

KRISHAK JAGAT
कृषक जगत & goosebumps
राष्ट्रीय कृषि अखबार NETWORK

PRESENT

RURAL
RUNDTABLE

MUMBAI 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 3: MUMBAI

**TOPIC: NAVIGATING THE NEW RURAL REALITY: RESILIENCE,
REGULATION & REINVENTION IN INDIAN AGRICULTURE**





1

Hormuz Crisis & Supply Chain Disruptions

- A. Triggering a chain reaction: higher energy costs, raw material shortages, rising input prices, squeezed margins, and ultimately resistance from the channel and farmers. How prepared is the industry for such shocks?
- B. Will the winners of the next decade be those with better products or those with stronger supply chains?

2

Delayed Monsoon

- A. Increasingly erratic weather patterns are challenging traditional planning assumptions - its impact on the industry?
- B. Should agri-input companies stop planning around 'normal monsoons' altogether?

3

Biologicals, Residue Management & Export Markets

- A. Export markets are increasingly scrutinising pesticide residues. With countries tightening regulations and consumers demanding safer food, biologicals are gaining attention. But can they truly replace conventional chemistry?
- B. Can India become a global export powerhouse without significantly reducing pesticide residues?

4

Sulphur's Rising Importance

- A. Some experts believe sulphur could become one of agriculture's most important nutrients - Why is sulphur suddenly receiving so much attention?
- B. Is sulphur the next urea-sized opportunity or just the nutrient of the moment?



SPEAKERS : MUMBAI EDITION



CONFIRMED SPEAKERS



Amol Pawar

Director - Sales & Marketing

Koppert India



Anjani Manbansh

Head - Crop Nutrition Portfolio

SML Limited



Biswajit Borah

Portfolio Lead - Herbicides

UPL Limited



Dhanesh Agrawal

Head of Commercial Sales

Albaugh India Pvt. Ltd.



Dr. Rahul Mirchandani

Chairman & Managing Director

Aries Agro Limited



Gajanan Gholve

*Product Manager (Vegetables)
International Business*

Mahyco International Pte. Ltd. (MIPL)



Gopesh Pant

Head of Commercial Marketing

Albaugh India Pvt. Ltd.



Hemant Meena

Chief Brand Manager

Indofil Industries Limited



Mahesh Kumar Khambete

Associate Vice President - Marketing

Mahindra Summit Agriscience Ltd.



CONFIRMED SPEAKERS



Narender Kaushal

National Sales Manager

Arqivo Crop Solutions Pvt. Ltd.



Nilesh Narbekar

General Manager - Marketing

Biostadt India Limited



Niranshu Umat

Project Lead - Innovation

PI Industries Limited



Pooja Chaudhry

Business Development Lead - APAC

Koppert B. V. Netherlands



Reza Jivani

Director - India Region

MIZUSHI India Pvt. Ltd.



Shailesh More

*Crop Manager,
Rotational Crop System - India*

BASF India Limited



SK Thirumala Rao

General Manager - Marketing

Sumitomo Chemical India Limited



MODERATORS : MUMBAI EDITION





Nimish Gangrade

Director

Krishak Jagat



Sagar Patel

Chief Operating Officer

Goosebumps Network



20TH JUNE (SATURDAY), 2026

 **9 AM TO 11 AM**

 **HILTON MUMBAI INTERNATIONAL AIRPORT**



PAST SUCCESS



DELHI EDITION: 13TH DECEMBER, 2024

Breaking Ground & Sowing Ideas!

The Rural Roundtable by Krishak Jagat and Goosebumps Network turned Delhi into the hub of rural innovation. With industry titans unpacking phygital strategies, biological breakthroughs, and farmer-first marketing, the event was a powerhouse of insights.

From cracking e-commerce challenges to crafting hyper-local campaigns, every discussion planted seeds of transformation. The buzz? Biologicals are the future, and trust-building is the way forward. After a smashing debut in Delhi, this idea-fueled journey is set to sweep across India, redefining rural and agricultural marketing like never before.



SPEAKERS : DELHI EDITION



Bhanu Pratap Joshi

*Manager Marketing
Communications, Digital & E-Business*
FMC Corporation, India



Ratnesh Kumar Pathak

Head of Branding & Advertising
Dhanuka Agritech Limited



Sanjay Singh

AVP - Sales and Marketing
Krishi Rasayan Export Pvt. Ltd



Shishir Chandra

DGM Marcomm
Insecticides (India) Limited



Shivam Sharma

Director - Strategy & Partnerships
Absolute



Shyam Sundar Singh

Co-Founder
DeHaat



MODERATORS : DELHI EDITION



Nimish Gangrade

Director

Krishak Jagat



Sagar Patel

Chief Operating Officer

Goosebumps Network



PUNE EDITION: 18TH FEBRUARY, 2025

Planting Possibilities, Harvesting Insights!

After a trailblazing start in Delhi, the Rural Roundtable by Krishak Jagat and Goosebumps Network made its mark in Pune, deepening the dialogue on rural consumption.

Building on the success of the Delhi Edition, Pune brought fresh perspectives from industry leaders, with renewed focus on regional insights, agri-tech innovations, and farmer-first narratives. From decoding digital adoption in Tier 2 & 3 towns to spotlighting the rising role of trust in rural branding, Pune became the next pitstop for India's rural marketing revolution.

The journey continues, one region at a time, with ideas rooted in purpose and growth.



SPEAKERS : PUNE EDITION



Ashok Jedhe

Sub Regional Head, Vegetable Seeds

Advanta Seeds (Asia & Africa)



Devendra Babu

Managing Director

Growero Technologies Pvt Ltd



Dr. Nilesh Khare

Editor in Chief

Sakal Media Group



E Dinesh

AMEA Insect Control Portfolio Manager

Syngenta (Asia, Middle-East, Africa)



Faraz Hussain

*Vice President
(Crop Care & Farm Implements)*

AgroStar



Pushkal Upadhayay

AVP & Head Strategic Marketing

Deepak Fertilisers and Petrochemicals Corp. Ltd.





Thank You

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

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