



rural relations

rr will take **your brand** to the
largest and fastest-growing market : rural India
YOUNG, humanitarian, inspired, mobile & WhatsApp wala BHARAT

Special Launch - 2024

Sell

Social media with
local flavour & words

Special
drives

Your army of

2,065

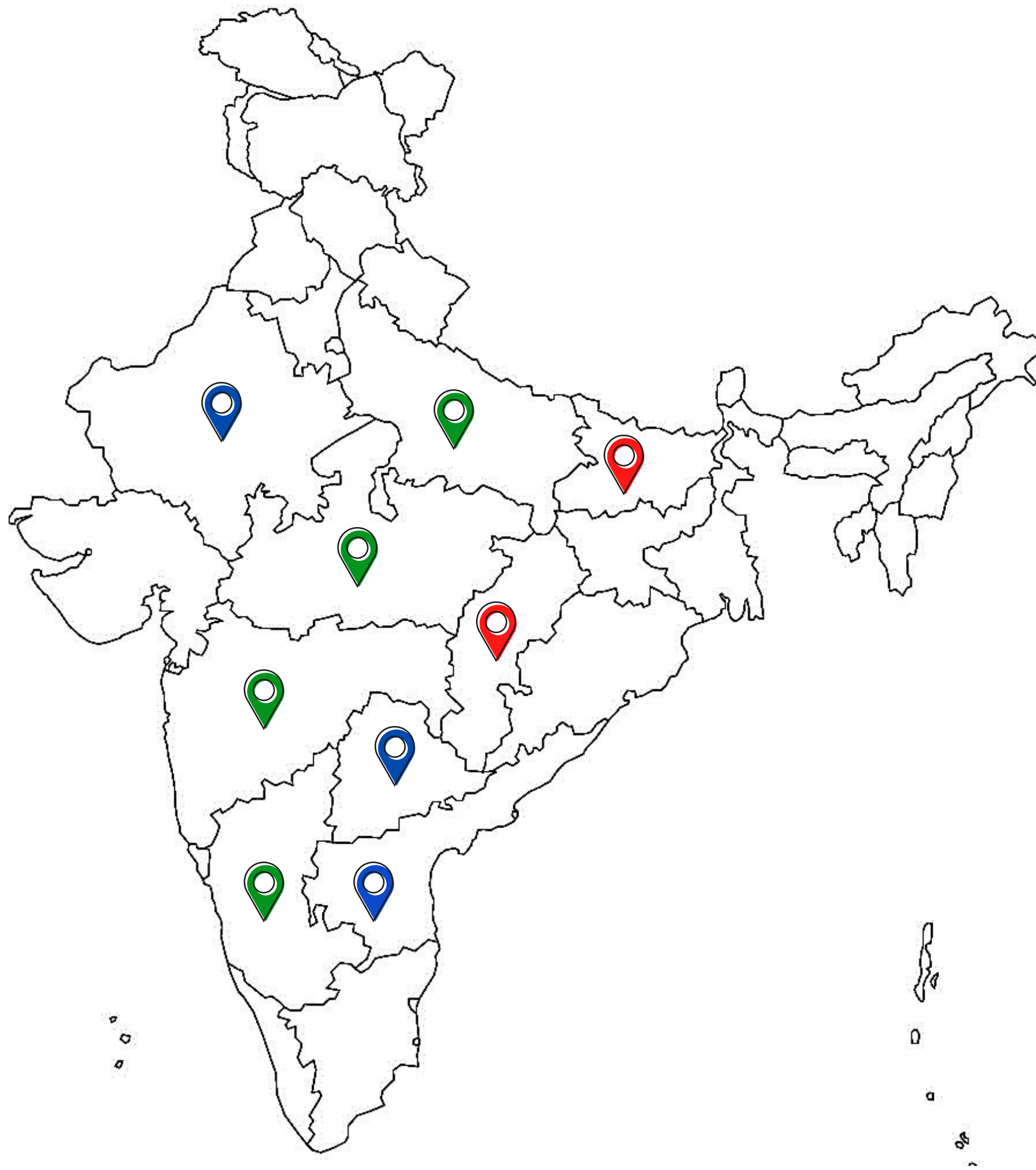
village developers (local youth) will support your
brands with customised reach in semi-urban and rural

USP of village developers;




- Well-versed in the **ecosystem**
- Basic Training / Smartphone / Motorcycle
- You can give them an opportunity to work for a minimum of 13 working days to 11 months
- Real-time Feedback

It's possible;

- Our relationship-based activities with villagers and influencers for 23+ years
- Back office support
- For any '**specific sample activity**' mail us @ lokhanderural@gmail.com or WhatsApp - 9765550069



rural relations has the largest
rural network covering 2/3rd
of India's rural consumers

-  Effective
-  Moderate
-  Introductory

rural relations facilitates the marketing efforts of a diverse range of industries, ranging from local brands to multinationals through a unique relationship building approach.



