



Rural Fintech & Financial Inclusion Forum

Bridging the Last Mile

AGENDA

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	Special Address: <i>“Building Financial Inclusion for Rural Bharat – The Road Ahead”</i>

10:30 – 10:45 AM	Keynote: <i>“The Future of Rural Fintech & BFSI – Opportunities and Challenges</i>
10:45 – 11:30 AM	Panel 1: Rural Credit & NBFCs – Driving Last-Mile Access <u>TOPICS</u> <ul style="list-style-type: none"> • Role of NBFCs in rural lending • Microfinance & alternative credit scoring models • Policy reforms to ease rural credit flow
11:30 – 12:15 PM	Panel 2: Digital Payments & Rural Fintech Innovations <u>TOPICS</u> <ul style="list-style-type: none"> • UPI, AEPS & ONDC for rural markets • Building trust & digital literacy in villages • Rural-focused fintech startup models
12:15 – 01:00 PM	Fireside Chat: The Future of Rural Banking Agents (BCs, Sakhis, Cooperatives)
01:00 – 02:00 PM	Networking Lunch

<p>02:00 – 02:45 PM</p>	<p>Panel 3: Insurance & Social Security in Rural Bharat</p> <p><u>TOPICS</u></p> <ul style="list-style-type: none"> • Expanding health, crop & life insurance coverage • InsurTech innovations for affordability & access • Leveraging govt. & private sector partnerships
<p>02:45 – 03:00 PM</p>	<p>Panel 4: Investment & Capital Flow into Rural Fintech</p> <p><u>TOPICS</u></p> <ul style="list-style-type: none"> • Venture Capital & Impact Investment trends • Scaling rural fintech beyond pilots • Role of DFIs & Public–Private Partnerships
<p>03:00 – 03:45 PM</p>	<p>Special Address: Climate Finance & Green Credit in Rural India</p>
<p>03:45 – 04:30 PM</p>	<p>Home Loans in the Rural Markets – The opportunity and Challenges.</p> <p><u>TOPICS</u></p> <ul style="list-style-type: none"> • Current penetration of home loans in rural India. • Growth trends in rural housing finance post-Pradhan Mantri Awas Yojana (PMAY). • Aspirations of rural households: shift from kutchha to pucca houses. • Rising rural income levels and remittance-driven housing demand.
<p>4:30 PM onwards</p>	<p>Rural Fintech Excellence Awards</p>

ABOUT THE FORUM

Rural Fintech and Financial Inclusion Forum

The **Rural Fintech and Financial Inclusion Forum** is a flagship platform designed by **Rural Marketing Association of India**, a premier and not-for-profit industry body devoted to furthering the cause of Rural Marketing in Asia to address one of the most pressing challenges of our time—building inclusive, technology-driven financial solutions for India’s rural economy. With over two-thirds of the population residing in rural areas, the potential for Fintech to transform lives and livelihoods is immense.

This forum brings together **Fintech innovators, rural entrepreneurs, policymakers, financial institutions, investors, and development agencies** to reimagine the future of financial services for underserved markets. Discussions will focus on bridging the gap between digital innovation and ground realities, while showcasing scalable models that empower rural households, farmers, micro-enterprises, and women entrepreneurs.

Key Themes

- Rural housing finance: challenges and opportunities for fintech
- Digital credit assessment and small-ticket lending in rural markets
- Agri-fintech solutions: credit, insurance, and value chain financing
- Role of technology: AI, blockchain, and satellite data in rural finance
- Building trust, awareness, and financial literacy at the grassroots
- Policy, partnerships, and ecosystem support for rural fintech growth
- Global learnings and best practices in rural financial inclusion

Why Attend

- Gain actionable insights into the evolving rural fintech landscape
- Learn from policy experts and industry leaders shaping financial inclusion
- Explore collaboration opportunities across fintechs, NBFCs, MFIs, and startups
- Engage with case studies and success stories from across India and beyond

The **Rural Fintech and Financial Inclusion Forum** is more than a dialogue—it is a movement to unlock the full potential of rural India through technology-enabled, inclusive finance. By connecting innovation with impact, the forum aims to build a stronger, more resilient, and equitable financial ecosystem for the future.