



DIGITAL DOT RURAL AWARD

Champions of Digital Bharat Transformation

Celebrating the Trailblazers Powering Rural India's Digital Future

Organized by: Rural Marketing Association of India (RMAI)

Date & Time: 27th of June, (Friday) 04:00 PM – 5:00 PM

Venue : Gulmohar Hall (Main Event) Jacaranda Hall (Experiential) –
India Habitat Centre, Lodhi Road, New Delhi – 110 003

Submission Deadline: 31st of May, 2025

Entry Fee : Rs. 10,000/- + 18% Tax per Entry / Nomination

About :

The Digital dot Rural Awards honour visionary Corporates and Agencies that have not only embraced Digital and Tech transformation but have redefined how Rural India connects, Consumes, and Grows. These are the Innovators who have moved beyond Pilots to impact using Digital Tools, Mobile Tech, Data, and AI to drive Access, Efficiency, and Empowerment across the Last Mile.

From powering Digital Payments in Villages to training Kiranas via Apps, from enabling SHGs through Tech Platforms to deploying AI in Agri input Distribution, these Champions are scripting Bharat's new Growth Story.

Award Categories

1. Rural Digital Transformation Leader – Corporate

Awarded to a corporate organization that has demonstrated a visionary and organization-wide digital transformation strategy tailored for Rural Markets—across Supply Chain, Marketing, Trade, or Consumer Engagement.

2. Rural Tech Innovator of the Year – Startup or Platform

Honours a Startup or Digital Platform that has introduced Disruptive, Scalable, and contextually relevant Technologies specifically designed for Rural Bharat, enabling Commerce, Inclusion, or Empowerment.

3. Best Use of Digital in Rural Trade Enablement

Recognizes the most effective Digital transformation in B2B, Distribution, or Kirana Engagement—whether through SFA tools, D2R Platforms, Digital Loyalty, or assisted ordering Models.

4. Best Digital-First Consumer Engagement in Rural

Awarded for innovative and effective use of Digital Tools to engage Rural Consumers leveraging Vernacular Content, Influencers, Social Commerce, Gamification, or Mobile First Storytelling.

5. Rural Inclusion through Technology

Recognises Initiatives that have used Technology to Drive Inclusion, especially among women, SHGs, Farmers, or First Time Digital users, bridging access and equity gaps in Rural India.

6. Special Jury Award

For organisations that have successfully integrated physical touch points with Digital Platforms to create seamless, scalable Rural Engagement and fulfilment Models.

Selection Criteria

1. Strategic Digital Vision for Rural (25%)

- Clear commitment to Rural Digital enablement at the Leadership and Organizational level
- Long-term roadmap to Digitize Rural Engagement, Commerce, or Access
- Integration of Rural Digital transformation into core Business Strategy

2. Depth of Innovation (25%)

- Breakthrough use of Digital, Tech, or Data that redefines Rural access or experiences
- Deployment of scalable Tech across Rural Supply Chains, Distribution, Consumer Engagement, or Inclusion
- Demonstrated risk-taking and experimentation with Emerging Tools (AI, Voice, Vernacular Platforms, etc.)

3. Rural Reach and Inclusion (20%)

- Geographic and demographic spread across Rural and Semi-Rural areas
- Focus on underserved audiences: women, farmers, SHGs, Micro Retailers
- Efforts to bridge the Rural Urban Digital divide

4. Culture of Digital Adoption (15%)

- Internal alignment across teams for Rural Digitisation (Sales, Marketing, Distribution, IT, etc.)
- Empowerment of frontline Teams, VLEs, and Rural partners through Tech
- Training, up-skilling, and Digital fluency building initiatives in Rural Stakeholder groups

5. Measurable Transformation Outcomes (15%)

- Quantifiable shifts in efficiency, Access, Sales, or Engagement Post-Digital adoption
- Evidence of Business Model improvement or Community-level impact
- Sustained outcomes beyond one-time Campaigns or Pilots

HOW TO ENTER : <https://digitaldotrural.in/awards.php>

- Select Category
- Enter Company / Agency Name
- Enter Key Contact Name
- Enter Email and Contact Number.
- Enter Website

Fill in relevant details in sections as per the checklist given below each of them.

SECTION 1: Strategic Vision (100–150 words)

Checklist:

- What prompted your Rural Digital transformation?
 - Was it led top-down? Integrated into Company-wide vision?
 - Does the transformation serve Business, Social inclusion—or both?
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SECTION 2: Transformation Journey (150–200 words)

Checklist:

- What areas were transformed (Sales, Marketing, Commerce, Supply Chain)?
 - What Tech was introduced (Apps, Dashboards, Digital Training, UPI, AI tools, etc.)?
 - Was it implemented at Scale or in Phases?
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SECTION 3: Innovation Highlights (100–150 words)

Checklist:

- What sets your solution apart from the Industry Norm?
 - Did you localize Tech (vernacular UI, Voice Bot, assisted Commerce)?
 - Was it built bottom-up for Rural use-cases?
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SECTION 4: Measurable Impact (150–200 words)

Checklist:

- What changed post-transformation? (Sales, Reach, Cost, Trust, Inclusion)

- Add pre- and post-metrics: % growth, # villages, # users
 - Share any awards/recognitions or third-party validations
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SECTION 5: Road Ahead (100–150 words)

Checklist:

- How will you build on the transformation?
 - Are you integrating with ONDC, expanding geographies, scaling partnerships?
 - Show long-term commitment—not one-off effort.
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ANNEXURES to be attached (Optional):

- Screenshots of Platforms/interfaces
- Photographs of Rural rollouts
- Testimonials
- Impact Dashboards or Internal Reports