



**Guest Lecture on Rural Distribution, Traditional Distribution, Product Management  
by Mr. Noopur Kothari (Lead: Technology - ElasticRun Pvt. Ltd.)**

**Academic Year:** 2021-22

**Name of the Event:** GL on Rural Distribution, Traditional Distribution, Product Management

**Date & Time of the Event:** 2<sup>nd</sup> September 2021, 12 noon to 1 pm.

**Name of the Speaker:** Mr. Noopur Kothari

**Designation:** Lead - Technology

**Name of the Company:** ElasticRun Pvt. Ltd. , Pimple Saudagar, Pune - 411027

**Targeted Audience:** TE and BE (All Branches)

**Venue:** Microsoft Teams (Online / Virtual Mode)

**Event Coordinator:** Dr. Sandeep Patil, Department of Computer Engineering

**Number of Participants:** 149

**Activity Description in Nutshell:**

Department of Computer Engineering, I<sup>2</sup>IT organized Guest Lecture on Rural Distribution, Traditional Distribution, Product Management by Mr. Noopur Kothari (Lead: Technology - ElasticRun Pvt. Ltd.) on 2nd September 2021. Mr. Noopur Kothari talked about the various channels of the Rural Distribution. Then he put forth how it is different from the Traditional Distribution. He also spoke about the Product Management. The various types of the product management in the FMCG markets were discussed. The students were able to understand the product distribution channels and the finances involved as part of engineering and project management principles. They also came to know the importance of individual and team work for effective functioning of the whole distribution systems. They recognized the need of understanding the distribution channels and its modernization in terms of technological changes as part of lifelong learning.

**Event Photos:**



**Distribution Fundamental**



**Guest Speaker during session**