

EVENT SCHEDULE

30th October 2021 (Saturday)

09:55 AM-10:30 AM
INAUGURATION AND BEGINNING OF SESSION 1

PANEL DISCUSSION ON AGRICULTURAL DIGITIZATION: FUTURE ROADMAP TO INSTANT SOLUTION FOR FARMERS

Mr. Madhab Adhikari
(Senior AVP & Head of
Specialty Nutrients &

Organic Business)- Coromandel International Limited

Mr. Shanoj Chandroth

(VP & Head of Digital Operations)- Olam International

Mr. Ashit Mahapatra

(MD & CEO)- Agri-Link Food Processing

12:30 PM - 2:00 PM
LUNCH BREAK

2:10 PM - 2:25 PM
INTRODUCTION AND BEGINNING OF SESSION 2

PANEL DISCUSSION ON REINVENTING OFFLINE MARKETING: BLUEPRINT SKETCH FOR NEW NORMAL

Ms. Pragya Agarwal
(Regional HR Head (Mumbai))- Landmark Group
Mr. Arbind Sahoo
(Director)- Ruchi Foodline

4:30 PM
END OF DAY 1

31st October 2021 (Sunday)

09:55 AM-10:20 AM
INAUGURATION AND BEGINNING OF SESSION 1

PANEL DISCUSSION ON SCOPE OF TECHNOLOGY IMPLEMENTATION IN RURAL DEVELOPMENT

Mr. W G Prasanna Kumar
(Chairman)-MGNCRE

Mr. Ambika Nanda

(Head CSR Odisha)- Tata Steel

Mr. Sanjit Kumar Behera

(Director)- Practical Action Foundation

Mr. Sachin Sachdeva

(Director, India)-Paul Hamlyn Foundation

12:30 PM - 2:00 PM
LUNCH BREAK

2:10 PM - 2:25 PM
INTRODUCTION AND BEGINNING OF SESSION 2

PANEL DISCUSSION ON POST COVID: TRANSITION AND INNOVATIVE BANKING BUSINESS

Mr. Saurav Mukherjee

(COO, Senior VP)- Samunnati Financial Intermediation & Services Private Limited

Bharat Sondur

(Chief Business Officer)- Suryoday Small Finance Bank

Mr. Ashwani Kumar

(MD & CEO)- Utkarsh CoreInvest Limited

4:30 PM - 5:00 PM
CLOSING CEREMONY

MEDIA PARTNERS



ABOUT RMAX

We are the Rural Managers' Association of XIM University (RMAX), a recognized student body of XIM University, Bhubaneswar. Our inception roots back to the year 2001 when some students of rural management at Xavier Institute of Management Bhubaneswar (XIMB) started an informal group to arrange some functional activities for the students of rural management. In the year 2004 we became a recognized student body at Xavier Institute of Management Bhubaneswar (XIMB). From then we never looked back and constantly worked on our vision of "Learning by doing and learning beyond the books". With the passage of time we have grown with the evolution of XIMB. With the establishment of SRM in 2013, the Rural Managers' Association of XIMB renamed itself to Rural Managers' Association of XIM University. But the name RMAX remained same even after we have rebranded ourselves since then. We have always tried to keep the legacy intact set by the founding fathers of RMAX.

"Marching to foster heights in the era of new-gen"



RMAX

RURAL MANAGERS' ASSOCIATION
OF XIM UNIVERSITY

IN ASSOCIATION WITH
RM CAREER ADVISORY SERVICES

PRESENTS

ABHIVYAKTI 2021

The Rural Management
Business Conclave

DATE: 30th and 31st October, 2021

VENUE: CH -1

XIM UNIVERSITY, BHUBANESWAR
(New Campus)

SCHOOL OF RURAL MANAGEMENT
XIM UNIVERSITY, BHUBANESWAR

ABOUT ABHIVYAKTI

The Rural Managers' Association of XIM University Organises 'Abhivyakti', an Industry Interface program that accumulates some of the best minds from the field of Rural Management who come together to share their relevant experiences, hurdles faced, their counteractions along with helping the students of Rural Management understand the need of Rural Management from real-time experiences of their own. It brings the best opportunity for the students to interact with the ignited minds and get updated with what is happening around and at the same time enhances better understanding to overcome the problems that are thriving in the sector. It provides the best possible foundation to learn for the to-be-rural managers who will inherit the will of fire and carry it forward in the field.

ABOUT THE THEME

Is Phygital the new normal? - Implications for Business & Development

Phygital is the concept of using technology to bridge the digital and physical worlds to provide people with unique interactive experiences. After the pandemic, Phygital has become the need of the hour. The focus is on how the businesses have evolved the ongoing pandemic by implementing changes and sustaining them.

The Covid-19 pandemic has prompted domestic and international industries to reinvent what consumer experience means to them, increasing their inclination to lean towards anything digital. The industry's efforts to include the interactive aspects that comprise an in-store experience in today's socially distant reality are driven by the 'phygital' approach. Phygital is a one-of-a-kind omnichannel strategy that blends the ease of internet shopping with the familiarity of in-person engagement.

OUR ESTEEMED

SPEAKERS



Mr. Madhab Adhikari
Senior AVP & Head of Specialty Nutrients & Organic Business
Organization- Coromandel International Limited



Mr. Ambika Nanda
Head CSR Odisha
Organization- Tata Steel

Mr. Shanoj Chandroth
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