



**BRAND R.Comm, Rural Communication Summit & Awards 2024**

# **BRIEF SUMMARY**

# Inaugural Session – Formulating a Roadmap for Rural Communications;

- Taking into account the socio-economic conditions and cultural specifics of the targeted rural communities
- Setting achievable goals that align with broader development agendas and contribute to sustainable outcomes in rural areas



## Inaugural Session – Formulating a Roadmap for Rural Communications



**Prof. RB Singh**

Former Chancellor, CAU, Imphal



**Shri Raj Kumar Gupta**

Managing Director, Thakar Chemical Ltd



**Shri Rajvir Rathi**

Director Public Affairs, Science and Sustainability (South Asia) & Lead - Traits Licensing Business with Bayer CropScience



**Dr. KC Ravi**

Chairman, CropLife India & Chief Sustainability Officer, Syngenta



**Shri Amit BK Khare**

Founder & Managing Partner, Snail Integral LLP

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

# Panel 01: Science of Communication – Understanding and bridging the communication gaps from 'Land to Lab' and from 'Lab to Land'

- Bridging the communication gaps between these realms is crucial for fostering collaboration, innovation, and sustainable development.
- Enabling the seamless exchange of knowledge and insights between rural environments and research laboratories

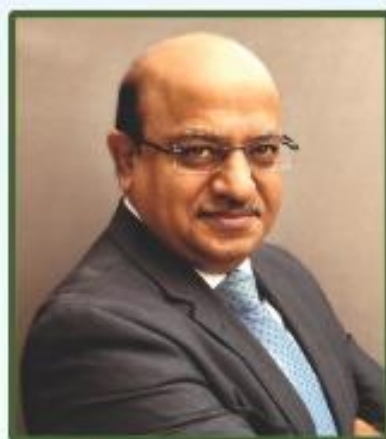


## Science of Communication - Understanding and bridging the communication gaps from 'Land to Lab' and from 'Labs to Lands'



**Dr. Arvind Kumar**

Former VC, RLBCAU, Jhansi



**Shri Raju Kapoor**

Director, FMC India



**Shri Sunil Sihag**

MD, Synergy Technofin Pvt. Ltd.



**Dr. Ujjwal Narayan**

Business Editor, PTI Videos



**Dr. VV Sadamate**

Agri. Extension Specialist & Former  
Advisor Agriculture Planning  
Commission, GOI



**Shri Vijay Sardana**

Advocate, Supreme Court of India  
Delhi High Court & Tribunals



**Shri Durgesh Chandra**

Secretary General  
CropLife India

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

# Panel 02: Embracing Change & Transformation in Artificial Intelligence, Digital Infrastructure, Chemicals and Financial (Credit) Communication

- Leveraging AI to enhance decision-making processes, optimize operations, and drive innovation
- Leveraging Technology for Last-Mile Connectivity
- Strategies for fostering community engagement and participation in communication initiatives.



## Embracing Change & Transformation in Artificial Intelligence, Digital Infrastructure, Chemicals and Financial (Credit) Communication



**Shri Manish Sawla**

Sr. Manager, IT, United Airline



**Shri Sanjay Nagi**

Founder & Managing Director  
Market Insight Consultants



**Shri Rajat Mishra**

Assistant Editor, Republic World



**Shri Nalin Rawal**

Director Consulting and  
GIS Services, Agriwatch



**Smt. Jyotsna Das Nanda**

AVP – Corporate Communication  
DS Group



**Shri Vaishnav Thakur**

CMO, Snail Integral LLP

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

## Panel 03: Media Trends 2024 – Shaping the Way Brands Communicate

- Leveraging augmented reality (AR) and virtual reality (VR) technologies
- Harnessing the power of User-Generated Content (UGC) to build trust, foster community engagement, and amplify their brand message across diverse channels
- Sustainable and Inclusive Communication



### Media Trends 2024 – Shaping the Way Brands Communicate



**Shri Vivek Mittal**

Director (Sales & Marketing),  
Thakar Chemicals Limited



**Shri Tarun Bhargava**

Chief Operating Officer,  
IFFCO-MC Crop Science Pvt. Ltd.



**Shri Nitin Puri**

Founder, Kisansay



**Ms. Poorvi Gupta**

Independent Journalist  
& TEDx speaker



**Dr. Shailendra Singh**

COO, Zydex Industries  
Pvt. Ltd.



