

# rural relations

CONNECTING green and blue PROFESSIONALS

**Objective** – CONNECTING green & blue PROFESSIONALS

**Mission** – relate to real India

# Our Investment

- 24 years of time, patience, commitment, money and resource building
- Experience & expertise in implementation

# An Overview

- Presence in 13 states of India, having touched 67,000 villages, some useful data of 643 Districts, 5,602 Blocks/Taluks and 85,000 villages with **KEY** 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
- Creating employment for local youth

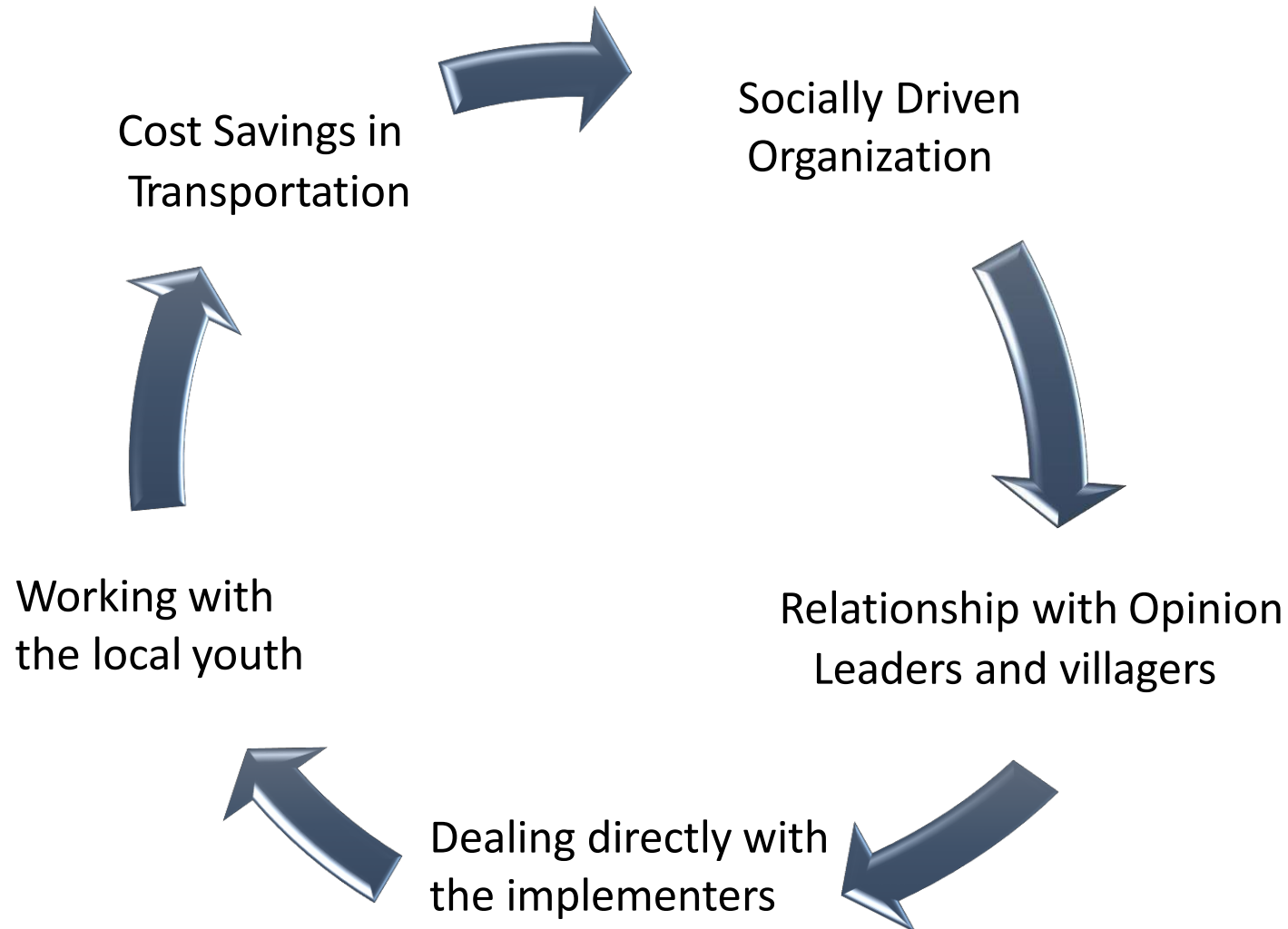


“Creating customer value,  
satisfaction & loyalty.”

