had a stall for free health check-up for the villagers.

In addition to this, the rural communities were given a taste of some people-friendly brands such as Ruchi Sunrich, Homefills, Yamaha, Storia, TVS Scooters, and Utkal Hyundai. We had a total of 17 stalls. The total number of footfalls was around 7500 in two days. Students achieving the sales target of the companies marked the success of the event.



A significant part of Gramotsava is creating a sense of connectivity between the rural management students with the village communities, in the form of field promotions, one-on-one interactions, and marketing campaigns. Being a part of this two-day rural marketing fair gave the students insights into rural marketing and consumer psychology behind the purchase of products or services in villages. Gramotsava and its preparatory phase bring all the students together unleashing their creativity through art, music, dance and street-plays.