



AGENDA FOR DIGITAL DOT RURAL CONFERENCE

**(UNLOCKING RURAL POTENTIAL THROUGH
TECHNOLOGY & DIGITAL INNOVATION)**

Organized by: Rural Marketing Association of India (RMAI)

Date & Time: 27th 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

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 27th, 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- Empowering Rural India Through Digital Transformation</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> • India's Digital roadmap for Rural Transformation • Public-Private Partnerships for driving Rural Growth
11:00 am to 11:30 am	<p>Session 1: Digital Penetration in Rural India – The New Consumer Landscape</p> <p><u>Discussion Points:</u></p> <ul style="list-style-type: none"> • Impact of Smartphones and Internet on Rural Consumption Patterns • Evolving Consumer Behavior in the Digital Age • Bridging the Urban-Rural Digital Divide: Opportunities and Challenges
11:30 am to 12:00 pm	<p>Session 2 : How Fintech is Powering Rural Financial Inclusion</p> <p><u>Session Theme:</u></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	<p>Session 3: Social Media & OTT – Engaging the Rural Audience</p> <p><u>Discussion Points :</u></p> <ul style="list-style-type: none"> • Rise of Vernacular Content and micro-influencers in Rural Markets • How short-form videos and reels influence Rural Consumption • Case studies of successful Rural Digital Campaigns
12:30 pm to 01:00 pm	<p>Session 4 : Connect. Convert: Technology's Role in Reimagining Rural Consumer & Trade Engagement</p> <p><u>Session Theme:</u></p> <p>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.</p>
NETWORKING LUNCH 01:00 PM TO 02:00 PM	
02:00 pm to 02:30 pm	<p>Session 5: The Critical Need for Smart Data & Analytics in Rural Decision-Making</p> <p><u>Discussion Points:</u></p> <ul style="list-style-type: none"> • Importance of data-driven decision-making in Rural Markets • Predictive analytics for Rural Demand Forecasting • Real-world case studies showcasing the power of Rural Data
02:30 pm to 03:00 pm	<p>Session 6: E-commerce, ONDC & Tech for Rural</p> <p><u>Discussion Points</u></p> <ul style="list-style-type: none"> • Role of ONDC in Democratizing Rural Commerce • Leveraging Digital Platforms for Governance and Rural Operations • Ensuring transparency and efficiency in Rural Projects through Technology

03:00 pm to 03:15 pm	<p>Session 7 : Bridging the trust gap : Building brand loyalty in rural markets through digital adaptation</p>
03:15 pm to 03:30 pm	<p>Session 8: Building a digital agri-tech ecosystem for Empowering Indian Farming community</p>
03:30 pm to 04:00 pm	<p>Session 9 : Leveraging Technology for Brand Engagement</p> <p><u>Highlights</u></p> <ul style="list-style-type: none"> • Creating deeper Brand Connections Exploring new ways to build personalized, meaningful engagement with Rural Consumers and Trade Partners • Turning Audiences into Participants Shifting from one-way communication to interactive experience that drive involvement and recall • Strengthening Ecosystems of Trust Building consistent, two way relationships with Consumers, influencers and local networks to foster lasting brand loyalty.
04:00 pm to 05:00 pm	<p>Award Event :</p> <p><u>Champions of Digital Bharat Transformation</u></p> <p>Celebrating the Trailblazers Powering Rural India's Digital Future</p> <p>For submitting your entry logon to :</p> <p>https://digitaldotrural.in/awards.php</p>
<p>Vote of Thanks, Networking Tea and Close of Event</p>	