**Shri Anand Chandra**

Co-Founder & Executive  
Director, Arya.ag



**Shri Rahul Mathur**

Head, Marketing,  
IPL Biological



**Smt. Nirmala Pathrawal**

Executive Director,  
Crop Care Federation of India

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

## Panel 04 – Vocal for Local: Level Up Communication Strategy for Nationwide Engagement.

- Amplifying the "Vocal for Local" message and foster nationwide engagement.
- Elevating communication strategies that prioritize authenticity, digital engagement, collaboration, community outreach, consumer empowerment, partnerships, and measurement



### Vocal for Local: Level Up Communication Strategy for Nationwide Engagement.



**Shri Dharmesh Gupta**

Managing Director,  
Dhanesha Crop Science Pvt. Ltd.



**Shri Debabrata Sarkar**

CMD -MicroAlgae Solutions India &  
VP-APAC – AlgaEnergy



**Shri Vipin Saini**

CEO, BASAI



**Shri Surendra Makhija**

Strategic Advisor & Sr. Vice President,  
Jain Irrigation Systems Ltd.



**Shri Siddharth Gautam**

Managing Director, Rural Access &  
Advisor – Rural Outreach, Amar Ujala



**Smt. Arti Khare**

CEO & Co-Founder,  
Snail Integral LLP

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

# Brand Presentations

- Shri Suresh Reddy, President, KREPL on 50 years Saga KRISHI RASAYAN EXPORTS PVT. LTD
- Shri Harish Mehta, Sr. Advisor, CCFI on Role of crop care federation of India (CCFI) in creating awareness among farmers contract labour and women
- Shri Sumit Gupta, Director, Thakar Chemicals Limited on Feel Secure with Pure with Thakar Chemicals Limited



**Shri Suresh Reddy**  
President  
Krishi Rasayan Export Pvt. Ltd.



**Shri Harish Mehta**  
Sr. Advisor  
Crop Care Federation of India



**Shri Sumit Gupta**  
Director (Projects)  
Thakar Chemicals Limited

**21<sup>st</sup> March 2024 Hotel Holiday Inn, Aerocity, New Delhi**

# CEO & Director Panel for Future Prospects

- Exploring innovative technologies and solutions to bridge the digital divide in rural areas
- Examining approaches to minimize environmental impact, ensure cultural sensitivity, and promote social equity in communication interventions.



## CEO & Director Panel for Future Prospects



**Dr. RB Singh**

Chairman, Award Jury  
Brand R.Comm



**Shri Rajesh Aggarwal**

MD, IIL



**Shri Anil Dhingra**

IFFCO MC Crop Science Pvt. Ltd.



**Shri Rajveer Rathi**

Director Public Affairs, Science and  
Sustainability (South Asia) & Lead - Traits  
Licensing Business with Bayer CropScience



**Dr. KC Ravi**

Chairman, CropLife India & Chief  
Sustainability Officer, Syngenta



**Shri Amit BK Khare**

Founder & Managing Partner,  
Snail Integral LLP

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# AWARDS CEREMONY

# LIFETIME ACHIEVEMENT AWARD

# Dr. RB SINGH



# INTEGRATED COMMUNICATION AWARD

syngenta



# INTEGRATED COMMUNICATION AWARD



# BRAND CAMPAIGN (TVC) AWARD



# DIGITAL MARKETING AWARD

 **aries** agro limited



# PR CAMPAIGN AWARD



# RURAL ENGAGEMENT AWARD

**PARLE BIO CARE LLP**  
A Joint Venture of Parle Biscuits Pvt. Ltd. Mumbai





# RURAL ENGAGEMENT AWARD



CROP CARE  
FEDERATION OF INDIA



# EMERGING PARTICIPANT FOR RURAL ENGAGEMENT AWARD



# REACH

PRE EVENT (DIGITAL & PRINT)  
ON-EVENT  
POST EVENT (PUBLIC RELATION)



