

RURAL VISIT TO KURAR

A field trip to Kurar Village (Jind, Haryana), was organised on 23rd October 2014. The aim of the trip was to make the children understand the facets of Rural Marketing. The trip was a perfect combination of knowledge, rural marketing strategies and a firsthand experience of various tools & techniques which are employed by villagers. The trip started on a perfect note, with students singing Haryanvi folk songs along with being enlightened about the various facts and folklores about the village. By the time the students reached Kurar, they were all well versed about the traditions, practices and trends in the rural areas. The groups were then divided into four sub groups, each given a separate mentor, from the village itself, who were well versed with every corner of the place and therefore gave the students a unique exposure. The topics given were Sustainable Energy Techniques, Study of Anganwadis, Study of Agricultural Techniques, Rural Infrastructure & Medical Facilities. The response that villagers gave while sharing the information was overwhelming. By the end of the day, the students had visited 50% of the households, seen how schools operated, studied about the most famous brands in the rural area, the way hospitals worked, tasted the special “lassi” , rotis made on “Chulha”, Use of “Gandasa” , modernisation of houses and the various facets of marketing tools which were very different from those normally seen in the urban areas. Being in the village for the whole day, experiencing the non-polluted air, practically experiencing the difficulties faced during rural marketing opened up the minds of the students to a whole new level of thinking. After practically experiencing it all, they had a firsthand knowledge, a newly acquired skill set which is very difficult to imbibe by remaining confined in the four walls of a classroom. The day ended with a “lassi” drinking competition, visiting a greenhouse and a fun filled bullock cart ride followed by having “paranthas” at the well known “Amrik Sukhdev Dhaba”. All in all, the day was a memorable one and gave the students a plethora of new ideas, facts and information which would always give them an edge in rural marketing whenever being compared to someone who has just read about it in books.