



RURAL ECONOMIC FORUM

Building Global
Pathways for
Rural Economy



INDIA CHAMBER

INDIA CHAMBER OF BUSINESS AND COMMERCE

Supported by



सत्यमेव जयते

Ministry of Micro, Small and Medium Enterprises
Government of INDIA

Transformation for the future





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मंत्री
सूक्ष्म, लघु और मध्यम उद्यम
भारत सरकार
Minister
Micro, Small & Medium Enterprise
Government of India

Dated the 8th November, 2023

(Support Letter for Rural Economic Forum)

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.

(Narayan Rane)



INTRODUCTION

Rural Economic Forum is a national 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 Gol .



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.

The intrinsic spirit behind the Forum is to build :

- 1) Global Alliance on Rural Entrepreneurship
- 2) Promoting investment and business opportunities in rural areas
- 3) Building Indian-global Partnerships
- 4) Scaling business and value creation through value chain integration
- 5) Nurturing innovations and technologies
- 6) Building India- led global supply chain networks



AGENDA

Rural Entrepreneurial Hubs



**Rural
Industrial
Hubs**

**Rural
Innovation
and
Digital Hubs**



○ Rural Entrepreneurial Hubs :

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 :

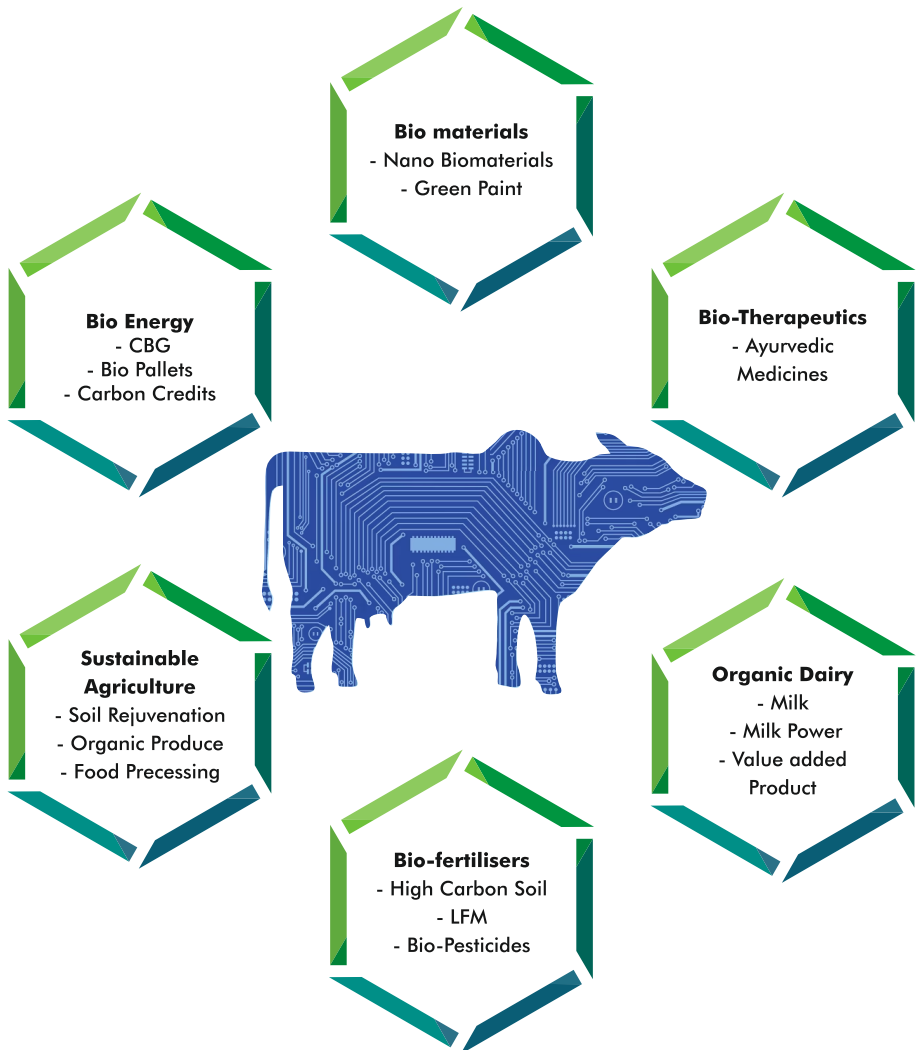
Fostering safe and resilient rural digital ecosystems for sustainable use of digital tools by farmers, agri-preneurs, rural startups, SHG's, FBO's, Cooperatives and SME's. Leveraging indigenous innovations and technologies for promotion of cultural and creative sectors and industries.