# DIGITAL REACH



# LinkedIn ANALYSIS

Impression

# 31,223

Reach

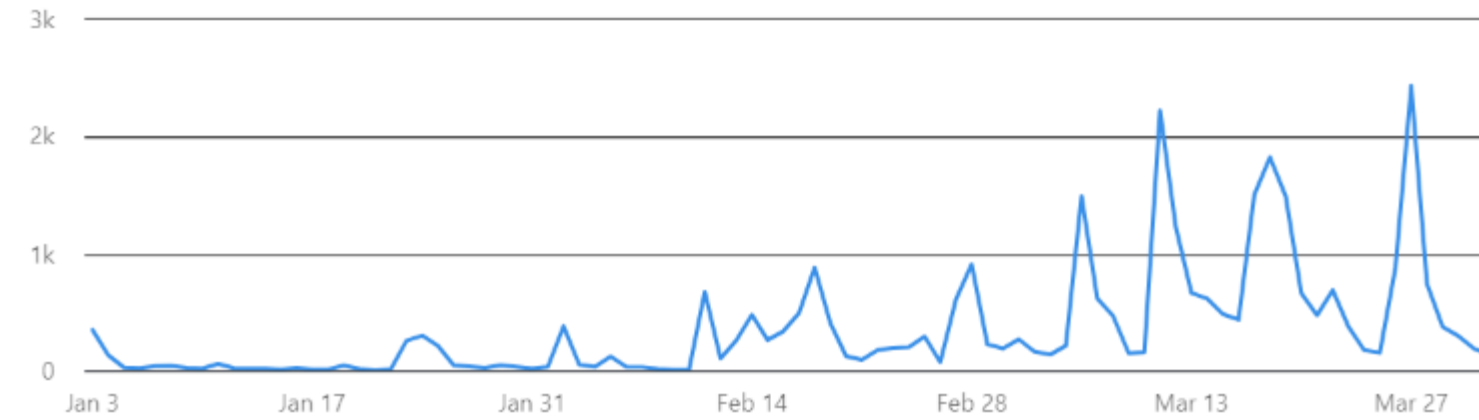
# 4,661

## Content performance ?

31,223

Impressions

▲156.9% Past 90 days



Daily data is recorded in UTC

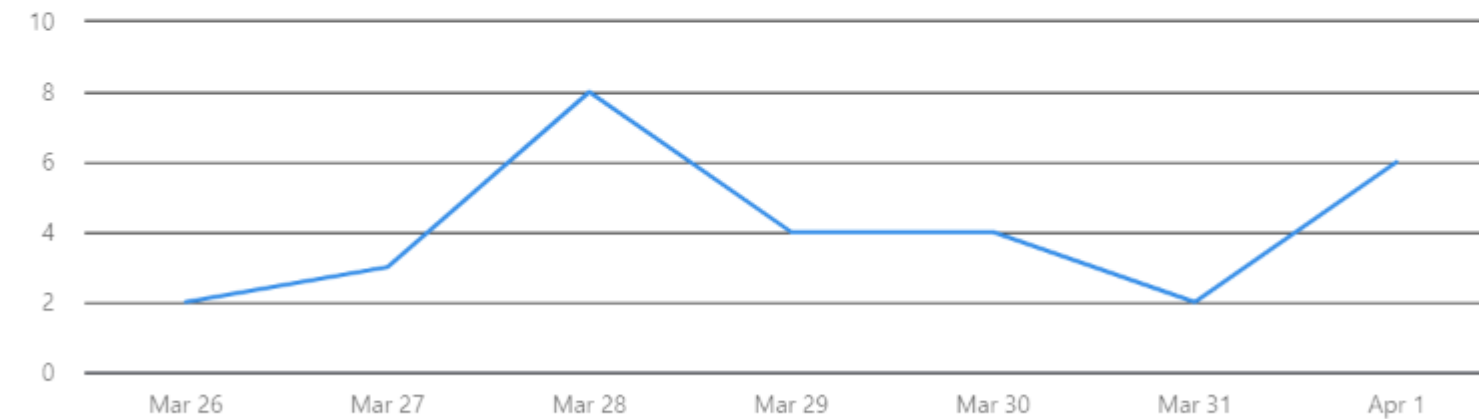
4,661 ?

Total followers

▲0.7% Past 7 days

## New followers ?

Past 7 days ▾



Daily data is recorded in UTC

# LinkedIn ANALYSIS

# Most Popular Posts

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We are delighted to welcome Mr. **Manish Sawla**, Sr. Manager - IT, **United Airlines** as a speaker at BRAND R.Comm, Rural Communication Summit & Awards 2024 on March 21, 2024 at Hotel Holiday Inn, Aerocity, New Delhi 🌱

🌱 Register Now –  
 AllEvent: <https://lnkd.in/g9HGZEJY>

Website: <https://lnkd.in/gifw4d24>

🌱 For more details, please contact:  
 Mr. Amit BK Khare, Founder & Managing Partner, Snail Integral LLP +91-9354342588, 8750807676 | [amit@snailintegral.com](mailto:amit@snailintegral.com), [snailintegral@gmail.com](mailto:snailintegral@gmail.com)

