



RMAI AGRI CONCLAVE 2025

Seeds of Change

Date : 12th December, 2025 (Friday)

Venue : Hyderabad

ABOUT THE CONFERENCE

Rural Marketing Association of India, RMAI, is a premier and not-for-profit Industry Body devoted to furthering the cause of Rural Marketing in Asia. Since its inception, RMAI has been helping Marketers to learn and unlearn the best practices in Rural Markets.

The RMAI **Agri Conclave 2025**, hosted by RMAI, will convene **policy architects, business leaders, innovators, knowledge partners, and grassroots change-makers** to chart the next chapter of Indian agriculture. As agriculture continues to be the **lifeline of India's economy**, the conference will examine how **governance, technology, finance, sustainability, and enterprise** can work in synergy to build a **future-ready and thriving rural landscape**. The **Rural Agriculture Conference 2025** is designed as a premier knowledge and networking platform to deliberate on the challenges and opportunities in Indian agriculture.

This year's edition will focus on **technology, finance, sustainability, and farmer empowerment**, with a mix of keynote sessions, expert panel discussions, and networking opportunities.

The agenda for the **Rural Agriculture Conference 2025** is designed to provide a 360° perspective on the future of Indian agriculture. Each session is carefully curated to address critical themes shaping the sector:

Together, these sessions aim to **connect policy, technology, finance, sustainability, and entrepreneurship**, while creating actionable strategies to strengthen India's agricultural and rural economy.

ABOUT RMAI AGRI CONCLAVE 2025 AWARDS

The **RMAI Agri Conclave 2025 Awards** stand as a landmark recognition programme in the agricultural and rural marketing domain, celebrating excellence, innovation, and leadership across the industry. Organized under the umbrella of the Rural Marketing Association of India (RMAI), the awards are designed to spotlight the diverse stakeholders who drive progress in agriculture—from farmers and enterprises to service providers, marketers, policymakers, and technology innovators.

Categories

1. Technology & Innovation

- **Agri-Tech Innovation of the Year** – for cutting-edge digital/tech solutions in farming
- **Best Use of AI/IoT in Agriculture** – for technology-driven smart farming practices
- **Digital Marketplace Excellence Award** – for agri e-commerce / platforms connecting farmers and buyers
- **Start-up of the Year (Agri/Allied)** – for disruptive agri-tech or allied innovations

2. Finance & Value Chain

- **Agri-Finance Excellence Award** – for banks/NBFCs/fintechs enabling rural credit & insurance
- **Supply Chain & Logistics Leader** – for improving efficiency from farm to fork
- **Best Agri Export Initiative** – recognizing contributions in taking Indian agri-products global
- **Value Chain Innovation Award** – for sustainable and scalable agri-business models

3. Sustainability & Climate Action

- **Sustainable Farming Practices Award** – recognizing eco-friendly and regenerative farming
- **Water & Irrigation Innovation Award** – for efficient resource management
- **Green Energy in Agriculture Award** – for solar, bioenergy, or renewable-powered agri solutions
- **Climate-Resilient Agriculture Leader** – for impactful adaptation models in climate-affected areas

5. Allied & Mechanization

- **Farm Mechanization Excellence Award** – for innovative equipment and machinery
- **Allied Services Contribution Award** – dairy, poultry, fisheries, or related sectors
- **Custom Hiring Model Award** – for scalable mechanization access to small farmers

6. Leadership & Impact

- **Agri Visionary Leader Award** – for policymakers, industry captains, or thought leaders shaping Indian agriculture
- **Corporate Social Responsibility (CSR) in Agriculture Award** – for impactful rural/agri initiatives under CSR

Selection Process

- Entries are submitted by entities (companies, NGOs, individuals) working in or for the agriculture / rural sector.
- A jury comprising experts in marketing, agriculture, policy, and rural development reviews nominations.
- Judging assesses criteria such as scalability, innovation, social impact, sustainability, reach, and effectiveness.

For Awards Nomination and Criteria and to Submit your Awards, kindly visit :

AGENDA

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| 09:30 – 10:00 AM | Registration & Networking Tea |
| 10:00 – 10:10 AM | Welcome Address – By RMAI President Mr. Puneet Vidyarthi |
| 10:10 – 10:30 AM | Keynote Address: <i>The Future of Indian Agriculture: Policy, Technology & Rural Prosperity</i> |
| 10:30 – 10:45 AM | Session 1: Agri-Tech & Digital Transformation |
| 10:45 – 11:30 AM | <ul style="list-style-type: none"> Session 2: Finance & Agri Value Chain |
| 11:30 – 12:15 PM | Session 3: Farm Mechanization & Allied Services |
| 12:15 – 01:00 PM | Session 4: Sustainability & Climate-Resilient Agriculture |
| 01:00 – 02:00 PM Networking Lunch | |

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| | <ul style="list-style-type: none"> Session 5: Empowering Farmers & Rural Entrepreneurs |
| 02:00 – 02:45 PM 4:30 PM onwards | RMAI Agri Conclave Awards |

CONTACT

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Conference Fees For Delegates

- Rs. 10,000 + 18% GST for Members
- Rs. 15,000 + 18% GST for Non-Members

Award Fees per Entry

Rs. 10,000/- + 18% GST per Entry

Website : <https://ruralfintech.rmai.in>