rural relations
CONNECTING green and blue PROFESSIONALS
Objective – CONNECTING green & blue PROFESSIONALS
Mission – relate to real India
Our Investment

• 22 years of time, patience, commitment, money and resource building
• Experience & expertise in implementation
• Database in a personalized format
An Overview

- Presence in 12 states of India, having touched 94,000 villages, valuable data of 85,000 villages (in turn they cater to more than 4,90,000 adjoining villages)
- Local village developers who assist us in our projects
- Relationships built over 2 decades with the last mile, including influencers (especially opinion leaders, secondary school students & youth)
- Experience & expertise in rural relationship based activities since 1996
- Employment creation for local youth
“Creating customer value, satisfaction & loyalty.”

Case study of ‘rural relations’ by Philip Kotler
USP of rural relations

- Cost savings in Transportation
  - Working with local youth
  - Dealing directly with the implementers
  - Relationship with Opinion Leaders and villagers
  - Socially Driven Organization

Socially Driven Organization
Dealing directly with the implementers
Relationship with Opinion Leaders and villagers
Working with local youth
Cost savings in Transportation
Identify village developers who will work locally
Identify our TG/ opinion leaders & postal communication
Conduct an on-field activity
Customized activity for building relationship
Understand the objective

General Modus Operandi
village developer

• rural relationship managers
• Bridge between **YOU** and the villages for the activity
• Voice and face of the activity
• Hand picked from around the same state, region, town or village
• Familiar with **people, language and environment**
• village developer – well wishers of villagers
Connecting two dots..
Rural Immersion Program

• Up close & one-to-one interaction with the Opinion Leaders* of rural/Tomorrow’s India
• Till date touched upon 17 States, 97 Districts & 318 villages across India
• An elaborate on field schedule to interact and understand your TG(target group) at the grassroot level
• Take an in-depth understanding of the village & the villagers, an opportunity to discuss their day-to-day life under their roof
• Our local youth associate - village developer to assist, guide & help you interact with your TG and utilise your on field time to its best

* Students, Teachers, Principal, Post Master, Sarpanch, Women Council Member, Progressive Farmers, Mason, Electrician, Carpenter, Mechanic, etc.
Continued…

• An opportunity to study Micro Finance to Sanitation, Banking Services to FMCG, Agriculture to Automobile in the ever growing industry of rural/Tomorrow’s India, we have taken over 580 team members from corporate and 2,560 students from renowned business schools.
Our Bonafide
(till 2015)
Oral Education Program

- Conducted Colgate Oral Health Educational program through village developers covering 20,09,200 (2 million) primary rural students and benefiting 1,00,00,000 (10 million) villagers across India
rural associates

- Identified associates in 100 Blocks/Talukas of Maharashtra
- Helped them promote the activity
- Conducted the activity in collaboration with ISAP
Book distribution

- Worked on developing scientific temperament in schools in a prestigious project
- Identified 2,000 such schools, for free distribution of Dr. Jayant Narlikar’s ‘Cosmic Adventure’ book
- Distributed 1,000 English and 1,000 Marathi books across 300 talukas in Maharashtra
- Received an overwhelming response with innumerable handwritten post-cards from enthusiastic students who were lucky to read the book in their school libraries
School activity

- Conducted a **School Sampling** Activity for P&G in 13,000 villages in Maharashtra & Madhya Pradesh
- Sampled brands Ariel & Camay in rural secondary schools
- Conducted this activity in villages having pop strata between 2,000 to 10,000 giving representation to every taluka of selected districts
- Conducted merchandizing in the shops & collected required MIS
Hygiene Drive

• Spread the social message of hygiene across 17,000 villages in 3 states of Gujarat, Maharashtra and Madhya Pradesh
• Recommended a strategy to target relevant users and influencers
• Conducted a massive rural secondary school contact program along with Grampanchayat offices and key retail outlets, using merchandise, handouts and placing of height charts for students
rural entrepreneurs

• Identified 3,600 rural entrepreneurs for Reliance Money in 1,800 Taluka/Block across 9 states
• We selected 2 young entrepreneurs in each Taluka/Block
• Helped Reliance Money choose their franchisees, based on the data & video recordings
Volunteering initiative

- Spread awareness on duplicate/spurious/look alike products in key and feeder villages across India
- Distributed leaflets and stickers amongst opinion leaders and book covers in schools
- Conducted this activity in 8,500 key/feeder villages across India
- Established this as an on-going volunteering initiative by our village developers
Empowering rural youth

• Identified 1,300 rural youth from Uttar Pradesh to be trained and certified by Asian Paints
• Selected youth from villages to make them entrepreneurs
• Helped Asian Paints create job opportunities for selected youth
Data Management

• On field data collection, maintenance and management of potential consumers for Tata Steel
Network extension

- Identified 10,570 Gramin Bandhus in Odisha, West Bengal, Jharkhand, Maharashtra, Uttar Pradesh, Gujarat, Madhya Pradesh, Andhra Pradesh, Telangana and Chhattisgarh
- Created distribution extension through Gramin Bandhu
- Benefited both rural consumers (value for money) and rural entrepreneur
Awareness Campaign

• Assemble database of potential customers and create awareness about the products (pipes) in Maharashtra with the help of village developers
Financial literacy

- Awareness program about banking facilities and its services in Maharashtra and Uttar Pradesh
Seasons greetings

- Postal communication to 85,000 opinion leaders of 14,800 key/feeder villages of Madhya Pradesh and Maharashtra
Driver to entrepreneur