CropLife India Crop Care Federation of India BASAI Agri Thakar Chemicals Official AlgaEnergy Zydex Industries IFFCO-MC Crop Science Pvt Ltd IFFCO-MC Crop Science Pvt Ltd Bayer Snail Integral LLP  
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#BrandRComm Snail integral

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**MANISH SAWLA**  
 Senior Manager, United Airlines

21 MARCH 2024 HOLIDAY INN AEROCITY, NEW DELHI

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 Founder & Managing Partner – Snail Integral LLP | An ...  
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We are delighted to welcome Mr. **Raju Kapoor**, Director, Public & Industry Affairs, **FMC Corporation India** as a speaker at BRAND R.Comm, Rural Communication Summit & Awards 2024 on March 21, 2024 at Hotel Holiday Inn, Aerocity, New Delhi 🌱

🌱 Register Now –  
 AllEvent: <https://lnkd.in/g9HGZEJY>

Website: <https://lnkd.in/gifw4d24>

🌱 For more details, please contact:  
 Mr. Amit BK Khare, Founder & Managing Partner, Snail Integral LLP +91-9354342588, 8750807676 | [amit@snailintegral.com](mailto:amit@snailintegral.com), [snailintegral@gmail.com](mailto:snailintegral@gmail.com)

CropLife India Crop Care Federation of India BASAI Agri Thakar Chemicals Official Market Insight Consultants Krishi Jagran Krishak Jagat Fasal Kranti  
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#BrandRComm Snail integral

**I'M SPEAKING AT BRAND R.Comm**  
 Rural Communication Summit & Awards 2024

**RAJU KAPOOR**  
 Director, Public & Industry Affairs, FMC India

21 MARCH 2024 HOLIDAY INN AEROCITY, NEW DELHI

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 3w · Edited · 🌱

It was truly a pleasure to engage in meaningful discussions, share diverse perspectives, and collectively contribute to the decision-making process for BRAND R.Comm, Rural Communication Awards 2024. I believe our combined efforts will lead to valuable insights and successful outcomes. We sincerely appreciate the gesture received from Chairman – Awards Jury, Dr. RB Singh, Former Chancellor, CAU, Imphal, Co-Chair, Dr. Arvind Kumar, Former VC, RLBCAU, Jhansi, Dr. K C Ravi, Chairman, **CropLife India** & Chief Sustainability Officer, **Syngenta India limited**, Mr. **Rajvir Rathi**, Director, **Bayer Crop Sciences**, Mr. **Sanjay Nagi**, MD, **Market Insight Consultants**, Dr. **VV Sadamate**, Agri Extension Specialist, Mr. **Surender Makhija**, Sr. VP, **Jain Irrigation Systems Ltd.**, Mr. **Durgesh Chandra**, SG, **CropLife India** and Mr. **Joydeep Chakraborty**, Head Communication, **CropLife India**.

For Nomination and securing your seat click the link below,  
<https://lnkd.in/gifw4d24>

For More Information, please contact on +91 9354342588, 8750807676 or Email us on [amit@snailintegral.com](mailto:amit@snailintegral.com)

#agriculture #agribusiness #brandrcomm #event #event2024 #awards2024 #branding #creativeagency

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 Photo Book 01 (Registration)

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# PRINT AD COVERAGE

**Snail integral**  
**BRAND R.Comm**  
Rural Communication Summit & Awards 2024

**21<sup>st</sup> March 2024**  
Hotel Holiday Inn, Aerocity, New Delhi

**A for AGRICULTURE, B for BRANDING & C for COMMUNICATION**

The Brand R.Comm, Rural Communication Summit & Awards 2024 is a flagship event that brings together industry leaders, innovators, policymakers, and stakeholders to discuss, collaborate, and honor outstanding achievements in rural communication. Through engaging panel discussions, keynote speeches, and networking sessions, the summit aims to foster knowledge sharing, inspire innovation, and drive positive change in rural communities.

