

Cap Emporia (Marketing):

Prelim:

Aradhya Foundation is a Non-Government Organisation (NGO) based in Mangalore, India. It's main focus is to improve the quality of life and the economic well-being of the people living in rural areas.

For the first time, the government has collaborated with Aradhya to promote 'Vasectomy' in the rural parts of South India. The main reason behind this is to eradicate overpopulation in the rural areas and educate them more about the importance of family planning.

Therefore, as the managers of their marketing team it is your responsibility to market this initiative to the people of the rural areas in South India. By efficiently taking over this task you have to prove that you are an asset to this organisation.

Task:

- *Hatch a creative marketing plan to make this initiative a success.
- *Specify all the marketing strategies that you will adopt for this project.

Conditions:

- *The power point presentation cannot exceed more than 6 slides.
- *The prelims must be submitted or mailed to both addresses given below:

'genesis@sdmcbm.ac.in'

'genesis.capemporia18@gmail.com'

- *It must be submitted before 27th August 2018, Monday by 12 noon.
- *Participants must bring their own laptops with internet connections.
- *All participants must have a Gmail account.