

Who Can Enter?

The Awards are open to all Free to Air & Cable channels, Press, Magazines operating in India. Campaigns must have commenced between January 1st 2016 and December 31st 2016

Categories:

- a. Best Telly Program on Rural Markets/Consumers
- b. Best individual coverage of Rural Markets/Consumers (all media) Awarded to the best television program and individual coverage/article on emerging rural markets, rural consumer research, rural trends etc

Provided that it is relevant, a campaign **CAN** be entered into multiple categories.

The Entry Process:

- Submissions can also be submitted in video format. Please note the format of a video entry MUST follow the same template as a written submission.
- Entries will ONLY be accepted via our entry form and Template.
- Attachments – images/charts/video etc. can be submitted as part of an entry provided they are relevant.
- The closing date for entries is **20th March, 2017**

Complete Entries:

A complete entry should contain the following elements :

- One completed entry form for each entry
- The appropriate entry fee
- Your submission
- Any relevant attachments – charts, images, audio, video etc (Please keep these to a minimum and attach a list of any attachments)

Entry Formats:

The entrant can send the submission directly in pdf format and share it to dipika@rmai.in

OR

Upload Via Online Form

- Prepare your entry (making sure to follow the entry [template](#) for the relevant category)
- Put the entry into JPEG (or similar) or video format
- Gather any attachments
- Upload your entry as an attachment following the instructions online

Payment Methods

The Fee for each individual Entry is 7,500 + VAT @ 15% and the following payment methods will be accepted:

Online Payment – This is our preferred method of payment. You can pay online via credit card in our new online entry system

Cheque – please make payable to “Rural Marketing Association of India”

All Entry Fees MUST be paid before the closing date of 20th March, 2017 for entries to be deemed valid

Invoices will be issued for all entries received.

Judging Process

Judging will be broken up to ensure that all entries will be judged by a panel of diverse industry/domain representatives.

The judging panel will be split into a number of sub groups so that

- Each judge is reviewing a manageable number of entries
- Confidentiality issues are respected