23+ years of
relationship


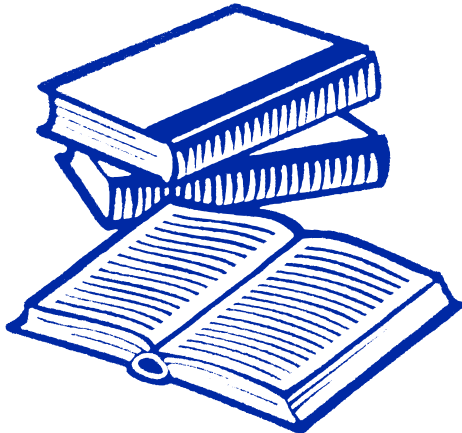




49,000+
key/ feeder
villages



58+
brands

rural relations has been involved in growth programs for over 23 years

<div>Livelihood</div> <div></div> <div>7,600+ beneficiaries</div>	<div>Education</div> <div></div> <div>3.5 Million+ beneficiaries</div>	<div>Digital Literacy</div> <div></div> <div>1.5 Million+ beneficiaries</div>	<div>Health</div> <div></div> <div>3 Million+ beneficiaries</div>
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Gain from the goodwill, relations & assets of rural relations

Customized activities

Till date, worked in 49,000+ feeder villages

Automobile | Media | Services | FMCG | Finance | Durables | Commodities | Education | Immersions



Consumer insight on brand



Mapping, distribution, product placement & network extension



Brand education, trials & promotions



Rural Immersion

Brands **rr** serviced

Automobile | Media | Services | FMCG | Finance | Durables | Commodities | Education | Immersions



2018 - 2022



Reach - 7 lakh + students
State - MH
Project - Education (Cyber Security)



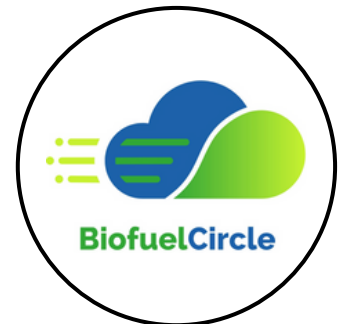
Reach - 2,000+ villagers
State - MH
Project - Financial Literacy Education Program



Reach - Middle age villagers in 400+ gram panchayats in 60+ Blocks
State - MH
Project - Awareness Program



Reach - 1,000+ women
State - MH
Project - Implementation & Distribution



Reach - Farmers in 2 districts
State - MH
Project - Identification of GraminBandhu



Reach - Villagers (Potential Consumers) + Shopkeepers in 300 villages
State - MH, UP
Project - Awareness Program & Merchandising



Reach - 55k + All type of 4 wheeler mechanics
State - MH, UP, MP, AP, CH, GJ, HR, KA, DL, TL
Project - Mapping, Awareness & Injection drive



Reach - 600+ villagers
State - MH, UP, MP, RJ, BI, JH
Project - Interview Survey + Rural Immersion

← 2018



Reach - 10,000+ Gramin Bandhu

State - 7

Project - Created distribution extension through Gramin Bandhu Benefited both rural consumers and rural youth



Reach - Students, Grampanchayat members and

Shopkeepers in **17,000+ villages**

State - 3

Project - 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.



Reach - Students and Shopkeepers in **13,000+ villages**

State - 2

Project - Conducted a School Sampling Activity - sampled brands Ariel & Camay in rural secondary schools. Conducted merchandising in the shops & generated MIS.



