

SEMINAR RURAL MARKETING Organized by



**Bharatiya Vidya Bhavan's
Usha & Lakshmi Mittal Institute of Management (BULMIM)
Copernicus Lane, Kasturba Gandhi Marg
New Delhi –110001**

A Seminar on Rural Marketing was organized in the Institute on the October 23, 2010.

The objective of the Seminar was to make the students aware of the rural business environment and the strategies adopted by the organizations to reach the rural consumer.

Following speakers participated from the industry.

- **Sanjeev Govil: (CEO Wireless Business, Reliance Communications)**
- **Jitender Mathur: (Senior Accountant Director, RC & M)**
- **PK Mahajan (Senior GM sales, Atlas cycles)**
- **Nalind Saxena (Chief Manager, PNB)**
- **Nirdesh K Singh (Channel Head- Retail VAS, Spice digital)**
- **NP Singh (National Sales Head, Nippo)**