



The poster features a green background with a large white circle in the center. Inside the circle, the RMAI logo is on the left, and a cluster of icons representing various aspects of rural development (like a person, a house, a field, a factory, a smartphone, and a gear) is on the right. Below the icons, the text 'RURAL CONCLAVE 2025' is written in large, bold letters, with '2025' in orange. Underneath, it says 'Navigating future'. Below the circle, the date '21st November, 2025' and the location 'India Habitat Centre, New Delhi' are listed. At the bottom, the website 'www.ruralconclave.org' is provided, followed by contact information for Shrija and Rahul.

RURAL CONCLAVE 2025
Navigating future

21st November, 2025
India Habitat Centre, New Delhi

www.ruralconclave.org

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RMAI RURAL CONCLAVE 2025

Theme: "Rural India @ 2030: Growth with Dignity & Digital

www.ruralconclave.org

Date : 21st of November, 2025 at India Habitat Centre, New Delhi.

Office : B-59, Sector – 2, Noida, UP – 201 301

Regd Office : E-362, First Floor, Nirman Vihar, Vikas Marg, New Delhi – 92

RMAI Rural Conclave 2025

Theme: “Rural India @ 2030: Growth with Dignity & Digital”

Rural Conclave 2025, the flagship annual knowledge platform of the Rural Marketing Association of India (RMAI), will be held in the second week of November 2025 at the India Habitat Centre, New Delhi. The conclave is designed as a high-impact forum that brings together rural thought leaders, policymakers, corporates, NGOs, startups, agencies, and academia to deliberate on the opportunities and challenges that will define the next phase of India’s rural transformation.

As India progresses towards 2030, the rural economy is no longer viewed only through the lens of agriculture—it is an evolving ecosystem marked by rising aspirations, expanding digital adoption, and increasing integration with national and global markets. The conclave will examine how growth in rural India can be achieved with **dignity**—empowering communities, fostering inclusion, and preserving cultural identity—while being accelerated by **digital innovation** across commerce, finance, and consumer engagement.

Key Highlights of Rural Conclave 2025:

- **Keynote: Rural Growth Outlook 2025–2030** – A forward-looking perspective on rural India’s economic and social trajectory.
- **Rural Classification: Affluent → Aspirational → Underdeveloped** – Mapping diverse rural segments to guide strategy and investment.
- **Distribution Masterclass** – FMCG, durables, services, and agribusiness strategies to crack the last-mile challenge.
- **Future of Rural E-Commerce & Q-Commerce (incl. ONDC)** – Understanding how digital platforms can democratize access and scale rural markets.
- **Fintech for Inclusion at the Last Mile** – Bridging financial gaps through innovative products and delivery models.
- **Designing Rural Commerce Apps People Actually Use** – Building intuitive, vernacular, and utility-driven platforms for rural users.
- **Rural Digital Strategy that Sways Purchase** – How brands can move beyond reach to influence decisions in digital Bharat.
- **Rural Activation: Beyond Entertainment to Action** – Creating meaningful, impactful, and measurable engagement on the ground.
- **CSR that Builds Markets & Lives** – Aligning responsibility with sustainability and business growth.
- **RMAI Corporate Excellence Honours** – Recognizing outstanding contributions and innovations in rural markets.

Rural Conclave 2025 is more than a conference—it is a catalyst for shaping **Rural India @ 2030**. By uniting diverse stakeholders under one roof, it seeks to create actionable insights, foster collaborations, and build pathways for inclusive, sustainable, and digitally empowered rural growth.

About Rural Marketing Association of India

Rural Marketing Association of India, RMAI, is a premier and not-for-profit Industry Body devoted to furthering the cause of Rural Marketing in Asia. Since its inception RMAI has been helping Marketers to learn and unlearn the best practices in Rural Markets

RMAI Rural Conclave 2025 Agenda

09:00 am – 09:30 am	Registration & Networking Tea
09:30 am – 09:40 am	Ceremonial Opening
09:40 am – 09:50 am	Welcome Note by RMAI President Theme: “Rural India @ 2030: Growth with Dignity & Digital
09:50 am – 10:30 am	<u>MACRO & SEGMENTATION</u> Keynote: Rural Growth Outlook 2025–2030
10:30 am – 11:15 am	Session 2: Rural Classification – Affluent → Aspirational → Underdeveloped
11:15 am – 11:45 pm	<u>DISTRIBUTION & COMMERCE</u> Session 3: Distribution Masterclass (FMCG, Durables, Services, Agribusiness)
11:45 pm – 12:15 pm	Session 4: Future of Rural E-Commerce & Q-Commerce (incl. ONDC)

12:15 pm – 12:45 pm	Session 5: Fintech for Inclusion at the Last Mile
13:00 pm – 14:00 pm	Networking Lunch
14:00 pm – 14:30 pm	<u>DIGITAL , ACTIVATION & INFLUENCE</u> Session 6: Designing Rural Commerce Apps People Actually Use
14:30 pm – 15:00 pm	Session 7: Rural Digital Strategy that Sways Purchase
15:00 pm – 15:45 pm	Session 8: Rural Activation – Beyond Entertainment to Action
15:45 pm – 16:30 pm	<u>RESPONSIBLE GROWTH & PLAY-BOOKS</u> Session 9: CSR that Builds Markets & Lives
16:30 pm – 17:15 pm	The Rural Lions' Den: Playbooks for Growth, Margin & Scale

17:15 pm – 18:30 pm	RMAI Corporate Excellence Honours Recognition of leading Corporates who have been change makers in Rural.
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For participation, contact

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Conference Fees For Delegates

- Rs. 10,000 + 18% GST for Members
- Rs. 15,000 + 18% GST for Non-Members

Award Fees per Entry

Rs. 10,000/- + 18% GST per Entry

Website : www.ruralconclave.org