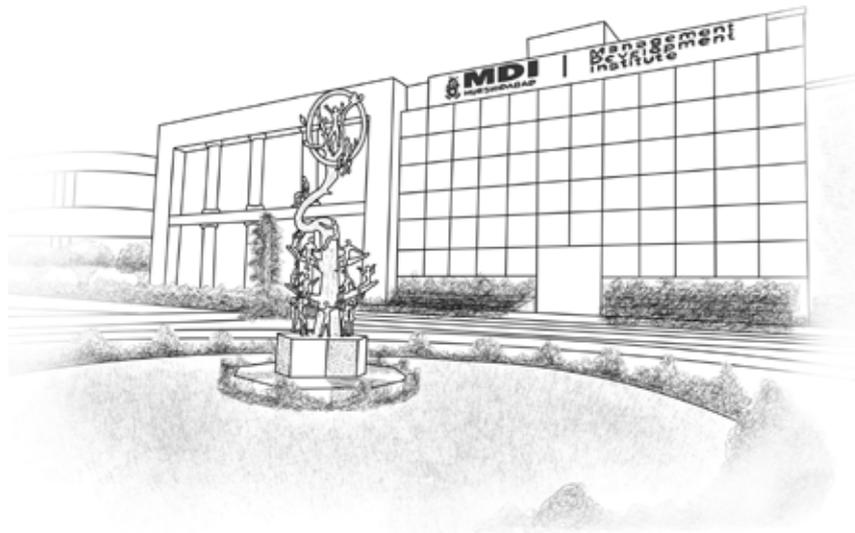


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME STRATEGIES FOR RURAL MARKETS

 24-26 MARCH, 2026 (TUE- THU)



### Course Objectives

The vast and diverse rural landscape of India presents immense opportunities for businesses, yet it comes with unique challenges. Traditional urban-centric marketing strategies often fall short in these markets due to distinct consumer behaviors, infrastructure limitations, and socio-cultural nuances. This program aims to equip participants with the knowledge and skills to effectively understand, strategize for, and penetrate rural markets, transforming challenges into growth opportunities. We will explore innovative approaches to product development, pricing, distribution, and promotion tailored specifically for the rural consumer.

Consumer research in rural areas requires a different lens, moving beyond conventional models to capture the aspirations, values, and purchasing power of this segment. The program will delve into techniques from sociology, economics, and behavioral science to gain fresh insights into rural consumer life. Your application should incorporate live case studies and practical examples to facilitate experiential learning, ensuring participants can apply theoretical knowledge to real-world scenarios.

The program covers various aspects, such as understanding rural demographics, developing suitable marketing mixes,

leveraging digital transformation in rural areas, and building sustainable distribution channels, to grasp contemporary consumption trends and the mindset of today's rural consumers.



### Target Participants

This program is designed for mid-level and senior-level business executives, entrepreneurs, marketing professionals, sales managers, product managers, and anyone seeking to explore and expand their business in rural markets. It is also beneficial for professionals in FMCG, agriculture, financial services, healthcare, and technology sectors targeting rural consumers, as well as academics and students specializing in rural management and marketing.



### Learning Outcomes

Upon completion of this program, participants will be able to:

- Understand the unique characteristics and potential of rural markets in India.
- Identify key challenges and opportunities in rural marketing.
- Develop effective strategies for product, pricing, distribution, and promotion tailored for rural consumers.

- Leverage digital tools and platforms for rural market penetration.
- Design and implement sustainable and profitable rural marketing campaigns.
- Analyze and adapt to socio-cultural factors influencing rural consumer behavior.



## Program Contents

### DAY 1: Understanding the Rural Landscape & Consumer

#### 1. Introduction to Rural Marketing: Potential & Challenges

- Defining rural markets: Demographics, socio-economic indicators, and evolving landscape.
- Why rural markets matter: Untapped potential and growth drivers.
- Key challenges: Infrastructure, literacy, income disparities, cultural diversity.
- Success stories and failures in rural marketing (Indian context).

#### 2. Rural Consumer Behavior & Insights

- Psychographics and demographics of rural consumers.
- Decision-making processes in rural households.
- Influence of opinion leaders, community, and family.
- Qualitative and quantitative research methods for rural markets.

#### 3. Socio-Cultural Dynamics & Their Impact on Marketing

- Understanding rural traditions, beliefs, and values.
- Role of festivals, local events, and community gatherings.
- Impact of caste, religion, and regional differences on consumption.
- Adapting communication to local dialects and cultural norms.

#### 4. Rural Market Segmentation, Targeting, and Positioning

- Criteria for segmenting rural markets (geographic, demographic, behavioral).
- Identifying attractive rural segments.
- Developing effective targeting strategies.
- Crafting compelling value propositions and positioning for rural brands.

