

SUMMIT ON RURAL MARKETING

The Asia-Pacific Institute of Management organised a national summit on rural marketing on March 8, 2012, at its campus in New Delhi.

The key focus areas of the summit included: The reality of rural market, rural consumer behaviour, marketing mix for rural market, innovation in rural market and the essence of rural marketing.

The summit was attended by various scholars and specialists from B-Schools and rural development sectors participated in the national summit.

The purpose of the summit was to explore contemporary issues and business factors that influence the present finance sector scenario in rural areas across the country.