

IIM Raipur holds 'Seedhi Baat' on 'C'garh Growth Story 2.0'



Guests, faculty and students at the IIM Raipur's corporate talks.

■ Staff Reporter

RAIPUR, Nov 19

MANTRA – The Marketing Club of Indian Institute of Management (IIM) Raipur successfully conducted its corporate talk series – 'Seedhi Baat'. The panel discussion was organised to mark 18 years of Chhattisgarh's formation and the theme was 'Chhattisgarh Growth Story 2.0'. The aim of this discussion was to

discuss the various opportunities that are present in the Chhattisgarh market and how marketing leaders could utilize those opportunities.

The speakers for the event were Bharat Pandey -CEO Micro markets at OYO, Rohit Parakh- Founder and MD at Touchstone Services Pvt. Ltd., Dr Jawahar Suriseti- Advisor to the Govt., Mamta Chawda GM Marketing at Avinash Developers. The pan-

el discussed various things including the investment criteria, the consumer preferences, the impact of innovation and technology on the market, the demands in tier 2 and tier 3 markets, segmentation of these markets, and how all these factors will impact the future of Chhattisgarh.

They praised the stable and business-friendly policies of the local Government which led to the growth of the startup

culture in the state.

They explained how the current demand in market resulted in modern trade really picking up in tier 2 and tier 3 markets with the likes of Walmart, D-Mart entering into the state and doing massive business here.

They said that the focus should be on marketing the natural beauty, greenery, water bodies and the rural tourism of Chhattisgarh as by utilizing the demographic dividend and setting up short-term goals, a lot of success can be achieved in fields of health, education and urban development.

The key takeaways for the students were to understand the Chhattisgarh market in terms of growth opportunities, targeting consumers, understanding the potential, building brands, geographical differences and the impact of the emergence of modern trade.

The Hitavada, 20th Nov 2018, P. 4 (City Line)