



## Who is a village developer

- village developer – a well-wisher of the villagers
- Rural relationship manager
- A bridge between an organization and the village
- Voice of the product, brand, or service
- Handpicked from the same state, region, taluka/block or village
- He speaks the local dialect, is aware of the ecosystem, will save travelling time & expenses as compared to an outsider



# village developers deliverables



He will generate lead, promote & sell your products in feeder villages



village developer will visit 18 to 22 villages in Talula/Block



He will disseminate & collect the information (MIS)



Display of PoP in shop/organizing wall painting/shop board



Support launch/ relaunch/ special drives



He will connect you to 21<sup>st</sup> centuries **green** & **blue** professionals & influencers



Distribute postcards/ inland letters for feedback

