

SUMMIT REPORT



Building Global
Pathways for
Rural Economy

RURAL ECONOMIC FORUM





**RURAL
ECONOMIC
FORUM**

Building Global
Pathways for
Rural Economy

ANNUAL GLOBAL SUMMIT

17th Feb 2024, New Delhi



Rural Economic Forum is a flagship initiative of India Chamber in collaboration with Ministry of MSME, Government of India, for building global pathways for rural economy. As a Global Public - Private Partnership Platform, REF aims to promote India as a global hub for rural innovations and rural entrepreneurship by building robust rural business ecosystem for transformation of rural economy and shaping the agenda for rural development.

The Rural Economic Forum is designed as global business engagement and collaborative platform with an Annual Global Summit for building a robust ecosystem for promoting the rural economy and bringing transformative outcomes in rural sector and advancing of Indian rural business footprints globally.

It will also provide India's rural business ecosystem with a launchpad to showcase its Next-Gen products and Indian story to the world. Forum focuses on showcasing futuristic technologies and innovations that are transforming and building future of rural sector.

The platform is forged to deliberate on the massive growth and business opportunities in the Indian rural economy and to advance Indian business footprints globally. The forum plans to engage its partners in high-level interactions for building global networks and to come up with fresh and innovative approaches and perspectives to shape policy choices and action plan for future ready Indian Rural sector for achieving the profound mission of GoI.

The Forum intends to serve as a platform for Government-to-Government interactions, business to government meetings, business to business engagements and help stakeholders and governments secure investments by showcasing opportunities. Forum focuses on leveraging rural innovations within a rural business ecosystem for fostering economic growth, sustainability, and the overall well-being of rural communities. Rural areas' unique strengths of traditional knowledge, natural resources, and community cohesion, would be harnessed to create innovative solutions.

The forum focus on facilitation, handholding, scaling and showcasing rural technologies and innovations that are transforming and building future of rural sector would result in improving the economic conditions and overall quality of life in rural areas by fostering collaboration, knowledge-sharing, and effective strategies for development.



RURAL
ECONOMIC
FORUM

Contents

FOREWORD

| | |
|------------------------------------------------------------------------------------------------|---|
| Message from Shri. Narayan Rane Ji (Hon'ble Cabinet Minister of MSME, Govt of INDIA) | 7 |
|------------------------------------------------------------------------------------------------|---|

| | |
|---------------------------------------------------------------------------------------|---|
| Message from Chairs Note : Nitin Pangotra , President and CEO India Chamber | 8 |
|---------------------------------------------------------------------------------------|---|

REF SUMMIT PROGRAMME

| | |
|---------------|----|
| Summit Agenda | 10 |
|---------------|----|

| | |
|------------------------|----|
| Speakers and Delegates | 18 |
|------------------------|----|

| | |
|-------------------|----|
| REF Summit Report | 24 |
|-------------------|----|

| | |
|---------------------------|----|
| Team Rural Economic Forum | 35 |
|---------------------------|----|

| | |
|----------------|----|
| Summit Gallery | 38 |
|----------------|----|

| | |
|--------------|----|
| Our Partners | 46 |
|--------------|----|



RURAL
ECONOMIC
FORUM

1

FOREWORD



RURAL
ECONOMIC
FORUM

Building Global
Pathways for
Rural Economy



Shri. Narayan Rane Ji **(Hon'ble Cabinet Minister of MSME, Govt of INDIA)**

In continuation to our engagements with India Chamber of Business and Commerce (India Chamber) in facilitation of various MSME initiatives & help in achieving the larger vision of AtamNirbhar Bharat, I am delighted that India Chamber with support of Ministry of MSME, GOI, has curated Rural Economic Forum(REF) - global business engagement and collaborative platform, to promote India as a global hub for Rural Innovations and Rural Entrepreneurship by building robust rural business ecosystem for transformation of rural economy and shaping the agenda of rural development.

Under the inspirational leadership of Honourable PM Shri Narendra Modi ji and his profound vision to build global pathways for Indian rural economy, Rural Economic Forum is designed as global business engagement and collaborative platform with an Annual Global Summit for promotion of Rural economy and bringing transformative outcomes in rural sector. It will also provide India's rural business ecosystem with a launchpad to showcase its Next-Gen products and Indian story to the world. Forum focuses on facilitating, handholding, scaling and showcasing rural technologies and innovations that are transforming and building future of Rural sector.

We look forward to collaboration and partnership with India Chamber playing a key role in helping in this critical facilitation and building a global platform for rural economy bringing humongous business opportunities, global investments and value creation in Indian economy
Please work closely with Ministry of MSME for any guidance & support.



Chair's Note

Post Pandemic era continue to witness supply chain disruptions and the world is looking to build resilient and secure supply chains where by creating a unique opportunity for global economies to leverage rural businesses and build value chain integration in rural economies. No doubt, rural businesses and economy provide us with unique strengths such as traditional knowledge, natural resources, and community cohesion, which can be harnessed to create innovative solutions. It is therefore imperative to build sustainable business models in rural areas and helping them scale thereby building global pathways for rural economy and facilitating integration with global supply chain networks for the future. It necessitates towards building innovation based robust rural business ecosystem for ushering economic growth, sustainability, and the overall well-being of rural communities.

