

# Anugrah Madison Advertising to teach rural marketing to management students

By [exchange4media News Service](#)  
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Anugrah Madison Advertising (P) Ltd., the Rural Division of the Mumbai based Madison Communication Group launched a rural marketing education service called Anugrah Madison Rural Academy (AMRA) to teach the basics of rural marketing to management students.

Announcing this at the Silver Jubilee celebrations of the company, R V Rajan, Chairman, Anugrah Madison Advertising P Ltd. said, "With the growing importance of rural markets there is a growing demand for skilled / trained human resources willing to work in the rural areas. Many management institutes across the country have started offering rural marketing as an elective course to the students. But there is a dearth of good faculty who have hands-on experience to provide practical knowledge for teaching the subject. AMRA hopes to fill this gap".

The special feature of this initiative is that the faculty of AMRA will be the top management of Anugrah Madison and a few others with several decades of experience in dealing with rural marketing initiatives. Besides, AMRA will conduct the classes at the premises of the Management Institutes over week ends or according to the convenience of the Institute. AMRA will be responsible for course content, faculty and evaluation of students based on assignments to be given to them.

Initially AMRA will offer certificate courses of one / two / three credits. If the management institutes are interested in giving an idea of the basics of rural marketing to all their students, it can also conduct a one day / two day seminar on rural marketing at the Management Institute's premises.

According to R Seshadri, Managing Director, Madison Communication Group, "Mr. R V Rajan, a highly respected Rural Marketing Professional and one of the Founders & Past President of RMAI will be the Course Director. Initially the course will be offered to only Management Institutes located in South India."

Lara Balsara, Business Development & Diversification Manager, Madison World who declared opening of the Academy, hoped that one day AMRA will become an important institution, imparting Rural Marketing knowledge service to any one interested in knowing more about rural marketing or wanting to take up rural marketing as a career!

At the silver jubilee celebrations of the Agency held at a Hotel in Chennai, a short video film on the eventful 25 years journey of the Agency was presented followed by a presentation of long service Awards and mementos to others with long association with the Agency. The function was attended by the All India Team of Anugrah Madison, besides old staff, media, clients and other associates.

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