

KRISHAK JAGAT
कृषक जगत & goosebumps
राष्ट्रीय कृषि अकादमी NETWORK

PRESENT

 **RURAL**
ROUNDTABLE

DELHI EDITION

Encouraging discussions of and for **Rural India.**

Rural Roundtable is an initiative by Krishak Jagat and Goosebumps Network. We aim to bring together policymakers, researchers, industry leaders, grassroots activists to delve into the multifaceted challenges and opportunities in the region.

The discussions would be centered around key themes like agriculture, marketing, technology, infrastructure.

We aim to be the spark that triggers meaningfully and actionable conversations to foster growth and development of rural India.



About **Krishak Jagat**

Krishak Jagat is an Agriculture Newspaper with the largest farmer subscription base in India, in both Print and Digital Media. It covers the latest news and updates related to agriculture, including national policy, government schemes, new product launches by private agri-input companies, updates on new tractors and technologies, etc.

Jointly with its farmer and corporate-centric communication channels, its extensive access to national policy and research papers, and specialization in the agriculture sector, Krishak Jagat provides the widest coverage and runs the largest advertising campaigns for the agri-input industry.



About

Goosebumps Network

Goosebumps Network is an advertising agency with an expertise in rural marketing communications. Based out of Mumbai, in only a year Goosebumps has worked with more than a 100 rural-focused brands from 15+ companies from India.

The leadership team at Goosebumps combine their collective 75+ years of experience in understanding rural markets, the various audience, and rural marketing to drive advertising and communications for their clients.

Goosebumps offers a full array of advertising services, including brand campaigns, TV commercial scripting and production, key visuals, print communications, BTL & activations, radio jingles, pan-India media planning & press release, and brand identity campaigns.



TOPIC FOR

 **RURAL**
ROUNDTABLE

CHAPTER 1

TOPIC 1: GROWTH OF RURAL CONSUMPTION





1

**Overview of
India's rural economic
landscape**

2

**Current trends in
rural consumption
(Sector Specific)**

3

**Key drivers of
growth in rural
markets**

4

**Digital penetration
and e-commerce**

5

**Changing
preferences and
aspirations of
rural consumers**

6

Opportunities for product innovation and customization for rural markets

7

Review of government schemes promoting rural development

8

Impact of agricultural reforms on rural consumption

9

Case studies: Success stories of digital adoption in rural areas

10

Innovations and strategies for enhancing rural consumption



INVITED SPEAKERS : DELHI EDITION





Amit Kumar Singh

Senior Vice President- Strategic Marketing & Alliances

Bharat Certis Agriscience Ltd



Prabhat Jha

Senior Manager - Brand & Marketing

Mahindra Group



Bhanu Pratap Joshi

Manager Marketing Communications, Digital & E-Business

FMC Corporation, India



Pradeep Patel

DGM Brand & Strategic Marketing

Crystal Crop Protection Limited





Ratnesh Kumar Pathak

Head of Branding & Advertising

Dhanuka Agritech Limited



Sanjay Singh

Head of Marketing

Krishi Rasayan Export Pvt. Ltd



Shishir Chandra

DGM Marcomm

Insecticides (India) Limited



Shyam Sundar Singh

Co-Founder

DeHaat



MODERATORS : DELHI EDITION





Nimish Gangrade

Director

Krishak Jagat



Sagar Patel

Chief Operating Officer

Goosebumps Network



13TH DECEMBER, FRIDAY 2024



9 AM TO 11 AM



AEROCITY





Thank You

For any queries related to the event, speaker opportunities, sponsorship, or post-event content, please contact:

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