**Who should Participate?**

- Political Leaders, Policy Makers and Diplomats
- Officials of the Central and State Governments
- Industry Leaders from Agribusiness, Agriculture & Allied Science, FMCG, Rural Development, NGOs, Supply Chain, Research, etc.
- Experts, Researchers, Financial, Rural and Development professionals.
- FPO Leaders, Processors, Traders, Exporters, and Extension Agencies
- Entrepreneurs, NGOs, KPOs, FPOs, Students and Communication & Agribusiness professional

**BRAND R.COMM AWARD CATEGORY**

- Integrated Communication Award
- Best Outdoor Campaign Award
- Best Rural Engagement Award
- Best PR Campaign Award
- Best Digital Marketing Award
- Best Brand Campaign (TVC) Award

**FOR MORE DETAILS, PLEASE CONTACT**

**Amit BK Khare**  
Founder & Managing Partner, Snail Integral LLP  
+91 9354342588, +91 8750807676  
amit@snailintegral.com, snailintegral@gmail.com  
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Delegate Registration

Speaker Registration

Award Nomination Form

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# ON-EVENT REACH





# ON EVENT ANALYSIS

## 150+

Senior Delegates from Industry

## 35+

Speakers from Industry in Panel Discussion and Brand Presentation

## 7+

Awards in various category including 'Lifetime Achievement Awards'



# ON EVENT ANALYSIS

## ORU

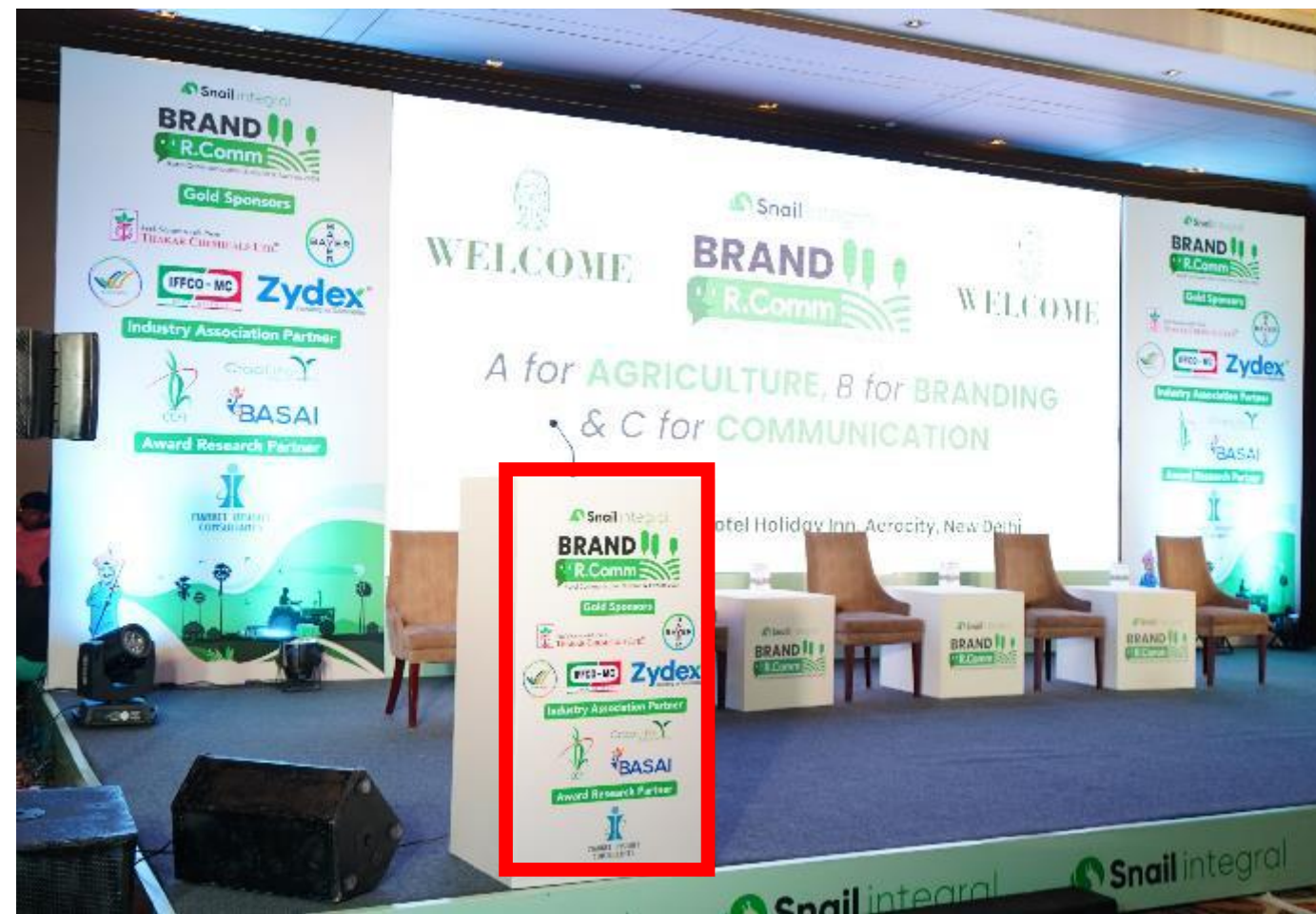
Optimum Resource Utilization for Sponsors Branding