Rural Economic Forum, an annual India based global business engagement and collaborative platform, strives to be catalyst in building global partnerships and collaborations for better integration of rural business into global economy and building global pathways for rural economy. The primary goal is to improve the economic conditions and overall quality of life in rural areas by fostering collaboration, knowledge-sharing, and effective strategies for development. With a diverse group of participants from around the globe, the platform, most importantly, brings together new voices, new perspectives, and a new human resolve to respond to the challenges of today and to build a better future.

REF aims is to build 'Rural' centric global narrative and development agenda for bringing transformative outcomes in rural economy. The platform focuses towards facilitating investments, innovations, market access etc. for rural businesses for building future of rural economy.

Nitin Pangotra
President and CEO India Chamber



RURAL
ECONOMIC
FORUM

2

SUMMIT AGENDA





RURAL ECONOMIC FORUM

SUMMIT AGENDA

17th Feb 2024, New Delhi

AGENDA

| Time | Session |
|-----------------|----------------------------------------------------------------------------------|
| 11:00- 12:00 am | New Disruptions: Innovations Driving the Future of Bharat |
| 12:05- 2 pm | Plenary Sessions: Rural Economic Forum "Unfolding Bharat: For the Future" |
| 2:00 - 3: 00 pm | Lunch |
| 3:00- 4:00 pm | Atma Nirbhar Bharat : Promoting 'Vocal for Local' through Rural Entrepreneurship |
| 4:00- 4:30 pm | Financing the growth: Scaling Business |
| 4:30- 5:30 pm | Building Resilient Global Supply Networks – Local for Global |
| 5:30- 6 pm | High Tea |

Other Sessions

State Specific Sessions- Understanding Rural Industrial Landscape and Investment Opportunities and Challenges.

B2G meetings

B2B meetings

Round table meetings

Platform for multiple investor meets and pitch sessions



Session 1

New Disruptions: Innovations Driving the Future of Bharat

(11:00- 12:00 am)

The session reflected upon emerging technologies and innovations that are going to strengthen and transform rural economy. The aim of the session was to promote rural centric research for providing solutions for the future. The session focused on the futuristic rural innovations and tech which have the potential to transform rural communities.

Focus of the talk was- Application of AI in Rural Sector, Satellite based Agricultural Monitoring Systems, Innovations Transforming Rural Health, Rural Mobility for the future, Digital Marketplace for Rural Businesses, Smart and Sustainable Business Solutions - SSG's for the Future etc.

Speakers :

- Dr. Amit Mehnidiratta - Professor IIT and AIIMS, Delhi
- Dr. Senthil Kumaran - Professor, Biomedical Engineering, AIIMS, Delhi
- Dr. Ravinder Singh - Sr Scientist ICMR and Head for Assistive Technologies
- Prof. Dharmendra Singh- Professor IIT Roorkee
- Pavan Guntupalli - Founder-rapido
- Shekhar Mundra - Chairman- Maharashtra Cow Service Commission
- Aman Jain, Director - Public Policy, Amazon India

- Session Coordinator - Paras Arora - Partner EY

AGENDA



Session 2

Plenary Sessions: Rural Economic Forum “Unfolding Bharat : For the Future” (12:00- 2 pm)

Session Highlight

- Launch of Smart and Sustainable Gaushala's (SSG) Model
- Release of report
- MOU signing
- Keynote address

The focus of session was on the imperatives of Rural economy and how a platform like Rural Economic Forum is critical in building global pathways for rural economy and facilitating global success stories from Rural economy. Main theme of this session was Launch of Smart and Sustainable Gaushala model for rehabilitation of destitute cow and building sustainable business model around these destitute cows for promoting rural entrepreneurship. The discussions was how cow can become a nucleus of rural economy promoting global business marketplace and rural transformation.

Speakers

Key Note Address by

Hon. Narayan Rane, Union Minister for MSME

Introduction to Rural Economic Forum and SSG's

Nitin Pangotra, President and CEO India Chamber

- Bertrand Badre, CEO and Founder of Blue Orange Capital and former MD World Bank
- Hon. Lakan Lal Dewangan, Cabinet Minister for Industry, Chhattisgarh
- Swami Chidanand Saraswati ji, President and Spiritual head of Permarth Niketan
- Mahamandleshwar Shri Divyanandpuri ji Maharaj
- Dr. Ashish Gautam Founder- Divya Prem Sewa Mission
- Hon. Shankar Lal ji, Top RSS Functionary & Cow
- Dr. Sahajanand Parshad, Past President Indian Medical Association
- Swami Kailashanand Giri ji, Acharya Mahamandleshwar of Niranjanji Akhada
- Session Moderator : Chandeep Singh



Session 3

Atma Nirbhar Bharat : Promoting 'Vocal for Local' through Rural Entrepreneurship

(3:00- 4:00 pm)

This session brought forth the intrinsic business capabilities and resources of rural communities and how traditional knowledge, rural resources can be tapped to build Atamnirbharta.