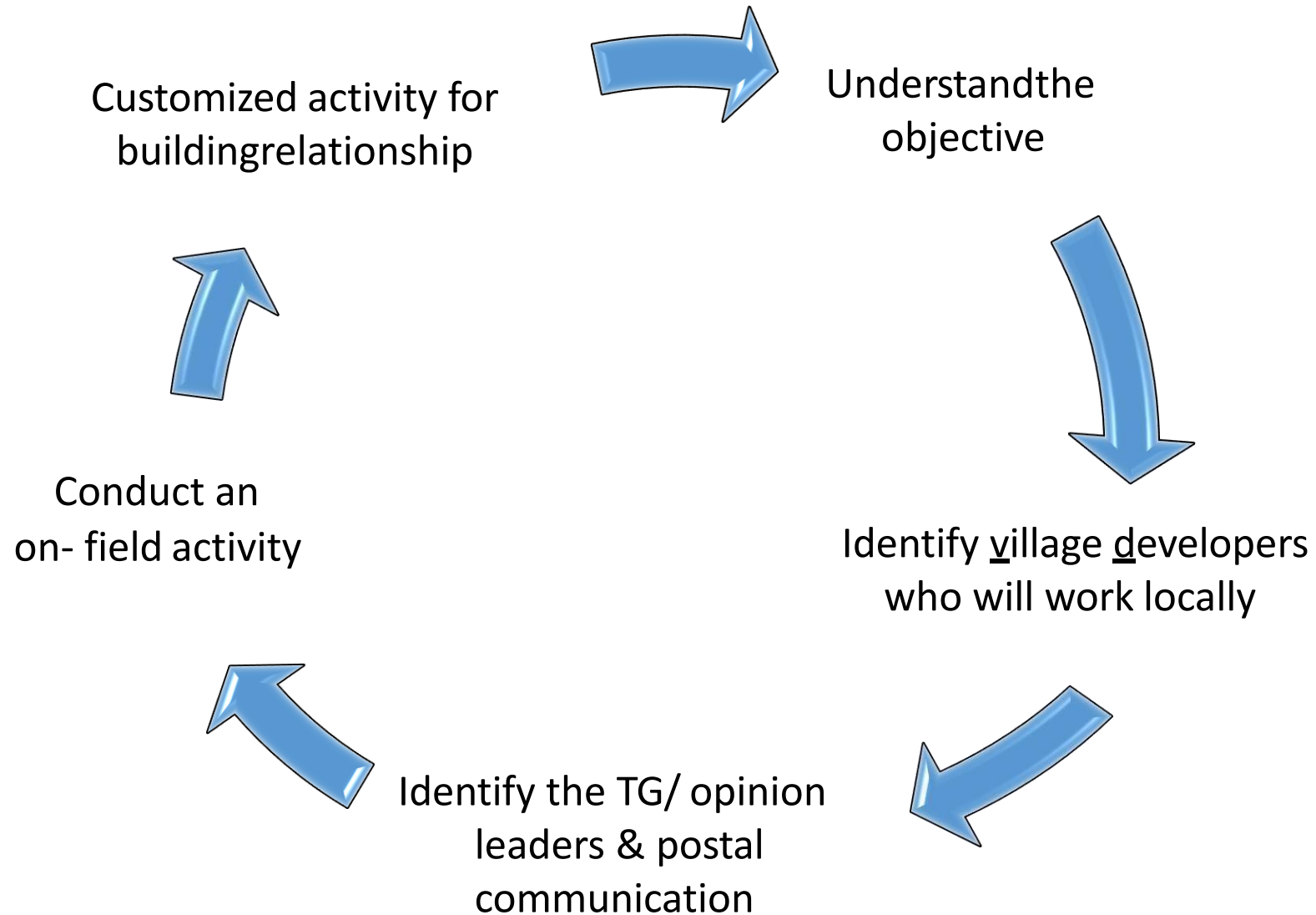
Case study of 'rural relations' by **Philip Kotler**