○ Rural Industrial Hubs :

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

REF FLAGSHIP PROJECT
Smart and Sustainable Gaushala (SSG)
Building Rural Economy through Rehabilitation of Destitute Cows

SCOPE OF SSG : TOWARDS SUSTAINABLE FUTURE



Cow as a Nucleus of Rural Economy



SSG - Towards Atma Nirbhar Gaushalas

- Creation of Rural Business Ecosystem
- Improving Economic Viability of Gaushalas
- Increase in Rural income and effective utilisation of agricultural residue
- Employment Generation
- Women and Youth Empowerment
- Safe and Clean Environment
- Improved Animal Welfare



FOCUSED AREAS

Agriculture and Agri Businesses

Agro-Forestry

Animal Husbandary

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



OUR ROLE

Forum purpose is to engage, enable and empower Rural entrepreneurs and business leaders to drive change and shape global business ecosystem

Forum drives growth and development through building deep economic convergence between rural community and global stake holders by engaging governments, industry, civil society etc. for forging economic partnerships , extending sustainable solutions and promoting viable business models to the emerging need of the rural business community for transformative outcomes

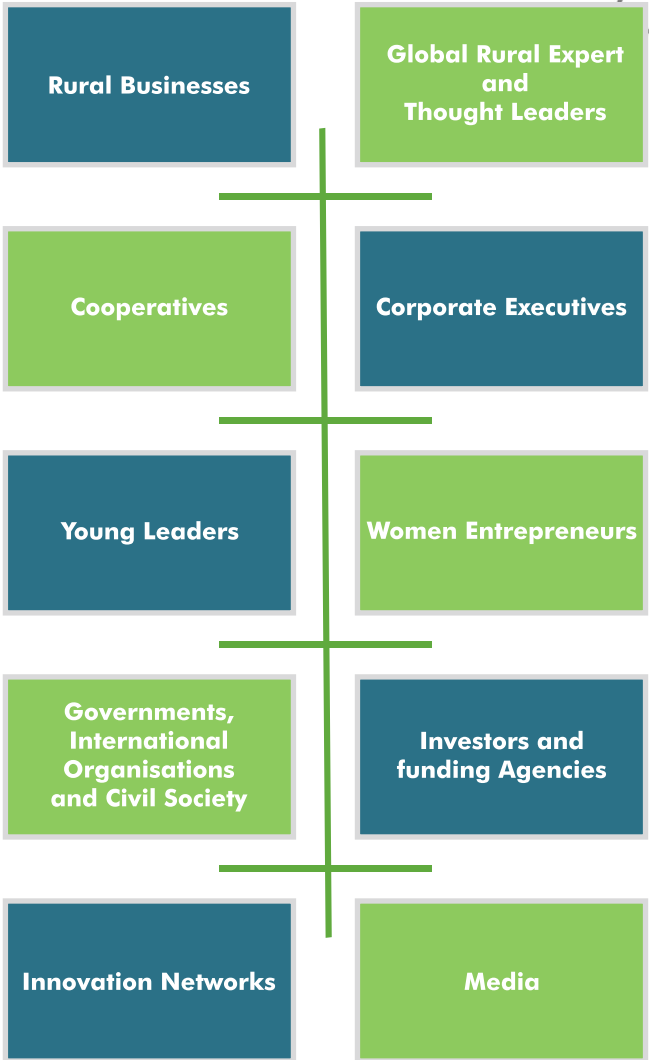
Forum facilitates investment and development needs, technology transfer, capacity building and knowledge creation towards building robust rural business ecosystem to advance seamless integration with community as well as global communities for sustainable and mutual beneficial relations



OUR STAKE HOLDERS

Our global Network of Indian Business and Cooperative leaders, Rural Industry Leaders & experts, Entrepreneurs, Corporate leaders, Political and Cultural leaders, Young Entrepreneurs and Policy Makers aids dialogue, promote policy advocacy and develop a new marketplace within and beyond community. REF engages with group of leading Indian business leaders and also facilitate rise of potential Indian business.







REF AS A GLOBLE PLATFORM



Global Investments



Launchpad



Incubators and Innovation Hubs



Entrepreneurship



Sustainability and Resilience



Collaborations & Partnership



Global Supply chain networks



Policy Advocacy and knowledge creation





ENGAGE WITH US

Our vision on Vocal for Local and Local for Global based on the ethos of India's traditional wisdom and ancient science, prompts us to invite our partners and our members to engage through yearly Global summit and multiple institutional interaction process.

We partner with leading Institutions, Companies, Business, Research Institutes, Innovation Network and other critical stakeholder engaged in Rural Development for developing solution for sustainable and inclusive rural economy.

REF platform enable stakeholders to connect and network for building sustainable business solutions in scaling business and integrate value creation.

The Platform allows the stakeholders to understand how rural innovations and rural sustainable businesses can be developed to promote sustainability and economic development by transforming the lives, business and economy and also influencing the policy.





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