## FGF

Feel Good Factor for the delegates who attend the Conference

## FEK

First Ever of its Kind conference on Rural Communication



# ON EVENT ANALYSIS

## ORU

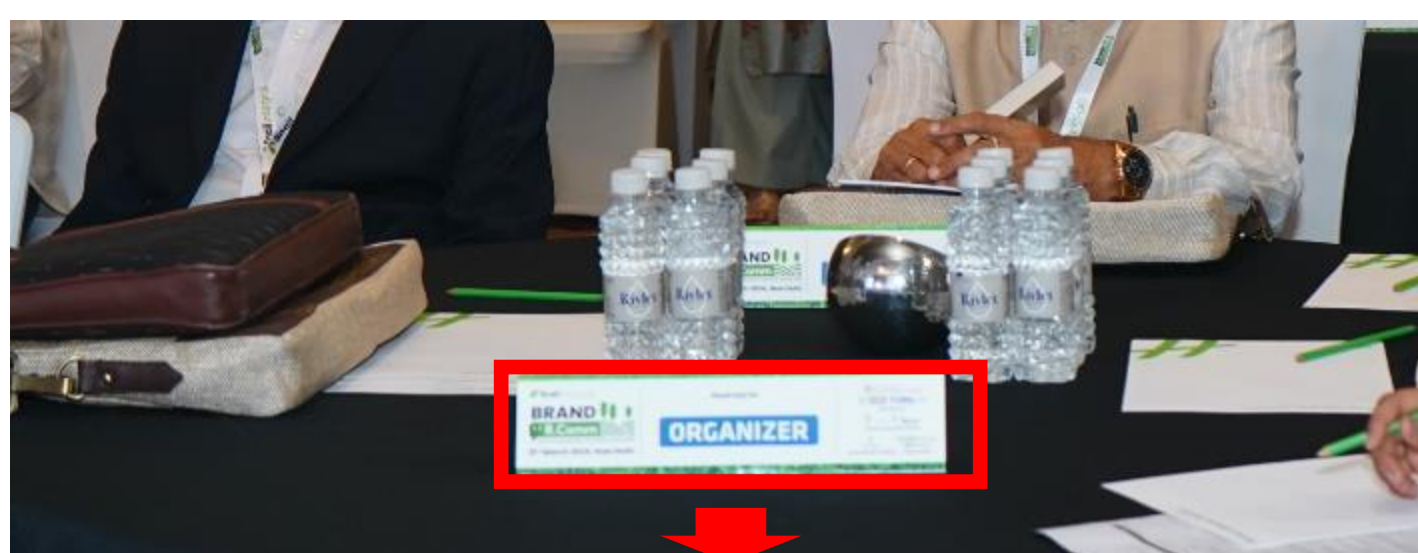
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Reserved for

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AWARD

This certificate is presented to

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To certify the winner of Brand R.Comm Awards 2024 in the category of **Integrated Communication**

**Dr. RB Singh**  
Former Chancellor, CMAI, Imphal

**Dr. Arvind Kumar**  
Former Vice Chancellor, RIECAU, Jhansi

**Dr. KC Ravi**  
Chairman, CropLife India &

**Rajvir Singh Rath**  
Director, Public Affairs, Science and

**Sanjay Nagl**  
Founder & Managing Director

**Dr. VV Sadamate**  
Agril. Extension Specialist & Former Advisor Agri. Planning

**Surender Makhija**  
Strategic Advisor & Sr. Vice President

**Amit BK Khare**  
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# REACH

# PUBLIC RELATION ANALYSIS

# 50+

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## ग्रामीण युवाओं को कृषि में शामिल करना सेक्टरों के लिए दीर्घकालिक व्यवहार्यता और व्यापक लक्ष्य के लिए महत्वपूर्ण

