

Rural Immersion: A Journey Beyond Classrooms & Boardrooms

What if the best way to understand BHARAT... is to live in it?

Rural Immersion is a hands-on, guided experience designed for students, professionals, and teams to step out into the heart of Bharat. It's not a field trip - it's a field lesson in culture, behaviour, and human connection.

Why Join

Because understanding real India means going beyond PowerPoints, AC cabins, and lectures. It happens by spending time with people who grow our food, run local schools, manage small businesses, and keep rural economies moving.

See how ideas, aspirations, and challenges look when viewed from under a tiled roof - not a glass one.

What Happens

Choose your journey:

- **12 Hours:** One-day village visit
- **32 Hours:** Overnight stay for deeper interactions
- **55 Hours:** Two-night immersion for a complete experience

During the immersion, you will:

- Live, eat, and learn with villagers (consumers)
- Interact with shopkeepers, farmers, teachers, women's groups, students and other influencers.
- Visit homes, schools, markets, APMCs, and local enterprises

Observe how decisions are made, what drives aspirations, and how India's rural economy really works. This isn't theory - it's live insight that reshapes how you see consumers, communities, and culture.

Guided by Local Experts

Each immersion is led by trained local associates - youth volunteers who bridge language, context, and culture so your on-ground time is meaningful and productive.

Segments You Can Explore

We curate immersions across **30+ segments**, customised to your category or area of interest including: **education, health, agriculture, FMCG consumption, retail behaviour, women's entrepreneurship, youth aspirations, digital adoption, financial inclusion, parenting, livelihood patterns, micro-businesses, lifestyle and cultural practices, and local governance.**

Each segment helps you decode how Bharat thinks, earns, buys, behaves, and aspires - in its own unique way.

Who It's For

- **Students:** Those pursuing business, sociology, psychology, economics, design, media, or development studies who want exposure to real-world Bharat.
- **Corporate Teams:** Marketers, product teams, researchers, brand strategists, CSR heads, and decision-makers seeking authentic rural consumer understanding.

Anyone who wants to grow their reach in Bharat - whether through education, entrepreneurship, business, or social impact, needs this experience.

Because for brands, this isn't just about inclusion - it's about growth.

Your next consumer is already here, in small towns and rural India, and the only way to reach them is to truly understand them.

What All Will You Get

- **A complete rural immersion experience** (12 / 32 / 55 hours)
 - **A session on Marketing & Penetrating Rural India**
 - **Custom programs tailored to your needs**, such as:
 - Product testing
 - Demonstrations
 - Group discussions & FGD-style interactions
 - Live case studies
 - Student assignments + certification
 - Field visits designed around your business or brand
 - **Village selection & full-day planning support** based on your objectives
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How It Can Be

For Colleges

- **Introductory session** (*optional*) by *Pradeep Lokhande* (Postcard and Library Man of India), *Yuganti Lokhande*, and *Kadambari Dandekar*, briefing students on rural India
- Students receive **real problem statements**
- A **32 or 55-hour rural immersion** where they live, learn, interact, and conduct on-ground research
- **Post-immersion presentation** where students showcase insights and solutions
- All participants receive a **Certificate of Participation**

For Institutions / Corporations

- **One-to-one session** with *Pradeep Lokhande* for leadership teams to understand ground realities
- A **32-hour Rural Immersion** tailored to your category, geography, and brand/business challenges
- Optional:
 - Surveys, reports, and insight documentation for deeper decision-making
 - Post-immersion strategy support to co-create campaigns, solutions, or on-ground activations

Worked With

Our team has conducted immersions and rural studies for leading organizations across India, including: **UBS, Unilever, Tata Motors, Mahindra & Mahindra, Reckitt, Britannia, Godrej, Colgate, Bayer, UNICEF**, and several top business schools, including **Symbiosis, MIDAS, SP Jain, Northeastern University, Boston**.

Step out. Listen deeply. Discover the Bharat that teaches you more than any textbook or market report ever can.

For collaborations or customised immersions, contact: lokhanderural@gmail.com