

Gramotsava 2018

28th - 30th September, 2018

Way back in the year 2006, Team RMAX started conducting Gramotsava, a rural marketing fair. It is the flagship event of Rural Management of XSRM, XUB which is conducted every year. This year marked the 13th edition of the fair, partnered by MCL, the title sponsor. The location for the event was Tangi High school Field, Tangi, Khordha, Odisha. The theme for this year was "Start-up Village".

The event comprised of three phases: Adi Parva (Pre-fair phase), Madhya Parva (Fair day), and Iti Parva (Post fair phase). The main objectives of the fair was the promotion and sell of products and concepts among rural masses in partnership with business and social organizations. Currently, Gramotsava is a well-known platform among various companies in Odisha to promote their products and services. In recent years we have also added skill development initiatives, CSR awareness campaigns to our ever-expanding portfolio of Gramotsava. This year with 17 stalls and more than 10000 footfalls Gramotsava'18 was a grand success. Product and services ranging from automobiles, banking, consumer durables, education, garments and packaged foods were on display at Balaram Dev High School field, Tangi, Khordha on 29th and 30th September 2018.