The Session focused on entrepreneurial success stories from rural communities and how a global marketplace can be developed to promote vocal for local and local to global.

Speakers

- Hon. Subrat Pathak - Member Parliament (Lok Sabha) Kannauj
- Prasanna Karthik - Head Public Policy (Exports), Amazon India
- Anamika Pandey - Founder Nario
- Alok Jain - Director Naturise
- Shakti Vinay Shukla - Director, Fragrance & Flavour Development Centre, (Under Ministry of MSME, GOI) Kannauj
- Session Moderator - Veenu Jaichand - EY

AGENDA



Session 4

Financing the Growth : Scaling Business

(4:00 - 4:30 pm)

This session discussed the possibilities of Investment opportunities in rural India and how Global Funds, VCs, PE,s, financial institutions can play a key role in driving investments in sustainable business models in rural sector for driving humungous growth. The Session also discussed India Chamber's role in facilitating global investments in rural business and filling the gap for credit requirement in MSME sector.

Speakers

- Bertrand Badre - Advisor to President of France and former MD World Bank
- Paras Arora - Partner EY
- Chandeep Singh - Former Global Head HSBC Bank

Q&A



Session 5

Building Resilient Global Supply Networks – local for Global

(4:30- 5:30 pm)

Post Pandemic era witnesses supply chain disruptions and the world is looking to build resilient and secure supply chains where by creating a unique opportunity for global economies to leverage rural businesses and build value chain integration in rural economies . The Session focused on the creating sustainable business models in rural areas and helping them scale for creating global supply chain networks for the future. The Session contemplated that how Rural Economic forum can be catalyst in building global partnerships and collaborations for better integration of Rural business into global economy

Speakers

- Jerome Leroy, Co-Founder LA FERME DIGITALE, the largest agri-Market place in Europe
- Francois Hubert, Secretary General, Indo European Digital Federation, France
- Egorov Vladimir Yurievich, Director- Center for Socio- Humanitarian Technologies, Russia
- Nelli Khabibrakhmanova, Professor Astana Medical University, Kazakhstan.
- Dr. Ravinder Singh, Sr. Scientist, Head for Assistive Technologies,
India Council of Medical Research, (ICMR)
- Dr. Sachin Bhadane, Ad PS, Minister of MSME, GoI
- Session Moderator : Chandeep Singh

AGENDA



RURAL
ECONOMIC
FORUM

3

SPEAKERS & DELEGATES





SPEAKERS

SPEAKERS & DELEGATES



Hon. Narayan Rane
Cabinet Minister of MSME, Goa



Bertrand Badre
CEO and Founder,
Blue Orange Capital &
Former MD World Bank



Hon. Lakan Lal Dewangan
Minister of Commerce & Industry,
Government of Chhattisgarh



Jerome Leroy
Co-Founder-
LA FERME DIGITALE,
Largest agri-Market place
in Europe



Hon. Subrat Pathak
MP Kannauj Lok Sabha



Francois Hubert
Secretary General Indo European
Digital Federation, France



Hon. Shekhar Mundada
Chairman- Maharashtra
Cow Service Commission



Egorov Vladimir Yurievich
Director- Center for Socio-
Humanitarian Technologies,
Russia



SPEAKERS



Swami Kailashanand Giri ji
Acharya Mahamandaleshwar of
Niranjani Akhada



Swami Chidanand Saraswati ji
President and Spiritual head of
Permarth Niketan



Dr. Ashish Gautam
Founder-
Divya Prem Sewa Mission



**Mahamandleshwer
Shri Divyanandpuri ji Maharaj**



Sh. Nitesh Rane
Member of
Legislative Assembly (MLA)
Maharashtra



Dr. Sahajanand Prashad
Member- Strategic Board,
India Chamber &
Past President-IMA



Dr. Sachin Bhadane
Ad PS, Minister of MSME, Gol



Paras Arora
Partner EY



Pavan Guntupalli
Founder-rapido



Prasanna Karthik
Head Public Policy (Exports),
Amazon India



SPEAKERS



Aman Jain
Director- Public Policy,
amazon India



Dr. Ravinder Singh
Sr Scientist ICMR HQ and
Head for Assistive Technologies



Dr. Amit Mehnadiratta
Professor, IIT and AIIMS, Delhi



Anamika Pandey
Founder- Nario



Prof. Dharmendra Singh
IIT Roorkee



Shakti Vinay Shukla
Director, Fragrance & Flavour
Development Centre,
(Under Ministry of MSME, GOI)
Kannauj



VD Moorthy
MD, Sigma



Dr. Senthil Kumaran
Professor, Biomedical Engineering,
AIIMS, Delhi



Alok Jain
Director- Nature



Rupesh Chandanshiv
Chairman-
Lokarth Innovations Pvt. Ltd.



