



## **WAM CANADA SPEAKER SERIES**

**WAM CANADA AND THE MUNK CENTRE FOR  
INTERNATIONAL STUDIES  
PRESENT THE 'FATHER OF RURAL MARKETING'  
**PRADEEP KASHYAP****

You are invited the first of the WAM-Canada speaker series on current issues facing women and international development. Pradeep will speak to challenges and recent innovations in extending marketing and distribution to rural areas resulting in a “win-win” situation for the bottom of the pyramid and the private sector.

- WHAT:** Pradeep Kashyap will speak and then open up the floor to questions.
- REMARKS BY:** Rewa Shankar Misra, Coady Institute
- WHEN:** Friday, June 19, 2008, 6:00-7:30 p.m.
- WHERE:** The Munk Centre for International Studies  
1 Devonshire Place, Room 208 North (one block South of Bloor and West of Queens Park, at the corner of Devonshire Place and Hoskin Avenue).
- FEE:** No charge

Please RSVP with name, organization name, email, and phone number to

[mailbox@wam-canada.ca](mailto:mailbox@wam-canada.ca) by June 17<sup>th</sup>, 2009.

## About WAM Canada

Women Advancing Microfinance Canada is an organization for men and women to advance and support women working in microfinance and enterprise development. We accomplish this through the promotion of education, training and leadership opportunities, and by working to increase the visibility of global microfinance and enterprise development work amongst Canadians. WAM Canada is an affiliate of WAM International, connecting us to other chapters around the globe. We were officially launched in 2008 with membership across Canada.

**For more information, please visit:**

<http://www.wam-canada.ca/> or <http://www.wam-international.org/>

## About the Speakers

*Pradeep Kashyap*, known as the father of rural marketing, is Founder and CEO of MART, India's leading rural marketing consultancy organization. He co-created Project Shakti with Unilever to appoint women from micro-finance groups as company dealers. 46,000 women in 12 states have benefited and each of them earns Rs 1,000 per month as profit from this business. He has pioneered another low cost, last mile rural distribution model using village volunteers on bicycles for Colgate, Godrej, Eveready, Heinz, Tata Tea and others. He has led the MART team to develop rural market entry strategy for MNCs and large corporates such as GSK (Horlicks), Airtel, Microsoft, Novartis, Intel and others. An acknowledged authority on rural marketing Pradeep Kashyap is a recipient of the Jannalal Bajaj Endowment Award for his outstanding contribution. He has authored the most definitive 'Rural Marketing Book' for students and practitioners alike. He is a regular guest speaker at the top Business schools in India. His marketing career spans 39 years. He is recognized as a thought leader and is a regular speaker at CEO forums in India and abroad. At the recently concluded Cannes Lions 2008 he was the only speaker from India among the 50 Global speakers who addressed the 24 seminars during the week long festival in France. His topic was 'Rural India: The Emerging Market'

*Rewa Shankar Misra, Coady Institute.* Rewa joined Coady in May 2007 as senior program staff specializing in the areas of microfinance and livelihoods. Rewa brings to Coady more than a decade of experience working with agencies such as the ILO, Action Aid, and CARE. Rewa co-facilitates the specialization in Community-Based Microfinance, Livelihoods and Markets and also anchors Coady's distance education and microfinance related research and partnerships. Rewa holds a Masters of Philosophy in Sociology from the Delhi School of Economics, and a certificate in Management Accounting from the Chartered Institute of Management Accountancy, UK.