

09:00 AM - 9:30 AM

## OPENING CEREMONY

Registration & Welcome Tea

09:30 AM - 9:45 AM

Lighting of the Lamp & National Anthem

09:45 AM - 10:00 AM

## WELCOME NOTE

10:00 AM - 10:30 AM

## KEYNOTE ADDRESS: THE OPPORTUNITIES AT THE LAST FRONTIER

10:30 AM - 11:15 AM

## RESEARCH FIRMS, PLANNERS FOR AGENCY AND CLIENTS

**RURAL CONSUMERISM:** The Evolution of Aspirations, Purchasing Patterns, and Choices.

In this segment we will talk about the evolution of rural consumers' buying patterns, the choices and preferences they make and the factors influencing the rural consumer behaviour.

The role of education, exposure, and media in shaping rural consumers' aspirations and expectations.

We will emphasise on distinguishment between rural and urban consumer so as to keep the facts straight with what marketing strategies should be adopted accordingly.

11:15 AM - 12:00 PM

## FINTECH

**UNLOCKING FINANCIAL INCLUSION:** Fintech and Insurance Resolution in Rural India.

Fintech companies have introduced innovative solutions like mobile banking, digital wallets, and payment systems that are revolutionising the banking experience in rural areas. Here we will explore the impact of fintech platforms in extending basic banking services to the unbanked and underbanked rural population. The conclave will emphasise on the growth of microfinance institutions and peer-to-peer lending platforms leveraging fintech in rural India. We will also discuss the challenges and opportunities associated with lending practices and their contribution to foster rural entrepreneurship and economic growth.

With the government's push towards a cashless economy, the conclave will analyse the adoption and acceptance of digital payment solutions in rural areas, exploring the potential for reducing the reliance on cash transactions. The conclave will talk about the importance of collaborations between financial institutions, government agencies, NGOs, and technology providers in extending financial services to remote rural regions.

The conclave aims to generate actionable insights and best practices for stakeholders, including policymakers, industry players, investors, and development organizations, to accelerate financial inclusion in rural India. By leveraging the potential of fintech and insurance, this event will contribute in building a more resilient and prosperous rural economy, fostering social upliftment and empowering millions of individuals and communities across the country.

12:00 PM - 01:00 PM

## CONSUMER AND BRAND ACTIVATION EXPERTS

**SMALL- THE NEW SMART:** Activating rural consumers in a Lean Manner.

In this segment we will discuss the challenges and opportunities of activating rural consumers in a lean manner.

Examples of cost-effective marketing strategies that have been successful in rural markets.

The importance of understanding of the local culture, language and behaviour of the rural consumer to design effective marketing campaigns.

## 01:00 PM - 1:45PM - CORPORATE LUNCH

01:45 PM - 02:15 PM

### EXPERTS FROM NEW AGE DISTRIBUTORS & AGGREGATORS.

**THE LAST MILE REVOLUTION:** Innovating distribution in rural market.

Distribution network plays a crucial role in rural domain. Managing distribution channel becomes a herculean task as the rural markets presents significant challenges to many companies due to its poor infrastructure, logistics, and connectivity. However, with improved infrastructure and technological advancements, it is now possible to reimagine the distribution network and reach rural villages more effectively and efficiently.

One way to reduce the cost of serving rural market is by leveraging technology to streamline the supply chain. Companies can use both data analytics and machine learning algorithms to optimize the delivery routes, reduce transit time and improve the accuracy of demand forecasting. By investing in last-mile connectivity, companies can improve the distribution network's efficiency in reaching out even to the remotest villages.

Another approach is to reimagine distribution network by adopting a multi-channel distribution strategy. This involves using a combination of traditional and modern channels such as direct selling, e-commerce, and mobile-based platforms, to reach rural consumers. By leveraging multiple channels, companies can enhance their reach and improve the effectiveness of their distribution network.

02:15 PM - 03:00PM

### DIGITECH

The increasing significance of mobile phones in rural India and its impact on rural consumer buying behaviour.

The advantages of 'Mobile-First' strategy for companies targeting the rural markets.

Some of the successful examples of digital marketing campaigns in rural India and their notable outcomes.

Role of technology in business expansion.

03:00 PM - 03:45 PM

### MASTER CLASS

Success stories from market lions.

Leaders from high involvement categories will share their success stories despite the formidable challenges in the rural market.

They will share the learnings from their experience & strategies which can be both an enlightenment and epiphany for others.

Followed by a detailed Q&A session with the panellists for the queries, suggestions and advices.

## 03:45 PM - 4:00PM - TEA BREAK

04:00 PM - 04:30 PM

### CORPORATE EXCELLENCE AWARDS'23

Selecting 10 best leading companies who have done path-breaking work in rural.

04:30 PM - 05:30 PM

### TECH-SHOWCASE

Showcase of case studies on how brands leverage various technologies to engage and give immersive experience to their target audiences.

05:30 PM - 05:45 PM

### VOTE OF THANKS

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