SPEAKERS



Mahesh Kumar
International Administration
Department,
Astana Medical University.
Kazakhstan



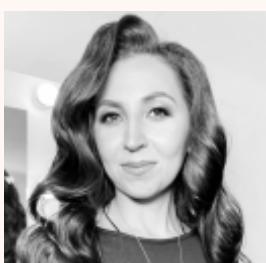
**Grabovenko Dmitry
Andreevich**
Global Expert AI, Russia



Temir Berdalin
Scientist, Rural Technologies,
Kazakhstan



Gulmira Mukasheva
Managing Director- Travorium
City Almaty, Kazakhstan.



Nelli Khabibrakhmanova
Professor, Astana Medical
University, Kazakhstan.



Guldana Mombekova
Marketing Director-
Mombekova Kazakhstan.



**Mechkovskaya Yaroslava
Vsevolodovna**
Expert- Field of Humane Pedagogy



**Feshchenko Anastasia
Vladimirovna**
Russia



Veenu Jaichand
EY

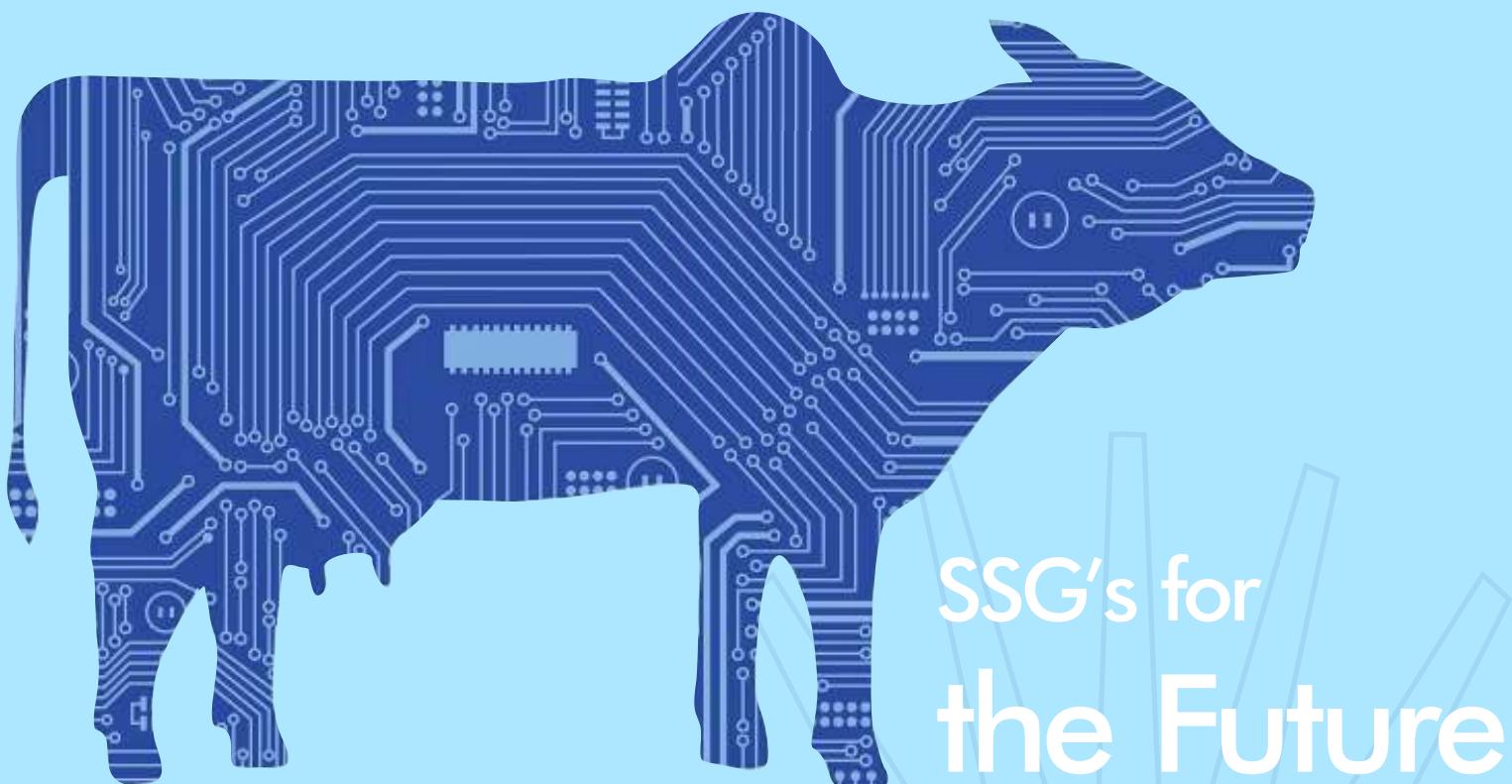


Dr. Ashoo Grover
Scientist, ICMR HQ,
New Delhi



4

REF SUMMIT REPORT





Report on Rural Economic Forum

Annual Global Summit | 17 Feb 2024, New Delhi

REPORT

Background

To promote India as a global hub for Rural Innovations and Rural Entrepreneurship, **India Chamber of Business and Commerce(India Chamber)** in collaboration with **Ministry of MSME, GOI**, have curated Rural Economic Forum- global business engagement and collaborative platform, for building robust rural business ecosystem for transformation of rural economy and shaping the agenda of rural development. As a flagship initiative of India Chamber , Rural Economic Forum strives for building global pathways for rural economy.

