



 **Backwaters '11**
18 - 20 Nov
Powering Our Future



First Prize - Rs 25000
Second Prize - Rs 15000

Submission Deadline
30th Oct 2011

Rural Roulette

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EVENT INTRODUCTION

"The true India is to be found not in its few cities, but in its seven hundred thousand villages"

– Mahatma Gandhi

"Executives are constrained not by resources, but by their imagination" – C K Prahalad

We are a country with 1.2 billion people of which 70% live in rural areas which means more than 700 million people spread around 6,27,000 villages. India's rural population comprises of 12% of the world's population presenting a huge, untapped market.

The importance of the rural market for some FMCG and durable marketers is underlined by the fact that the **rural market accounts for 55% of LIC policies, 70% of toilet soaps and 38% of all Two-Wheelers** purchased.

But **higher the returns, greater is the challenge**. Finding a suitable product and managing issues such as availability, affordability, acceptability & awareness are the parameters that decide the success of the venture.

Backwaters 2011 by IIM Kozhikode brings Rural Roulette, an exciting event which allows you to get into the shoes of a marketer and explore rural markets to **identify opportunities** of meeting unmet needs or delivering better value to the consumers.

Discover the real India. Play the Rural Roulette.



People



Planet



Profit

EVENT FORMAT

Objective: Identify market from the eye of a marketer and look for potential gaps. Leverage this understanding to suggest an innovation (product, distribution, packaging, promotion, place, etc.) which could exploit the market (either meeting unmet needs or delivering better value to the consumers)

E.g.: Chik Shampoo– Smaller SKUs introduced for rural market by CalvinKare, after the marketers observed rural consumers had a tendency to buy in smaller quantities & were not “store-and-use” driven

Round 1: Visit a nearby village, make observations on the lifestyle, the consumer goods bought by locals, any unmet needs, etc. You are free to choose any methodology you want.

1. **VIDEO (2-3mins)** – Glimpse of the rural setting, discovery of potential gaps, learning, methodology chosen (NOTE: members of the team need to present in the video)
2. **EXECUTIVE SUMMARY (Not exceeding 1000 words)** – Should reflect the video captured. It could include charts and pictures; an analysis of the demographics of the village, purchase behaviour; research methodology adopted and identified potential gaps. Also elaborate on the suggested innovation.

Round 2:

Top **5 teams** will be invited on campus for final presentation of the **detailed plan**

Final Presentation: Power-point

- **Presentation Time - 15mins**
- **Q&A - 15 mins**

Judging Parameters:

- ✓ Understanding of the rural setting & consumer profile
- ✓ Identification of potential gaps
- ✓ Relevance of research methodology to the identified problem statement, its application & outcome
- ✓ Feasibility & Scalability of proposed Innovation(e.g.: Cost Efficiency, Market potential, Impact)



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SUBMISSION GUIDELINES

Mail us your entries at ruralroulette@iimklive.com with **subject line** as **<TeamName>_<UserName>_Round<No.>** in the below mentioned format;

Round 1:

1. **Video:** <TeamName>_<UserName>_Round1 (User Name* of any one user)
2. **Executive Summary(PDF) :** <TeamName>_<UserName>_Round1 (User Name* of any one user)
3. **Cover Page:** Team name, member details (name, institute, phone number, registration-id & email id)

Round 2:

1. **PowerPoint:**<TeamName>_<UserName>_Round2 (User Name* of any one user)
2. **Cover Slide:** Team name, member details (name, institute, phone number, registration-id & email id)

*User Name to be input by the user while registering for IIMK Backwaters'11 at www.iimkbackwaters.com

IMPORTANT DATES

ROUND NO.	SUBMISSION DEADLINE	RESULT DATE (TENTATIVE)
Round 1	23:59 hrs (IST); 30-Oct-11	03-Nov-11
Round 2	23:59 hrs (IST); 17-Nov-11	Campus round



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RULES & REGULATIONS



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1. Event is open to students from all B-Schools
2. Team size should be a **maximum of 3** members
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. Each team can submit **only one entry** for the competition
6. After registering for Backwaters'11 at www.iimkbackwaters.com; the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59hrs IST, 16th Oct'11**
7. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
8. The selected participants would be reimbursed the 3rd AC fare up to a maximum of **Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
9. The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
10. Decisions of the organizers and the panel of judges will be final & binding on all participants



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