



## AGENDA FOR DIGITAL DOT RURAL CONFERENCE

(UNLOCKING RURAL POTENTIAL THROUGH  
TECHNOLOGY & DIGITAL INNOVATION)

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Organized by:	Rural Marketing Association of India (RMAI)
Date & Time:	27 <sup>th</sup> of June, (Friday) 09:30 AM – 5:00 PM
Venue :	Gulmohar Hall (Main Event), Jacaranda Hall (Experiential) – India Habitat Centre, Lodhi Road, New Delhi – 110 003

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### **Overview:**

The Digital Dot Rural Conference brings together industry leaders, tech innovators, policymakers, digital marketers, data analysts, and corporate delegates to explore how Technology and Digital Solutions can unlock Rural India's vast potential. The event will feature insightful panel discussions, Tech Spotlights, live demos, and networking opportunities to foster collaborations that drive rural growth.

**Friday / June 27<sup>th</sup>, 2025**

09:15 am to 09:45 am	Registration
09:50 am to 10:00 am	Welcome address by RMAI President Mr. Puneet Vidyarthi
10:00 am to 11:00 am	<p>Inaugural Session- <b>Empowering Rural India Through Digital Transformation</b></p> <p><b><u>Highlights:</u></b></p> <ul style="list-style-type: none"><li>• India's Digital roadmap for Rural Transformation</li><li>• Public-Private Partnerships for driving Rural Growth</li></ul>
11:00 am to 11:30 am	<p><b>Session 1: Digital Penetration in Rural India – The New Consumer Landscape</b></p> <p><b><u>Discussion Points:</u></b></p> <ul style="list-style-type: none"><li>• Impact of Smartphones and Internet on Rural Consumption Patterns</li><li>• Evolving Consumer Behavior in the Digital Age</li><li>• Bridging the Urban-Rural Digital Divide: Opportunities and Challenges</li></ul>
11:30 am to 12:00 pm	<p><b>Session 2 : How Fintech is Powering Rural Financial Inclusion</b></p> <p><b><u>Session Theme:</u></b></p> <p>To explore how Fintech innovations are transforming access to Financial Services in Rural India - Reducing the Urban-Rural Divide, enabling Micro-Entrepreneurship, and building inclusive growth.</p>

12:00 pm to 12:30 pm	<b>Session 3: Social Media &amp; OTT – Engaging the Rural Audience</b>  <b><u>Discussion Points :</u></b> <ul style="list-style-type: none"> <li>• Rise of Vernacular Content and micro-influencers in Rural Markets</li> <li>• How short-form videos and reels influence Rural Consumption</li> <li>• Case studies of successful Rural Digital Campaigns</li> </ul>
12:30 pm to 01:00 pm	<b>Session 4 : Connect. Convert: Technology’s Role in Reimagining Rural Consumer &amp; Trade Engagement</b>  <b><u>Session Theme:</u></b> To explore how the rapid penetration of Smartphones and Internet access in Rural India is transforming and how brands engage with Consumers and Retailers - creating new-age pathways for Awareness, Adoption, Loyalty, and Commerce.
<b>NETWORKING LUNCH 01:00 PM TO 02:00 PM</b>	
02:00 pm to 02:30 pm	<b>Session 5: The Critical Need for Smart Data &amp; Analytics in Rural Decision-Making</b>  <b><u>Discussion Points:</u></b> <ul style="list-style-type: none"> <li>• Importance of data-driven decision-making in Rural Markets</li> <li>• Predictive analytics for Rural Demand Forecasting</li> <li>• Real-world case studies showcasing the power of Rural Data</li> </ul>
02:30 pm to 03:00 pm	<b>Session 6: E-commerce, ONDC &amp; Tech for Rural</b>  <b><u>Discussion Points</u></b> <ul style="list-style-type: none"> <li>• Role of ONDC in Democratizing Rural Commerce</li> <li>• Leveraging Digital Platforms for Governance and Rural Operations</li> <li>• Ensuring transparency and efficiency in Rural Projects through Technology</li> </ul>

03:00 pm to 03:30 pm	<p><b>Session 7 : Innovations in Rural Distribution Tech</b></p> <p><b><u>Theme:</u></b></p> <ul style="list-style-type: none"> <li>• Tech Tools for Enhancing Rural Reach and Supply Chain</li> <li>• Demonstrations on mobile apps, Distribution Tech, and Rural-Focused Platforms</li> </ul>
03:30 pm to 04:00 pm	<p><b>Session 8 : Leveraging Technology for Brand Engagement</b></p> <p><b><u>Discussion Points</u></b></p> <ul style="list-style-type: none"> <li>• Creating campaigns based on hyperlocal insights (weather, festivals, crop cycles)</li> <li>• Combining on-ground campaigns with app-based interactions</li> <li>• Embedding brand content within agri advisory platforms</li> </ul>
04:00 pm to 05:00 pm	<p><b>Award Event :</b></p> <p><b><u>Champions of Digital Bharat Transformation</u></b></p> <p>Celebrating the Trailblazers Powering Rural India's Digital Future</p> <p>For submitting your entry logon to :</p> <p><a href="https://digitaldotrural.in/awards.php">https://digitaldotrural.in/awards.php</a></p>
<p><b>Vote of Thanks, Networking Tea and Close of Event</b></p>	