Evolution of Rural Economic Forum (REF) :

The background narrated above had triggered the thought process that fostered creation of REF for India's next-gen rural business ecosystem and futuristic technologies and innovations that will transform landscape of rural industries.

Beyond technology adoption and building futuristic capabilities, the intent is also to build a global platform for 'local to global' and 'vocal for local'.

REF is committed to nurturing innovations and technologies and promoting investment and business opportunities in rural areas through building Indian-global partnerships by scaling value integrated businesses.

The Rural Economic Forum is designed as a global business engagement and collaborative platform with Annual Global Summit for building a robust ecosystem for promoting the rural economy and bringing transformative outcomes in rural sector.

The ultimate goal of the Forum is to improve economic conditions and overall quality of life in rural areas by fostering collaboration, knowledge-sharing, and effective strategies for development.

The forum plans to engage its partners in high-level interactions for building global networks and to come up with fresh and innovative approaches and perspectives in shaping policies and action plans for future ready Indian Rural sector destined to achieve the profound mission of Govt. of India.



Rural Enterprise Development

Rural Industrial Hubs



Rural Innovation and Digital Hubs

Agenda

As a dedicated global platform for rural businesses and economy, Rural Economic Forum is modelled along 3 thematic pillars to address the Rural Sector issues in holistic manner:-

Rural Enterprise Development :

Rural enterprise development by building Sustainable Business Models for rural enterprises & entrepreneurs and facilitating them with access to funding, resources, technology, and market support by building end-to-end ecosystem to make such business models viable and sustainable promoting growth and sustainability and mass employment.

Rural Innovation and Digital Hubs :

Fostering safe and resilient rural digital ecosystems for sustainable use of digital tools by farmers, agripreneurs, rural startups, SHG's, FBO's, Cooperatives and SME's. Leveraging indigenous innovations and technologies for promotion of cultural and creative sectors and industries.

Rural Industrialisation :

Advancement for rural industrialisation, commercialisation, adoption and scaling of rural technologies.



Objectives of REF :

- **Global Investments** : Identifying business opportunities in rural sector and promoting investment creation.
- **Launchpad** : Building a global Launchpad platform for rural entrepreneurs and rural innovators by showcasing the unique innovations, assets and business opportunities that rural areas offer.
- **Incubators and Innovation Hubs** : Establish rural innovation hubs or incubators where entrepreneurs, inventor scientists and local businesses can collaborate, develop, and refine innovative ideas. Provide resources and mentorship to support these efforts.
- **Research and Development** : Facilitate research and development initiatives that focus on rural challenges and opportunities for the creation of new innovations tailored to rural landscape.
- **Infrastructure Development** : Set the idea of smart villages by promoting futuristic rural infrastructure by identifying and advocating necessary infrastructure improvements such as storage, warehousing, transportation, agro-servicing, primary healthcare, broadband, telecom utilities etc. and enhance economic opportunities in rural areas.
- **Future of Skilling** : Hone skills and competence of target rural workforce and connect it with global talent pool.
- **Sustainability and Resilience** : Promote Rural circular economy thereby making rural economy sustainable for journey towards net zero carbon.
- **Collaborations** : Build global alliance with rural economies and promote Indian Global Business and Technology Partnerships supporting rural entrepreneurship and employment generation.
- **Global Supply Chain Networks** : Build global pathways for rural sector and facilitate building of global supply chain networks
- **Policy Advocacy and Knowledge Creation** : Transform India's rural landscape through global think tank and establish global center for rural economy and rural transformation, committed to shaping global for local architecture, for prosperous, equitable economies creating opportunities for all.
- **Innovations** : Enhance local innovation capability by combining with global innovation capability thereby fostering local indigenous lowcost solutions for building innovation based entrepreneurial ecosystem that facilitates commercialisation and scaling of new innovations.



Focus Area

Agriculture and Agri Businesses



Agro-Forestry



Animal Husbandry



Bio and Renewable Energy



Cottage Industry



Eco-Tourism



Food Processing



Rural Health



Rural Finance



REF - Promotes

- **VOCAL FOR LOCAL**
- **LOCAL FOR GLOBAL**
- **TRADITIONAL WISDOM AND ANCIENT SCIENCE**

REPORT



Rural Economic Forum - Annual Global Summit, 17 Feb 2024 - New Delhi.