नई दिल्ली में स्नेल इंटीग्रल एलएलपी द्वारा आयोजित द ब्रांड आर.कॉम, रूरल कम्युनिकेशन समिट एंड अवार्ड्स 2024 में बोलेते हुए, डॉ. रवि ने कहा, ग्रामीण जुड़ाव नवीन प्रौद्योगिकियों और डिजिटल समाधानों को अपनाने की सुविधा प्रदान करता है जो कृषि उत्पादकता दक्षता और लचीलेपन को बढ़ाता है। उद्घाटन सत्र के दौरान टिप्पणी करते हुए, अध्यक्ष जूरी, ब्रांड आर.कॉम अवार्ड्स पत्र भूषण पुरस्कार विजेता, प्रो. आरबी सिंह, पूर्व चांसलर, सीएयू, इफाल ने कहा, स्थायी कृषि सुनिश्चित करने के लिए प्रभावी संचार बहुत महत्वपूर्ण है। ग्रामीण परिवेशों की अनूठी चुनौतियों और जटिलताओं को सफल संचार रणनीतियों को सुनिश्चित करने के लिए एक विचारशील रोलमैप की आवश्यकता होती है। ग्रामीण संचार की प्रभावशीलता को ट्रैक करने के लिए मजबूत निगरानी और मूल्यांकन तंत्र को लागू करना, प्रासंगिकता, पहुंच और संचार प्रयासों की रवीकार्यता का आकलन करने के लिए ग्रामीण समुदायों और हितधारकों से प्रतिक्रिया एकत्र करना भी आवश्यक है। राजदीप राठी, निदेशक सार्वजनिक मामलों, शिक्षान और स्थिरता (दक्षिण एशिया) और लीड-बायर क्रॉपसाइंस के साथ लाइसेंस लाइसेंसिंग व्यवसाय ने कहा कि तकनीकी प्रगति के उचित उपयोग के साथ, ग्रामीण युवाओं को कृषि क्षेत्र को और अधिक आकर्षक बनाने के लिए आकर्षक, किसान की चुनौतियों का संचार करना। नीति निर्माता स्थायी कृषि की दिशा में कदम बढ़ाने में मदद कर सकते हैं। इस एक दिवसीय कार्यक्रम के आयोजन का उद्देश्य 'तेब से लैब' और 'लैब से तेब' संचार के अंतराल को समझना और उद्योग द्वारा उठाए गए रणनीतिक दृष्टिकोण के साथ अंतर को कम करना था। अभित खरे संस्थापक और प्रबंध भागीदार, सेल इंटीग्रल एलएलपी ने कहा, ग्रामीण-केंद्रित और शहरी-केंद्रित संचार दृष्टिकोणों के बीच पर्याप्त असमानता मौजूद है, और यह जरूरी है कि हम अपनी तकनीकी प्रगति का लाभ उठाकर इस अंतर को संशोधित करें, जैसा कि हमारा देश एक प्रौद्योगिकी के अनुकूल वातावरण में विकसित होता है, इन अंतरालों को पाटना न केवल संभव है, बल्कि समावेशी संचार रणनीतियों को बढ़ावा देने के लिए भी आवश्यक है।