You Connected To Us, we Connected You To Rural India  
[ruralrelations.com](http://ruralrelations.com)

# USP of rural relations

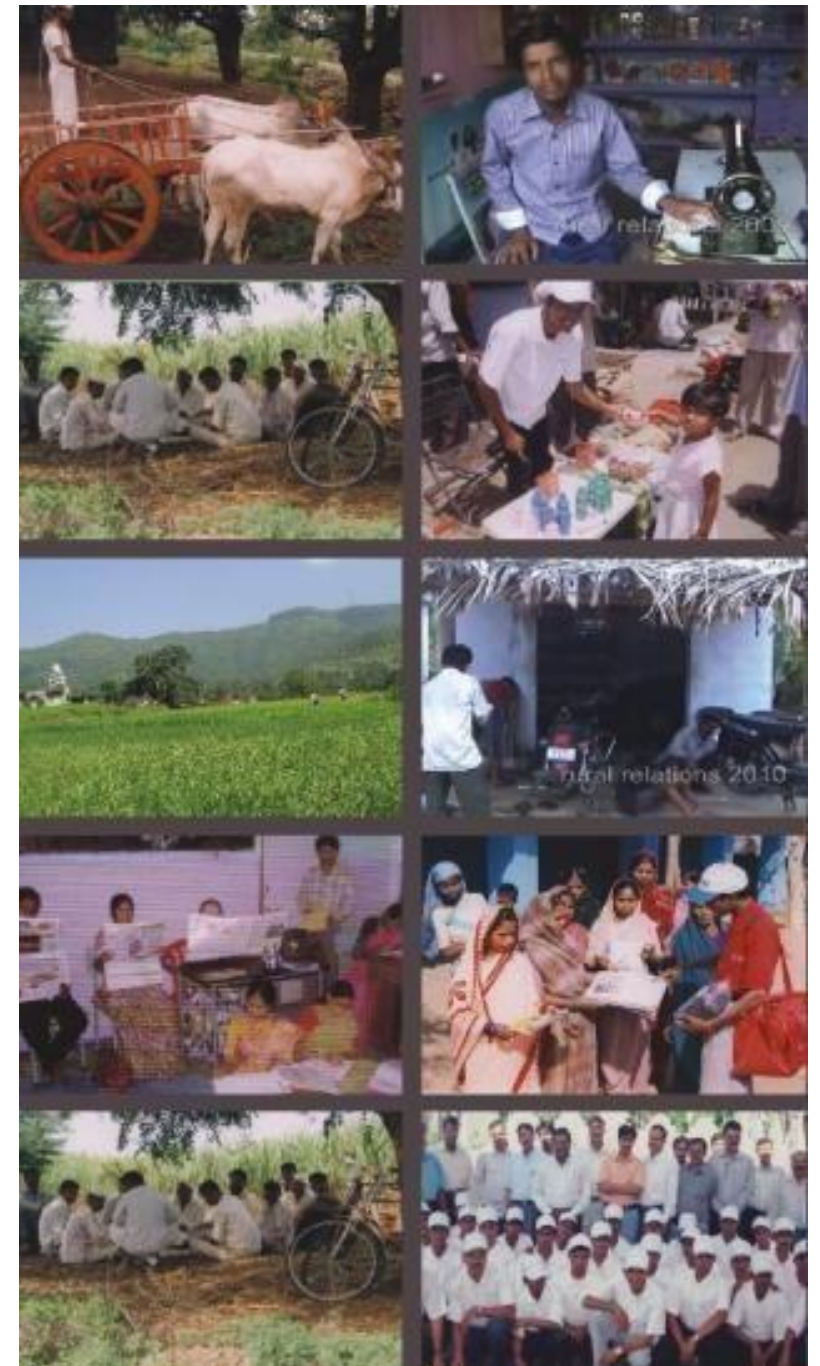


# General Modus Operandi



# village developer

- rural relationship manager
- 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 **ecosystem**
- village developer – well wisher of villagers





Connecting two dots..