### DAY 2: Crafting the Rural Marketing Mix

#### 5. Product Strategies for Rural Markets

- Product adaptation vs. innovation for rural needs.
- Developing affordable and functional products (e.g., sachet marketing).
- Packaging, branding, and design considerations for rural appeal.
- New product development process for rural contexts.

#### 6. Pricing Strategies & Affordability in Rural Areas

- Understanding rural income levels and purchasing power.
- Innovative pricing models: Unit pricing, multi-unit packs, deferred payments.
- Role of credit and microfinance in rural consumption.
- Value-based pricing for rural consumers.

#### 7. Distribution & Logistics in Rural Markets

- Challenges of reaching remote rural areas.
- Developing effective distribution channels: Hub-and-spoke models, rural retail networks.
- Role of local entrepreneurs, self-help groups (SHGs), and last-mile delivery.
- Managing inventory and supply chain in rural settings.

#### 8. Promotion & Communication Strategies for Rural Audiences

- Media consumption patterns in rural areas (TV, radio, local newspapers, digital).
- Effective communication channels: Haats, melas, folk media, wall paintings, mobile vans.
- Designing impactful advertising campaigns: Messaging, visuals, and testimonials.
- Role of personal selling and relationship marketing.

### DAY 3: Digital Transformation & Sustainable Rural Growth

#### 9. Digital Marketing & Technology Adoption in Rural India

- Growing internet and smartphone penetration in rural areas.
- Leveraging social media, WhatsApp, and local language content.
- E-commerce opportunities and challenges for rural consumers and businesses.
- Digital payment systems and financial inclusion.

#### 10. Government Initiatives, Policy & Rural Development

- Overview of key government schemes impacting rural markets (e.g., MNREGA, PM KISAN).
- Understanding regulatory frameworks and their implications.
- Public-private partnerships for rural development and market access.
- Ethical considerations and social responsibility in rural marketing.

#### 11. Building Sustainable Rural Business Models

- Creating shared value: Integrating social impact with business objectives.
- Fostering rural entrepreneurship and local employment.
- Measuring impact and ensuring long-term viability.
- Case studies of successful sustainable rural enterprises.

#### 12. Practical Workshop / Case Study Analysis & Action Plan

- Participants analyze a comprehensive case study of a company entering or expanding in a rural market.
- Group activity to develop a detailed rural marketing strategy for a given product/service.
- Presentation of group strategies and peer feedback.
- Key takeaways, lessons learned, and individual action planning for applying strategies in their organizations.



## Pedagogy

The program will adopt an interactive and experiential learning approach, combining:

- **Interactive lectures and discussions:** Facilitating knowledge transfer and idea exchange.
- **Case discussions:** Analyzing real-world scenarios and developing problem-solving skills.
- **Role-playing exercises:** Simulating practical challenges and decision-making in rural contexts.
- **Team activities:** Collaborative development of rural marketing campaigns.
- **Guest sessions/Expert talks:** Insights from industry practitioners and thought leaders in rural marketing.



## Expected Outcomes

Participants will leave the program with:

- A deeper understanding of the complexities and opportunities within rural markets.
- The ability to design and implement culturally sensitive and effective marketing strategies.
- Frameworks and tools for sustainable business growth in rural India.
- Enhanced decision-making capabilities for navigating the unique dynamics of rural consumer behavior.



## Venue & Duration

The programme is scheduled during **24<sup>th</sup> – 26<sup>th</sup> March 2026 (Tue- Thu)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.– Raghunathganj, Dist.- Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **23<sup>rd</sup> March 2026** to the forenoon of **27<sup>th</sup> March 2026**.



## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

**The program fees can be paid through bank transfer as per the bank details given below:**

Account Name: **Management Development Institute Society**  
Bank Name: **ICICI Bank**  
Account Number: **201505024814**  
IFSC Code : **ICIC0002015**  
Branch Name: **Jangipur**  
(Please share the transaction details for verification purposes after making payment)



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education**  
**Management Development Institute Murshidabad**  
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## Faculty Profile



**Dr. Vineet Gupta**  
**Assistant Professor- Marketing**

Dr. Vineet Gupta has 10+ years of experience as a researcher, practitioner, and academician. He is associated with the international business domain. His research works are related to contemporary consumer behaviour and the modern business and marketing environment. He has been a full-time faculty member at NMIMS, Bengaluru, and a research fellow at IIFT Delhi. Dr. Vineet has published papers in indexed International and National Journals of repute. His study refers to research works at International Conferences and Colloquiums. Before joining academia, he was in managerial positions with a Multinational Bank and Financial intermediaries. His primary educational credentials include an MBA, Ph.D., and UGC NET.

## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

**Certificate of Participation shall be provided after the completion of the Course.**

## CAMPUS DETAILS



**Campus Address:**

**Management Development Institute Murshidabad**

**Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj**

**Dist. Murshidabad, West Bengal, PIN-742235**

**Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)**

**Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)**