- Tata Sumo test drive campaign for vehicle drivers in seven states - Rajasthan, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Gujarat, Maharashtra and Karnataka. Campaign helped build confidence among the drivers and motivated them to own a Tata vehicle and become entrepreneur.
Media reach

- Understanding the expanse of cable television and satellite channel network in different regions of Uttar Pradesh, Madhya Pradesh, Gujarat, Maharashtra, Chhattisgarh, Andhra Pradesh and Telangana
- Portraying the potential of media
Our Social Initiatives
villagewiKY
relate to tomorrow’s India

• villagewiKY presents some useful information of 85,000 villagewiKY villages (5% to 85%) on ruralrelations.com (in turn they cater to more than 4,90,000 adjoining villages)
• Information on this platform is a result of our 22 years of relationship with villages and opinion leaders
• The data is sent by villagers, Non-Resident Villagers (NRV) and collected by our village developers
• Please add and rectify the information of YOUR village by Demography, Geography, Ecography, Sociography, Shops, Institutes & professionals on open rural information platform
• Be a major driver to support digitalized Republic by 2019
Gyan-key
read + write + speak

• This is the world’s largest rural reading initiative
• Gyan-key libraries are installed in rural secondary schools in India with the help of Non-Resident Villagers (NRV)
• 3 Gyan-key libraries are installed every working day
• Gyan-key libraries (Maharashtra – 3,910, Karnataka – 67, Telangana – 76, Andhra Pradesh – 49, Madhya Pradesh – 21, Tamil Nadu – 1, Jharkhand - 1 & Rajasthan – 128) were set up in rural secondary schools in 1,570 working days benefitting 10,19,200 (1 million+) students across 7 states
• Till date 41 programs and contests were successfully conducted for Gyan-key school students, teachers & Principals, which saw participation of 2,38,000 rural students
• Till date we have received 1,93,000 postcards and donors have 1,66,000 capturing the students responses on books they have read. (You can see this communication in our office)
• Till date 9,40,000 books, worth Rs.3,91,00,000/- (30 million+) have been distributed
• This is one of the most effective ways to keep regional languages alive
• Target – To open 94,000 Gyan-key libraries in rural secondary schools across tomorrow’s India
Gaon-key
Invest 4 years for 60+ years

Gaon-key is the amalgamation of Fit-key, Bhraman-key, Skill-key & MaD-key

an initiative of Non-Resident Villager (NRV) movement
• Only a healthy body can keep the mind healthy. Healthy minds dwell in healthy bodies

• Include exercises like cycling, swimming, outdoor sports, walking-jogging-running, gym, stretching exercises, yoga, Surya Namaskar in your daily routine

• Follow regular fitness workout regime

• Keep Fit. Stay Alert
Bhraman-key
Nature is our true friend, philosopher and guide

• Do visit natural spots like hills, rivers, farms, forts, forests, reserved forests etc. near your village to enjoy nature’s peaceful acquaintance

• Nature is the best retreat and a selfless teacher indeed

• Learn to seek every opportunity to stay amidst the nature and acquire knowledge. Spend all possible time in pristine, serene, green surroundings
Skill-key

skill development is the key to a bright future

• Honing skills to be an electrician, carpenter, plumber, mechanic, tailor, gardener, photographer, barber, reporter, contractor, painter or mason can secure one’s future
• Select the field of your choice and convenience for skill development
• Skilled manpower is always in high demand and it is going to increase by 100% in coming time
Develop a hobby like singing, playing a musical instrument or dance, drawing, painting, handicrafts etc.

Identify the hobby that interests you and engages you

A hobby makes life happier and healthier
Gyan-key & Gaon-key overview

• Share your experiences with your teacher, parents, senior members in your family, friends, and fellow villagers. We will seek advice from experts and try to convey their opinions, experiences and tips to you

• 11 to 16 years are the formative ages and things taught or imbibed in these years remain etched in our memories. It is a proven fact that childhood grooming decides the future course of life of a person

• We have created this awareness among more than 10 lakh (1 million) rural students

• Every eminent personality will definitely vouch for the fact that skill-key is the key to a bright future and its demand is going to increase many folds in future and Fit-key, Bhraman-key, Gyan-key and MaD-key are the four pillars of happy, healthy and content lives
<table>
<thead>
<tr>
<th>Initiative</th>
<th>Particulars</th>
<th>Tentative cost per school*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gyan-key</td>
<td>Minimum 200 useful books of all genres.</td>
<td>6,700/- (Maharashtra)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7,600/- (Other States)</td>
</tr>
<tr>
<td>Fit-key</td>
<td>Double bar, Single bar, Skipping ropes, Rings, Volleyball + Net.</td>
<td>17,000/-</td>
</tr>
<tr>
<td>Bhraman-key</td>
<td>Visit to forts, forests, botanical gardens etc.</td>
<td>Actuals</td>
</tr>
<tr>
<td>Skill-key</td>
<td>Tie up with quality skill development institutes.</td>
<td>Actuals</td>
</tr>
<tr>
<td>MaD-key</td>
<td>Guitar, Tabla, Harmonium, Banjo, Keyboard x 1 and Flute x 5</td>
<td>42,000/-</td>
</tr>
</tbody>
</table>

*Payment to be done in the name of the publisher/distributor/vendor/manufacturer
Media Reflects

- Amazing Outreach -

- Storybook Man -
  http://www.outlookindia.com/article/storybook-man/292966

- Beyond the breaking news -

- Meet India’s postcard man -
Thank You

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