

"SANGATI – 2017"-KSRM Students' Conclave

Theme: Development Through Rural Marketing

Sangati, KSRM students Annual Conclave was started in the year 2014 with the idea of providing a national level platform for business school student's for 'innovative and creative ideas' with regard to Rural Management and Development. The first conclave was on theme ' Rural Entrepreneurship and Enterprise for Inclusive Growth ' followed by 'Market based solutions for Water and Sanitation' and the one in 2016 was on 'CSR and Rural Development'. All the three conclaves received encouraging response with 15-20 teams participating every year in multiple-event conclave

"Innovation is the ability to see change as an opportunity – not a threat"

Albert Einstein



The 4th National Students' Conclave "SANGATI" was inaugurated on 22nd September, 2017 by Dr. Hrushikesh Mohanty , Vice Chancellor, KIIT University in the presence of Prof. L K Vaswani, Director KIIT School of Rural Management and Prof. V Venkatakrishnan, Dean KIIT School of Rural Management.

Dr. Hrushikesh Mohanty, Vice Chancellor, KIIT University said that large population living in rural areas with robust nature of village community has withstood external forces from time immemorial. He also spoke about the problems of centralized planning and the need to plan and address rural development issues by the stakeholder themselves to resolve rural problems. Prof. Vaswani, Director, KSRM spoke about the need for market forces to fill in the vacuum left behind by 70 years of governance which has still not percolated down the rural areas. He also emphasized on the need for innovative rural market solutions to solve the problems of poverty and underdevelopment. Prof. V Venkatakrishnan, Dean KIIT School of Rural Management spoke about the basis of growing strength of KSRM as a rural management school. He also pointed out that two other tailor-made courses that have been launched in the school to address the requirements of carrier oriented young generation involved in the field of rural development. Prof. Madhumita Ray, Asst. Professor, KSRM with her concluding remarks proposed vote of thanks.

Conclave Events

a) Big Bang Idea:

The analogy of the Big Bang comes from the theory of the origin of the universe. Stealing the conviction the Big Bang Idea, gives us the opportunity to underpin and develop a paradigm of *Innovative Thought Business Model* on theme "Rural Marketing for Development"

A total of 8 business schools participated in this event. The judges for the event were Mr. Kumar Vaibhav, Head, Institutional Finance (Annapurna Micro Finance. Ltd), Mr. Subrata Pradhan, Company Secretary (Annapurna Micro Finance. Ltd) and Mr Sibabrata Choudhary (Aranyak Eco Harvest). A lot of innovative models were presented ranging from Rural Tourism, Integrated Agriculture, Rurban e-commerce to Organic farming. With presentation on topic "**I2E2 where I stands for integration and E stands for evaluation of Entrepreneurship**" the event was won by **Symbiosis Institute of International Management, Pune**, with **Central University of Jharkhand** as first runner-up who presented on "**E-Kumhar**" followed by **SRLM, Ratlam** as 2nd runner up with topic "**Integrated Farming**".



b) Lock Horns:

Lock horns, a debate competition where the students from respective colleges were given topics to express their views for or against a topic. Colleges from across the country including Govind Ballabh Pant Social Science Institute, Allahabad, XISS Ranchi, Central University of Jharkhand, Ranchi, SRM GVT, Ratlam, KSRM, KIIT University, Bhubaneswar, Ravenshaw University, Bhubaneswar, Amity University Jharkhand, OUAT Bhubaneswar, BIITM Bhubaneswar and Utkal



University participated in the event. The Judges for the event were Prof Priyadarshi Biswal(Dean CASS, KIIT University) and Mr. Manas Ranjan (Director, Vasundhara). **XISS, Ranchi** won the competition with **" Is bottom of the pyramid concept by C K Prahalad is theoretical or practical"** as topic followed by **KSRM, Bhubaneswar** as first runner up on the same topic and **OUAT Bhubaneswar** was 2nd runner up with **"Will rural marketing improve quality of life" as topic of debate."**

c) STORY SCAPPING:



This event was the poster presentation segment on real time successful rural marketing cases instrumental in development.. Pictures, data and write ups were permitted for the poster. Around 6 schools participated in this event. The judges for the event were Prof. Anshuman Mishra (Assistant Professor, KIIT School of Architecture), Mr. Ankit Panda (Documentation officer at UNICEF Centre for Children Studies, KSRM) . The **Central University of Jharkhand** won the event with poster theme **"Give her 5"** followed by

SRM GVT, Ratlam as first runner up with theme **"Ambaram to Ambivine"** and **CAM, Utkal University ,Bhubaneswar** as 2nd runner up with theme **"Folder solar dryer (life is better on the farm)"**.

Participating Schools:

Initial entries:

We have received following schools' participation as "Initial Entries" for Sangati, 2017. The schools are:

(XISS ,Ranchi; Central University of Jharkhand; Guru Ghasidas Vishwavidyalaya ; G.B.Pant Social Science Institute, Allahabad ; Symbiosis institute, Pune; School of Rural Management, Ratlam; BIITM, Bhubaneswar; Trident Academy of Creative Technology; XSOS, Bhubaneswar, Ravenshaw University, Cuttack, KIIT School of Rural Management, NIAM Jaipur; Krupajal Business School ; OUAT, Bhubaneswar; CAM, Utkal University, Bhubaneswar; IMIT Cuttack; AMITY, Jharkhand; SRI SRI University)

Response to events:

In Big Bang, we had received a total of 8 responses; for Lock Horns a total of 12 responses and for Story Scaping a total of 6 responses from different eminent business schools of India.

Final List:

Finally, after all the screening and monitoring a total of 11 schools apart from KSRM, participated in our Annual Students' Conclave "Sangati 2K17". The schools are: XISS, Ranchi; OUAT, Bhubaneswar; CAM, Utkal University, Bhubaneswar; Central University of Jharkhand; G.B.Pant Social Science Institute, Allahabad; Symbiosis Institute, Pune; School of Rural Management, Ratlam; BIITM, Bhubaneswar; IMIT Cuttack; AMITY, Jharkhand and Ravenshaw University, Cuttack.

Plenary Session and Prize Distribution:

Prof Vaswani while thanking the participating teams gave a call to KSRM students to scale up this event with wider participation. He was of the opinion that such events can fertilize new innovative and creative ideas and contribute to knowledge building in student's community. Prof. Madhumita in her concluding remarks said no body is a winner or loser but spirit of participation must prevail.

Prof Vaswani gave away certificates and prizes to winners of all events.



Cultural Evening:

The cultural evening was a mixture of tribal drumbeats and rhythmic steps to dances along with classical Bollywood songs and music both western and Indian. The show stopper was a street play "Nukkad" on issues of women exclusion, lack of access to justice, superstitious beliefs which saw women as victims and was a sensitive portrayal of poverty.

