

Subject: Call for Entries - 11th RMAI Flame Students Awards 2017

From: Rural Marketing Association of India (secretariat@rmai.in)

To: vco_gri@yahoo.com;

Date: Thursday, 3 August 2017 1:21 PM

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Dear Students & Faculty Members,

Rural Marketing Association of India (RMAI) calls for entries in the "11th Annual RMAI Awards" for Best Summer Projects in Rural Marketing.

Lot of academic projects and initiatives are taking place in the Rural domain which have widen our understanding about rural marketing phenomenon and practices. RMAI recognizes and awards the outstanding summer projects done by management students in Rural India (villages & Small town). The earlier ten editions have been widely successful with participations from prestigious management institutes like IIM Ahmedabad, Bangalore, Calcutta, Kashipur, Kozhikode, Raipur, Ranchi, Rohtak, Shillong and Trichy, IRMA, BITS- Pilani, IIT Kharagpur, IIT Delhi, IRM Jaipur, IIFT, XISS, XIMB, XIMJ, Welinkar Institute, NAARM, Vamnicom, to name a few.

Summer training is an integral part of any MBA curriculum and all students undergo training of 8-10 weeks with an industrial, business or service organizations by taking up a study project. It serves as a direct exposure for students to an organization and its ways of functioning during course work. This initiative will collate the works carried out in rural arena under this arrangement and identify the distinctive studies to confer due recognition to the trainee.

Students can submit their entries/ projects on marketing, social development, financial inclusion, distribution, activation, digital, technology, health care etc., executed in Rural territories including small towns.

1st Prize Rs. 50,000/- (Cash Prize)

2nd Prize Rs. 30,000/- (Cash Prize)

3rd Prize Rs. 20,000/- (Cash Prize)

Details regarding Jury, Eligible Entries, Rules & Regulations and previous editions :

<http://studentsaward.flameawards.com/>

Connect with us on Facebook : <https://www.facebook.com/Rural-Marketing-Association-of-India-141852162556914/>

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Last Date of submitting entry : 31ST AUGUST 2017



Project entry fee : Absolutely FREE!!

Thanks & Regards,
Rural Marketing Association of India
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