The inaugural Rural Economic Forum summit 2024 was inaugurated by Shri. Narayan Rane ji, Honourable Minister of MSME, Government of India, along with India's top political, cultural and business leaders as key speakers in different sessions of the Summit.

The Rural Economic Forum is designed as a global business engagement and collaborative platform with Annual Global Summit for building a robust ecosystem for promoting the rural economy and bringing transformative outcomes in rural sector.

The main highlight of the this years Summit was launching of Smart and Sustainable Gaushala (SSG) model to rehabilitate all destitute cows and to build cow as a nucleus of Rural Economy.

The one day Summit was be attended by Global participants comprises Global Indian Business and Cooperative leaders, Rural economy Experts, Corporate executives, Young startup Founders and Technology and Ecosystem Builders, Top Innovators, Academia and Research Institutions etc. with plenary session and numerous parallel sessions & round table discussions that form part of the Rural Economic Forum universe and recognise leaders with outstanding contribution to the community and the society.

The focus remained intact on Vocal for Local, Local for Global and Traditional Science and Ancient Wisdom.





Resume of Deliberations :

India Chamber of Business and Commerce (India Chamber) in collaboration with Ministry of MSME, GOI, have organised prestigious inaugural Rural Economic Forum - an Annual Global Summit, on 17th Feb, 2024 at New Delhi, which was inaugurated by Shri Narayan Rane, Minister of MSME, Government of India, in the august presence of Swami Chidanand Saraswati ji, Shri Shankar Lal ji, Dr. Ashish Gautam ji, Mahamendleshwar Swami Kailashanand Giri ji, Mahamendleshwar Shri Divyanand Puri ji, Shri Lakhan Lal Dewangan, Cabinet Minister for Industry, Chhattisgarh among India's top Spiritual and Cultural leaders to make India global hub for rural economy.

The main highlight of the Summit was the launch of Smart and Sustainable Gaushala (SSG) model for the rehabilitation of all the destitute cows and to build these Gaushalas as nucleus of Rural Economy.

SSG's is an initiative of India Chamber in support from Ministry of MSME, GOI to make these Gaushala's as the hub for Rural Entrepreneurship, Energy Transition and immense value creation at rural level. SSG's create Rural business ecosystem at one place for production of Bio- CNG, Bio- fertiliser & pesticide, Bio-Paint along with facilities (testing, Packaging, Warehousing, etc.)

Inaugurating the Forum and SSG's, Shri Narayan Rane said that it was a historical day as we were launching a grand model to rehabilitate destitute cows and build global economy around them. He said that Ministry of MSME was focusing on building robust business ecosystem at rural level to make India new hub for rural economy and to promote Atma Nirbharta by leveraging the strengths of rural economy. He touched upon unique strengths such as traditional knowledge, natural resources, and community cohesion, which could be harnessed to create innovative solutions. He assured all the support to India chamber for implementation of SSG's for making it the Hub for rural transformation. He lauded the extraordinary effort put by India Chamber in furthering the cause of destitute Cows by promoting SSG's model and Rural Economic Forum.

Sh. Nitin Pangotra, President and CEO, India Chamber while addressing the Summit conveyed the purpose of Rural Economic Forum to be a global business engagement and collaborative platform for building a robust ecosystem for promoting the rural economy and bringing transformative outcomes in rural sector. He referred to massive growth and business opportunities in Indian Rural sector and advancement of Indian business footprints globally. Bringing about that objectives of SSG's he said that these SSG along with rehabilitation of destitute cows will build rural circular economy. He also hailed the idea of transforming Gaushalas as the hub for Energy Substitution and Energy Transition enabling Soil Rejuvenation through residual Bio Materials and Organic Manures. He endorsed the purpose of promoting (Self Sustainability) Atma Nirbharta of Gaushalas through integration of value chain through technological interventions. He projected cow as the nucleus of rural economy in the times to come.



Spiritual leaders unequivocally praised the efforts of India Chamber and Ministry of MSME in promoting a global platform that is rooted deeply in the cause of cow. Among eminent personalities, Swami Chidanand Saraswati ji explained why a platform like Rural Economic Forum is critical for the world and an exceptional development for India to take global leadership in rural development. He also said that cow protection means the protection of the weak and the help-less and described it as one of the most wonderful phenomenon in human evolution. They all referred to religious significance of cow in India and defined cow as GauMata being giver of plenty. He also assured fullest support and leadership in REF and SSG.

In his video Address, Mr. Bertrand Badre, Advisor to President of France and former MD World Bank congratulated India Chamber and Ministry of MSME, GOI for curating the Rural Economic Forum and assured full support and exclusive partnership with India Chamber for multi billion dollars funding into SSG's and various innovative projects through the forum.

Shri Shankar Lal ji- a RSS top functionary and Cow activist brought about the significance of Cow in Socio- economic terms and explained the critical importance in the preservation of Cow for promotion of society and economy.

