

Unconvention | Speaker Series -Pune

Villgro and Venture Center, Pune (<http://www.venturecenter.co.in/>) are to bring you the next edition of Unconvention|Speaker Series Pune, with a knowledge session on **Marketing of Products and Services**

Date: 30 August 2014

Time: 2.30pm – 5pm

Venue: Training room, 100 NCL Innovation park, Dr. Homi Bhabha Road
Pune - 411008

Agenda:

02.30 pm: Registration

03.00 pm: Welcome

03.05 pm: Introduction by Soma, Venture Centre Pune

03:15 pm: Introduction of Villgro

03.30 pm: Session on **Marketing of Products and Services** by Mr. Pradeep Lokhande, Rural Relations (Strategy to penetrate Rural Markets)

05.00 pm: Closing remarks (Refreshments and networking)

About Mr. Pradeep Lokhande:

Pradeep the Pune based Social Entrepreneur decided to dream big and reach out to the villages to realize his dreams. The result was the rural relations, an organization created a new development paradigm for rural India. His journey started more than two decades ago and stands unparalleled. According to him, *“It was a journey of 40,000 villages of which I have personally visited 4000, across the country. I tried to understand rural India’s administration methodologies, markets or the bazaar-haat systems and the process of the education system. In the process of my journey, I established direct contact with opinion makers in villages and started recording obscure details of the local economy. And in 1996, I made my first customers, Tata Tea and Parle to delve in the data that I had collected. Since then there has been no turning back.”*

These many years of his relentless efforts has made rural relations the resource partner for big names like Reliance Money , HLL, Telco, P&G, Tata Tea, Reuters, HP, Marico, Blow Plast & Asian Paints to name a few.

To register

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Join the social enterprise movement at:

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Unconvention|Speaker Series is a local hub for social entrepreneurship with monthly events designed to inspire entrepreneurs, share knowledge from sector leaders, create networking opportunities, and connect to a larger community of support.