

**2nd
Edition**

रमई



messe frankfurt

Rural Market Summit India

Virtual Edition

26 November, 2020

Accelerating
Phygital Infrastructure
and Financial Inclusion



Session Partners



VILCART
VILLAGE LEADERSHIP & INCLUSION PROGRAM



PhonePe

Incubation Partners

indigram
Indigram LABS

HUDDLE

Media Partners



AGRI MECH

India's Best Knowledge & Skill-based Program
SME WORLD
Small Business, Big Future

Conference Programme

November 26, 2020, Thursday

09:45 – 09:55	Inaugural Session Welcome Address
10:00 – 10:15	Keynote Address Transforming, Reaching & Enabling Rural India Digitally with e-Governance CSC 'reshaping rural India in times of pandemic' Keynote Address by: Dr Dinesh Tyagi, CEO, CSC e-Governance Services India Limited
10:15 – 10:30	Keynote Address Creating a Winning Model for Transformational Change in Rural India Keynote Address by: Ms Zarina Screwvala, Co-Founder, Swades Foundation
10:35 – 11:00	Opening Inaugural Address by Chief Guest Roadmap for Rural India 2.0- Policies & Initiatives to Accelerate India's Rural Economy Chief Guest: Shri Pratap Chandra Sarangi, Hon'ble Minister of State for Ministry of MSME and Ministry of Fisheries, Animal Husbandry and Dairying, Government of India
11:10 – 12:35	Panel Discussion (Session Partner: PhonePe) Disrupting and Enabling Financial Inclusion in Rural India Over 850 million or 65% of population lives in rural India. A large portion of this population includes unbanked consumers with zero or limited access to formal banking services. New age emerging technology is disrupting traditional banking systems to serve and bank more inclusively. This session will highlight emerging trends to enable rural banking. Session highlights <ul style="list-style-type: none"> • Enabling access to credit: Role of MFIs, NBFCs and Small Finance Banks • Harnessing financial technology: Opportunity for both businesses and consumers • Going Phygital: Building a robust doorstep banking infrastructure • How to create alternate credit scores to bring more consumers to formal lending systems? • Impact of Govt. initiatives like Pradhan Mantri Jan Dhan Yojana, Direct Benefit Transfer, RuPay cards to enable unbanked villages • Session Moderator: Mr Vivek Iyer, Partner and National Head Financial Services Risk, Grant Thornton Bharat LLP • Mr Ritesh Chatterjee, Founder & Head Bharat Money Store, Bharat Financial Inclusion Limited (Formerly known as SKS Microfinance Limited) • Mr Soham Shukla, Chief Operating Officer- Rural Banking, Fincare Small Finance Bank • Mr Gursharan Rai Bansal, Chief General Manager & Chief Sales Marketing Officer, India Post Payments Bank (IPPB)

	<ul style="list-style-type: none"> • Mr Vivek Lohcheb, Vice President- Offline Business, PhonePe • Ms Honey Madaan, Senior Vice President- Customer Experience & Consumer Proposition, Airtel Payments Bank • Mr Madan Padaki, Co-founder & CEO, 1BRIDGE
12:45 – 13:00	<p>Keynote Address Key Takeaways from the FMCG Industry Veteran: Re-thinking Rural Market Strategy to Win Big in Emerging Markets: Opportunity & Challenges Keynote Address by: Mr K. Ullas Kamath, Joint Managing Director, Jyothy Laboratories Ltd</p>
13:00 – 14:30	<p>Panel Discussion (Session Partner: Vilcart) Going Phygital: The New Age of Rural Retail, Ecommerce & Distribution</p> <p>Rural India is expected to have 304 million monthly active internet users by year-end, as estimated by Kantar. There is a large rural online opportunity for e-commerce firms looking to accelerate growth in burgeoning rural markets. Rural commerce sector is touted to be a \$10-\$12 billion opportunity in the coming years.</p> <p>Session highlights:</p> <ul style="list-style-type: none"> • Tech-enabled rural retail: Future of Hyperlocal E-commerce- digitisation of Kirana stores • Reaching the last mile: Collaborating and Reimagining distribution models • Future of ‘Phygital’ model: Integrating online & offline for seamless consumer experience • The ‘Retail’ new normal: Repurposing business models and rethinking product categories • Co-create and co-exist: Connecting rural producer with large retailers • Investment opportunities and emerging trends • Session Moderator: Mr Rajat Wahi, Partner, Deloitte India • Mr Saurabh Jain, Vice President, Paytm & Head, Paytm - Build for India • Mr Ashutosh Sinha, Head- Agribusiness, LT Foods Ltd. • Mr Dilraj Singh Gandhi, Chief Digital Officer, TAFE- Tractors and Farm Equipment Ltd. • Mr Prasanna Kumar, Co-founder & CEO, Vilcart • Mr Sachin Sharma, General Manager & Head- Channel Operations, ITC Limited
14:30– 14:45	<p>Presentation Case Study: How to make real profits in Rural India: Decoding Rural Marketing Strategies</p> <p>India’s true potential cannot be measured without understanding the rural consumer, his aspirations, his buying potential and pattern of consumption. This session will highlight innovative market strategies to achieve profitable and sustainable growth in rural markets.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Re-thinking existing business models: right balance in product mix, demand generation, supply and services innovation

	<ul style="list-style-type: none"> • Digital First: The New Rules of Rural Retail Branding • How to create a winning talent management strategy: channel partners • Reaching the last mile: Scaling-up rural distribution networks • Mr Venkatesh Vijayaraghavan, Director & CEO – Personal Care & Alliances, CavinKare
14:45 – 15:00	<p>Keynote Address Women in Power: Building Financial & Business Literacy in Rural India Keynote Address by: Ms Chetna Sinha, Founder- Chairperson, Mann Deshi Bank & Mann Deshi Foundation</p>
15:10 – 16:30	<p>Panel Discussion Emerging AgriTech Market Opportunity: Leveraging Tech to Transform Indian Agriculture</p> <ul style="list-style-type: none"> • Disrupting Agri Supply Chain: Connecting agribusiness, retail and distribution channels digitally • Smart Agriculture: Leveraging IoT, AI-led Automation & big data technology for smart farming • AgriTech Investment Scenario: New trends VC/PE investments • Innovative Agri Tech solutions: Agri-fintech and more • Boosting Indian agri-tech sector: Role of Government and industry • Scaling up stage food and agri-business start-ups • Co-creating opportunities: collaboration between Agritech start-ups and large Agri companies • Session Moderator: Mr Srinivas Kuchibhotla, Partner, Food and Agriculture, KPMG in India • Mr Sarvesh Upadhyay, Chief Operating Officer, Adani Capital Pvt. Ltd. • Mr Subhadeep Sanyal, Partner, Omnivore • Mr Karthik Jayaraman, CEO and Co-Founder, WayCool Foods, Pvt. Ltd. • Mr Hemendra Mathur, Venture Partner, Bharat Innovation Fund
16:15 onwards	Concluding Note