

Inclusive Marketing program : An innovative concept

Certificate Program on Inclusive Marketing by BIMTECH in association with MART

About the Program :

In the present era of globalization, poor should take part in getting benefits of the market. In the process facilitator agencies and professionals can work towards the inclusion of poor in the free market system. "Inclusive Marketing" which is characterized by the development at all levels of society and combination of various resources and strategies, is an effective way towards achieving this.



Ms Jaya Jaitly Inaugurating the Program

Centre of Rural Business at Bimtech understood this trend and discussed the idea for developing and commencing a certificate course on Inclusive Marketing with its mentor Mr Pradeep Kashyap founder MART. The genesis of this program happened as a joint effort of Mart team with Bimtech's knowledge resources. Mart provided full support in developing the course material as well as identifying and sharing best of resources, cases and resource persons for this program.

The first program was inaugurated by none other than Ms Jaya Jaitly Founder Dilli Haat ands who has a vast experience in handicrafts development. She is an iconic figure in Indian politics known for her active involvement in social development initiatives. She welcomed all the participants and shared her experiences with the opportunities and challenges associated with the development sector.



First Batch of Certificate Program in Inclusive Marketing

First program (June 29 to July 11,2009) was of two weeks duration with one day dedicated for field visit. It was attended by 20 participants from various states in India as well as representation from Nepal, Srilanka and Zambia.

The second program(Aug 24 to Sep 4,2009)was attended by 16 participants from all parts of the country . The program got participation from Institutions like NABARD, GTZ, Vedanta, Basix , Udyogini and various other known institutions from all parts of the country.

This program was addressed by none other than by Malcolm Harper the author of one of the finest publications on Inclusive value chains in one of the sessions on Value chain management.



Second CPIM batch with legendary Malcolm Harper after the session

The third program (Feb 1 to Feb 6 2010) was attended by 17 participants from all part sof the country from known Institutions like ILO, GTZ, NABARD, Udyogini and many more. One participant came from Combodia also.

Need of the Program : To equip people involved in livelihood promotion and economic empowerment with contemporary knowledge and skills on inclusive marketing. This first of its kind program would offer a comprehensive package which includes marketing of Agri and allied products, rural services and models on public private community partnership (PPCP) and many more. Our belief is that this program would add a great value to development process in India. Marketing has become a critical component for any sustainable livelihood promotion initiative and to ensure a proper stake for the poor, inclusive marketing is imperative. The program is exclusively designed to impart knowledge and skills on Inclusive Marketing to development professionals of various Corporate Houses with CSR, Government organizations, Non-Government organizations, and Bilateral Projects etc, involved in Livelihood Promotion.

Duration : 5 days (One week) Fully Residential on twin sharing and single occupancy basis..

Fees structure : Rs 20000.00 for twin sharing and Rs 25000.00 for single occupancy. For Foreigners USD 1000.00 on single occupancy.

Next Program : July 5 to July 09 ,2010*

We can also develop a customized program for your organization and team at your location also. Minimum participants requirements for In house program is 10.



Third Batch of CPIM during a session

For Registration and other details please contact

Prof. Kuldeep Sharma

Coordinator Center for Rural Business
Birla Institute of Management Technology
Plot No 5, Knowledge Park II
Greater Noida , UP-201306
Ph : 0120-2323001-10(extn 395)
Mobile : (0091)-9810315831
Email : kuldeep.sharma@bimtech.ac.in
URL : www.bimtech.ac.in

* Subject to registration of minimum of 15 participants for the program)