The Summit witnessed various session on 'Atma Nirbhar Bharat' and 'Vocal for Local', 'Rural Entrepreneurship' that brought together the intrinsic business capabilities and resources of rural communities and how traditional knowledge, rural resources could be tapped to build Atma Nirbharta.

The Sessions focused on entrepreneurial success stories from rural communities and how a global marketplace could be developed to promote vocal for local and local to global.

It was a historic event that marked overwhelming support of the Ministry of MSME, India top Spiritual Leaders and Rural entrepreneurs. The summit also initiated the process for building Robust Rural Global business ecosystem.





Key Highlights of the Summit :

Understanding role of AI in driving the future of Rural Economy

Unfolding sustainable business models for transforming rural economy- SSGs

Industry- Academia - Government Partnership Dialogue

Launch pad and Showcasing solutions that are going to drive the future of rural sector

Engagement with world recognized experts on rural innovations and economy

The First Yearly Flagship Summit Featured :

- Participation of more than 500 leading companies, Rural economy experts, thought leaders, innovators and start-ups.
- Launch of Smart and Sustainable Gaushala (SSG) Model with profound objective for :
 - Making a destitute Cow a viable and sustainable economic unit
 - Promoting rural entrepreneurship, rural employment and women empowerment
 - Building rural circular economy
- Panel discussions on smart rural innovations and showcasing of the latest products from Rural industries.
- Atma Nirbhar Bharat - presenting selected indigenous technological capabilities and solutions developed within India for the World .



Smart & Sustainable Gaushala - SSG : A Flagship Green Initiative of India Chamber

The concept of SSG is based on building rural circular economy through sustainable and viable business models around stray and orphaned cattle. SSG's objective is to create hub for Energy Substitution, Energy Transition and enabling Soil Rejuvenation through Residual Bio Materials and Organic Manure. Bottomline of the SSG model is **"Promoting (Self Sustainability) Atma Nirbharta of Gaushala"**.

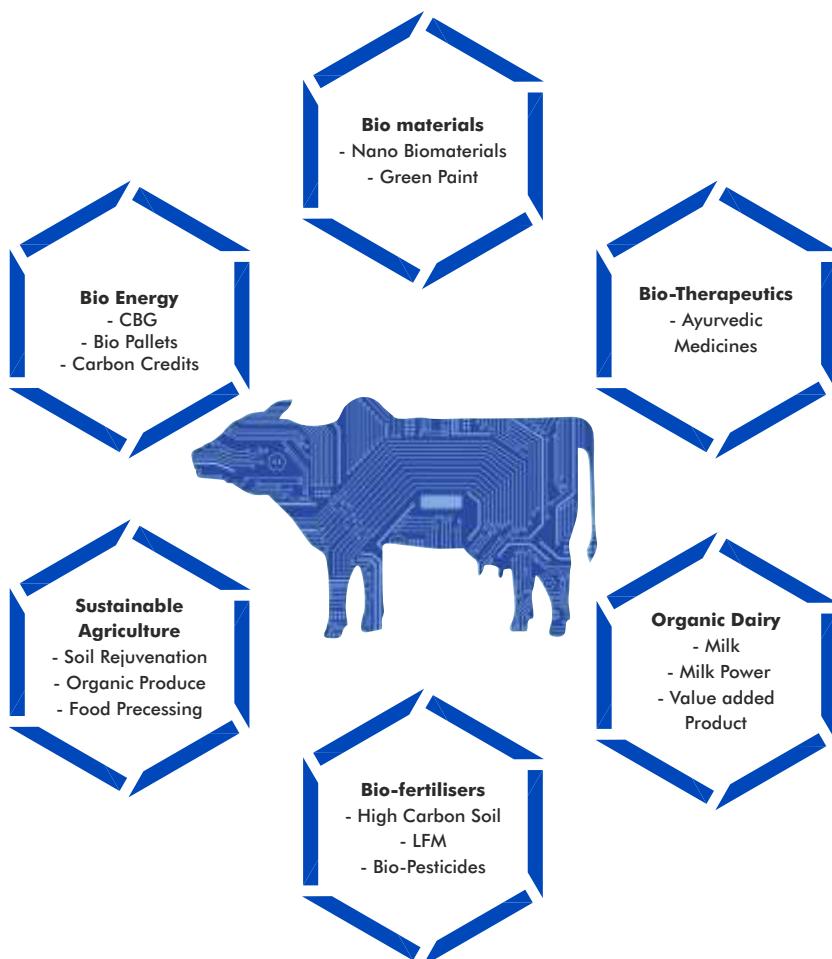
SSG will help creation of rural ecosystem at one place for production of Bio-CNG, Bio-fertiliser & pesticide, Bio-Paint along with facilities (Testing, Packaging, Warehousing, etc.) thereby improving Economic viability of Gaushalas.

SSG project will address the main challenge of human resource responsible for the upkeep and maintenance of cow health. The operations will be managed by community of committed, passionate and skilled workers (Gau Sevaks) who will also address the concerns on input supply level (Herbal and organic fodder, veterinary drugs and, veterinary equipment and materials).

