

KRISHAK JAGAT  
कृषक जगत & goosebumps  
राष्ट्रीय कृषि अकादमी NETWORK

PRESENT

RURAL  
R RUNDTABLE

PUNE 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

The logo for the Rural Roundtable features the word "RURAL" in green with a leaf icon above the 'L', and "ROUNDTABLE" in blue. To the left is a colorful circular graphic composed of segments in purple, blue, green, yellow, and red, with small colored dots scattered around it.

**RURAL**  
**ROUNDTABLE**

CHAPTER 2: PUNE

**TOPIC: 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**



# CONFIRMED SPEAKERS : PUNE EDITION





## Ashok Jedhe

*Sub Regional Head, Vegetable Seeds*

**(Asia & Africa) Advanta Seeds**



## 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.**



## Rakesh Katkar

*Marcom Manager*

**Israel Chemicals Ltd**



# MODERATOR : PUNE EDITION





**Sagar Patel**

*Chief Operating Officer*

**Goosebumps Network**



**18<sup>TH</sup> FEB, 2025**



**3.00 PM TO 5.00 PM**



**XIA, HILTON GARDEN INN - HINJEWADI**



# PAST SUCCESS



**DELHI EDITION: 13<sup>TH</sup> 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**





# Thank You

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

**Ashish J. Banka**

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