

# UMANG

Revamping Rural India

Despite increase in agricultural productivity and income, rural masses are still not aware of latest product and technology. Keeping this rural gap in view, students of IMIS organize UMANG- a rural marketing mela to reach out the progressive rural masses. In 2009, the mela was conducted in 'BALIPATNA' and in the year 2010 it was held at BANAMALIPUR.

In this mission corporate houses join hand to promote their products in the rural areas as well as conduct market research. The sectors participating in the mela ranges from FMCG, consumer durables, insurance, telecom, automobiles, fertilizers to rural & agro industries. Corporates who have showered their enduring patronage towards UMANG are PPL, Tata Motors, Hero Honda, ITC, Anchor, Intex, Videocon, ICICI, Reliance Telecom, LIC, IFFCO, Aries Agro to name a few. Apart from show casing the products and services; the students organize health camps, micro finance lectures and competition for the school children. The mela has received a tremendous response from the villagers and they support the initiative taken up by the students of the institute.