As a Green Initiative SSG's will be hub for energy transition, soil rejuvenation & Bio Materials.

Smart and Sustainable Gaushala (SSG)

Building Rural & Green Economy through Rehabilitation of Destitute Cows





Intended Impact Of REF : The Way Forward

As a global platform building a robust ecosystem through system integration and facilitation, REF aspire to be a catalyst in transforming Rural economy by scaling business & unlocking value for indigenous rural products, and innovations of Rural India .The forum's immediate action plan is :

- 1) To Facilitate businesses in Rural economy with advance technological capabilities with sustainability as core principal for building Rural India.
- 2) Facilitating Sustainable business models for mass employment and Entrepreneurship
- 3) To aid global investment and value creation in Indian Rural economy.
- 4) Building India as Hub for Rural Businesses and Technologies
- 5) Standardising and adoption of global standard for making Indian rural industry a global story
- 6) Creating World class talent pipeline addressing rural needs

As such the REF 2025 annual global summit flagship will feature

- Participation of more than 2500 leading global companies, Rural economy experts, thought leaders, innovators and start-ups
- More than 1000 rural tech and innovation product launches for domestic, national, and international markets
- Showcasing Sustainable Business Models and rural success stories that are transforming rural economies and communities.
- Focus on smart rural innovations and to showcase the latest products from Rural economy delivery
- AtmaNirbhar Bharat Pavilion – showcasing select indigenous technological capabilities and solutions developed within India for the World





TEAM RURAL ECONOMIC FORUM

TEAM



Nitin Pangotra
President & CEO, India Chamber,
Chair, Rural Economic Forum



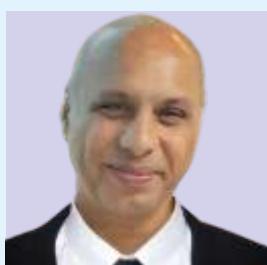
Paras Arora
Board Member- India Chamber



Chandeep Singh
Vice President & Chief Investment
Officer, India Chamber



Dr. Sahajanand Prashad
Member- Strategic Board,
India Chamber &
Past President-IMA



Dr. Ravinder Singh
Member- Strategic Board,
India Chamber & Sr. Scientist,
India Council of Medical Research
(ICMR)



Atul Pawar
Member- Strategic Board,
Rural Economic Forum &
OSD - Union Minister of MSME,
GOI



Gopinath Sharma
Member- Strategic Board,
Rural Economic Forum,
India Chamber



Atul Dayal
Member- Strategic Board,
Rural Economic Forum,
India Chamber



Gaurav Jadhav
Assistant Director-
India Chamber



Milind Jadhav
Assistant Director-
India Chamber



INDIA CHAMBER

India Chamber is the Chamber of Commerce of India engaged in advancing Indian business and economic interest by building enabling business ecosystem. India Chamber is a unique Indian global partnership: Various institutional initiatives working seamlessly for building global architect for enhancement of Indian business, trade and commerce and extending sustainable solutions for shared prosperity among Indian Community worldwide. The Mission ponders upon the most critical issues of present generation and provide its platform to multi-stake holders- Business leaders, Cultural leaders, Policymakers, Innovators, thought leaders, intellectuals, academia etc. to construct developmental agenda and drive and shape the future of India and its global community. Mission strives on the idea of 'People- centric' design and its impact on their businesses and growth.



RURAL
ECONOMIC
FORUM

5

SUMMIT GALLERY



FIRST SESSION KEY HIGHLIGHTS

New Disruptions :
Innovations Driving the
Future of Bharat



PLENARY SESSION KEY HIGHLIGHTS

Rural Economic Forum

"Unfolding Bharat : For the Future"

GALLERY



PLENARY SESSION KEY HIGHLIGHTS

Rural Economic Forum
"Unfolding Bharat : For the Future"



THIRD SESSION KEY HIGHLIGHTS

Atma Nirbhar Bharat :
Promoting 'Vocal for Local'
through Rural Entrepreneurship



FOURTH SESSION KEY HIGHLIGHTS

Financing the growth :

Scaling Business



FIFTH SESSION KEY HIGHLIGHTS

Building Resilient Global
Supply Networks
- Local for Global



INVESTMENT ROUNDTABLE KEY HIGHLIGHTS

GALLERY





HOSTS



INDIA CHAMBER

INDIA CHAMBER OF BUSINESS AND COMMERCE

Supported by



**Ministry of Micro, Small and Medium Enterprises
Government of INDIA**

PARTNERS



IndianOil

amazon.in

 **TRIDENT GROUP[®]**
Being different is normal

KNOWLEDGE PARTNER


EY Building a better
working world



Building Global
Pathways for
Rural Economy

RURAL ECONOMIC FORUM | SUMMIT REPORT

17th Feb 2024, New Delhi



INDIA CHAMBER

INDIA CHAMBER OF BUSINESS AND COMMERCE

contact@ichamber.org www.ichamber.org