# Rural Immersion Program

- Up close and one to one interaction with the Opinion Leaders\* of rural/Tomorrow's India
- Till date touched upon 17 States, 97 Districts and 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 and the villagers, an opportunity to understand their day to day life under **their** roof
- Our local youth associate – village developer to assist, guide and help you interact with your TG and utilize your on field time to its best

\*Students, Teachers, Principal, PostMaster, 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



Grameen Bank



# Our Bonafide

(till 2017)

# Oral Education Program



- Conducted Colgate Oral Health Educational program through village developers covering 20,09,200 (**2 million+**) primary rural students and benefiting 1,00,000,00 (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 population between 2,000 to 10,000 giving representation to every taluka of selected districts
- Conducted merchandizing in the shops & generated required MIS





# Hygiene Drive

- Spread the social message of general hygiene across 17,000 villages in 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 of 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

***ACC***

# 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 an 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 **useful information** of 643 Districts, 5,602 Blocks/Taluks and 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 24 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

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31814&articlexml=talking-terms-Amazing-Outreach-07022015016025>

# Gyan-key

read + write + speak



- This is the **world's largest rural reading initiative**
- **Gyan-keys** are installed in rural secondary schools in India with the help of Non-Resident Villagers (NRV)
- 3 **Gyan-keys** are installed every working day
- 5,170 **Gyan-key** libraries (Maharashtra – 4,750, Karnataka – 67, Telangana – 148, Andhra Pradesh – 49, Madhya Pradesh – 21, Tamil Nadu – 1, Jharkhand – 1 & Rajasthan – 139) were set up in rural secondary schools in 1,840 working days benefitting 10,19,200 (1 million+) students
- 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 1,66,000 postcards and donors have 1,93,000 capturing the student's responses on books they have read (You can **see** this **communication** in our office)
- Till date 10,19,200 (1 million+) books worth Rs.4,63,00,000/- (46 million+) have been distributed
- This is one of the most effective ways **to keep the regional languages alive**
- Target – To open 94,000 **Gyan-key** hangers 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

# Fit-key

Health is Wealth



- 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, Suryanamaskar in your daily routine
- Follow regular fitness workout regime
- Keep Fit. Stay Alert



# Bhraman-key

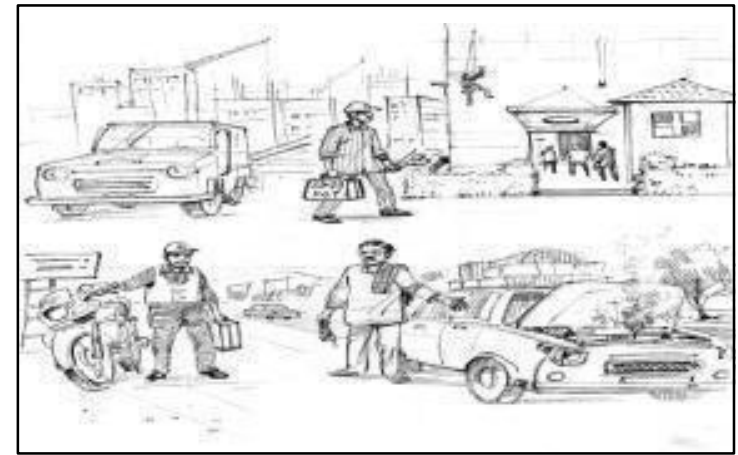
Nature is our true friend, philosopher and guide



- 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

# Skil-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

# MaD-key

Music art and Dance



- 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

# Media Reflects

[Meet India's postcardman](#)

[Amazing Outreach](#)

[Storybook Man](#)

[Beyond the breaking news](#)

For more media(103) please visit [ruralrelations.com/media](http://ruralrelations.com/media)

# Thank You

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