Reach - Young entrepreneurs in 1,800 talukas

State - 9

Project - Helped Reliance Money choose their franchisees, based on the data & video recordings



Reach - Influencers, Villagers, Cable operators

State - 7

Project - Qualitative survey to understand watching patters and usage of television



Reach - 20,09,200 (2 million+) primary rural students and benefiting 1,00,000,00 (10 million) villagers

State - 3

Project Conducted Colgate Oral Health Educational program

Case Studies



“Project Snehasambandha”

The tetanus injection drive supported by Fleetguard and implemented by ruralrelations.com took place in 13 states of India. This project evolved to be the **world’s largest tetanus vaccination drive for mechanics**. Tetanus being a very common infection following injuries in garage mechanics which many times get ignored, the company felt the need to spread health awareness and provide free tetanus injections. Our village developers personally visited the mechanics to spread the words of awareness regarding the severe consequences of tetanus infection, mapped details of mechanics/chotus, his establishment and their family members built a relationship, and developed a tetanus card for them. At the same time, they also enlisted the nearest doctors and health facilities. The mechanics could now take tetanus vaccination for free from the nearest doctor on showing their tetanus card. In phase 2 of the project, doctors were specially arranged to provide tetanus injections. The doctors visited each mapped garage along with village developers to give tetanus injections to the mechanics and chotus. Through this project, **50,350 mechanics and chotus were given tetanus shots** at their garage

Driver to entrepreneur

- Tata Sumo test drive campaign for vehicle drivers in seven states
- Campaign in 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



Case Studies



Hygiene Drive

- To spread the social message of personal 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.



School Activity

- Conducted a School Sampling Activity for P&G in 13,000 villages in Maharashtra and Madhya Pradesh
- Sampled brands Ariel & Camay in rural secondary schools
- Conducted this activity in villages having a population between 2,000 to 10,000 giving representation to every Taluka of the selected districts.
- Conducted merchandising in the shops and generated MIS.



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

Case Studies



Financial Literacy

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

rural entrepreneurs



- Identified 3,600 entrepreneurs for Reliance Money in 1,800 Talukas across 9 states.
- We selected 2 young entrepreneurs in each Taluka.
- Helped Reliance Money choose their franchisees, based on the data & video recordings



rural associates

- To identify associates in 100 Blocks/Talukas of Maharashtra
- Help them to promote the activity
- The activity was done in collaboration with ISAP

Case Studies



Empowering rural youth

- Selected youth from villages to make them entrepreneurs
- Helped Asian Paints create job opportunities for selected youth



Network extension

- Identified 10,570 Gramin Bandhus in 7 states of India
- Created distribution extension through Gramin Bandhu
- Benefited both rural consumers and rural youth



Awareness Campaign

- Assemble database of potential customers
- Create awareness about the products (pipes) in Maharashtra with the help of village developers



Philip Kotler - Marketing Management

Cultivating customer relationships – Case study on ‘rural relations’ in Philip Kotler’s book on Marketing Management

For marketers who target a large customer base, as is the case with FMCG marketers, it is unviable for a single company to build one-to-one relationships with customers. One organization, rural relations, started the business of networking with villagers, developing direct contact with people in a large number of villages in 10 states in India. This organization provides an array of services on commercial terms, such as subscription-based information about rural markets, product sampling, franchisee identification, lead generation, customer profiling, direct mailing, recruiting and training of people from rural areas and media, public relations, and on-ground activities. Many companies in the FMCG sector utilize this specialized knowledge they want to communicate directly with some of the constituencies in villages. As an example of one such activity, rural relations wrote to a large number of people in villages that act as feeder markets to other rural markets about hygiene health, and oral care. When villagers sent their queries, it provided hand-written replies to each of them. The relationships built by rural relations in these villages are leveraged by FMCG majors when they introduce new products or re-launch existing brands.

While undertaking such campaigns, rural relations collects feedback and provides hand-written replies to any queries, which helps in strengthening the relationship further.

Image source- Google



Rural Immersion

- An elaborate on-field schedule to interact and take an in-depth understanding of your TG (target group) at the grassroots level
- 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 (30+ segments) and utilize your on-field time to its best

Our Social Initiatives



villagewi**KY** presents “rating” of 67,000 feeder villages on education, health, drinking water, electricity, tar roads, Swachh Bharat & solar power

Please add/rectify the rating of **YOUR** village [here](#)



an attempt to inculcate the habit of **reading**, writing, speaking, listening & very importantly **playing** at the age of 9-14 as that is proven to be the age when one adapts to most of their habits and these contribute to the well-being of **'mental'** and **'physical'** health.



760 Fit-key



5,800+ Gyan-key libraries



7 states



14.08 lakh books + audios



1,075 audio libraries (WIP)

2,65,000+ participants in various activities

(You can see this communication in our office by state, by district and by village/school)

3,73,000+ reactions & analysis on the books

Benefiting 13 lakh+ (**1.3 million+**) young minds



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