## ग्रामीण युवाओं को कृषि में शामिल करना दीर्घकालिक व्यवहार्यता, व्यापक लक्ष्य के लिये महत्वपूर्ण: विशेषज्ञ

नयी दिल्ली, 21 मार्च (वार्ता) विशेषज्ञों का मानना है कि ग्रामीण एवं कृषि क्षेत्र किसी भी राष्ट्र के आर्थिक विकास और सतत विकास में महत्वपूर्ण भूमिका निभाते हैं, इसलिये खेती-किसानी में दीर्घकालिक व्यवहार्यता और व्यापक लक्ष्य के लिये इसमें ग्रामीण युवाओं को शामिल करना महत्वपूर्ण है। सेल इंटीग्रल एलएलपी की ओर से यहाँ आयोजित 'द ब्रांड आर.कॉम, रूरल कम्युनिकेशन समिट एंड अवार्ड्स 2024' कार्यक्रम में डॉ रवि ने कहा, " ग्रामीण जुड़ाव नवीन प्रौद्योगिकियों और डिजिटल समाधानों को अपनाने की सुविधा प्रदान करता है, जो कृषि उत्पादक दक्षता और लचीलेपन को बढ़ाता है। प्रौद्योगिकी, हस्तोत्तरण, क्षमता निर्माण और ज्ञान साझा करने को बढ़ावा देकर, ग्रामीण जुड़ाव उन पहलुओं को बढ़ाता है जो किसानों को डिजिटल युवाओं का लाभ उठाने के लिये सशक्त बना सकते हैं। कार्यक्रम के उद्घाटन सत्र के दौरान अध्यक्ष जूरी, ब्रांड आर.कॉम अवार्ड पत्र भूषण प्रो. आर बी सिंह ने कहा, " स्थायी कृषि सुनिश्चित करने के लिये प्रभावी संचार बहुत महत्वपूर्ण है। ग्रामीण परिवेशों की अनूठी चुनौतियों और जटिलताओं को सफल संचार रणनीतियों को सुनिश्चित करने के लिये एक विचारशील रोलमैप की आवश्यकता होती है। ग्रामीण संचार की प्रभावशीलता को ट्रैक करने के लिये मजबूत निगरानी और मूल्यांकन तंत्र को लागू करना, प्रासंगिकता, पहुंच और संचार प्रयासों की रवीकार्यता का आकलन करने के लिये ग्रामीण समुदायों और हितधारकों से प्रतिक्रिया एकत्र करना भी आवश्यक है।" थार केमिकल लिमिटेड के प्रबंध निदेशक उद्घाटन सत्र के दौरान राज कुमार गुप्ता ने कहा, " सेल इंटीग्रल संचार अंतर को पाटने की दिशा में बहुत अच्छा काम कर रहा है, सेल इंटीग्रल एलएलपी संस्थापक एवं प्रबंध भागीदार अभित खरे ने कहा, " ग्रामीण-केंद्रित और शहरी-केंद्रित संचार दृष्टिकोणों के बीच पर्याप्त असमानता मौजूद है और यह जरूरी है कि हम अपनी तकनीकी प्रगति का लाभ उठाकर इस अंतर को संशोधित करें। जैसा कि हमारा देश एक प्रौद्योगिकी के अनुकूल वातावरण में विकसित होता है, इन अंतरालों को पाटना न केवल संभव है, बल्कि समावेशी संचार रणनीतियों को बढ़ावा देने के लिये भी आवश्यक है।

## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

Pat Cruise | 23 March 2024 | Corporate, News



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## Engaging rural youth in agriculture crucial for sector's long-term viability



New Delhi, Mar 22 (UNI) Experts and industry leaders gathered at the Brand R.Comm. Rural Communication Summit and Awards 2024 in New Delhi to emphasise the crucial role of engaging rural youth in agriculture for the sector's long-term viability and wider reach.

Dr. KC Ravi, Chairman of CropLife India and Chief Sustainability Officer at Syngenta,

highlighted the significance of youth involvement in rural engagement, stating, "By providing young people with education, training, and entrepreneurial opportunities in agriculture, rural engagement initiatives can stem rural-urban migration."

## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

### Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

23 March 2024 | Vijay Raman



The rural and agricultural sectors play a vital role in the economic development and sustainable growth of any nation. "The important aspect of rural engagement is youth involvement. So, engaging rural youth in agriculture is crucial for the sectors long term viability and wide target. By providing young people with education, training and entrepreneurial opportunities in agriculture, rural engagement initiatives can stem rural urban migration" said Dr KC Ravi, Chairman, CropLife India & Chief Sustainability Officer, Syngenta. Speaking at The BRAND R.Comm, Rural Communication Summit & Awards 2024

## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

AKANKSHA KHAN | 23 MARCH 2024



## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

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The rural and agricultural sectors play a vital role in the economic development and sustainable...

## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

### Engaging Rural Youth in Agriculture Vital for Long-term Viability and Reach of the Sector, Says Dr KC Ravi, CSO, Syngenta

Key stakeholders highlight the importance of rural engagement & effective communication strategies in promoting sustainable agriculture and bridging the gap between rural and urban communities.

## द ब्रांड आर.कॉम, रूरल कम्युनिकेशन समिट एंड अवार्ड्स ने कृषि उद्योग को एक नयी दिशा दी

कृषि इंडस्ट्री को एक मंच पर लाने के लिए सेल इंटीग्रल एलएलपी ने दिल्ली के एरोसिटी स्थित होटल हॉलिडे इन में भव्य कार्यक्रम द ब्रांड आर.कॉम, रूरल कम्युनिकेशन समिट.....

## Engaging Rural Youth in Agriculture is Crucial for the Sectors Long Term Viability and Wide Target

"The important aspect of rural engagement is youth involvement. So, engaging rural youth in agriculture is crucial for the sectors long term viability and wide target."



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