

BHARAT RURAL EXPO

28, 29, 30 NOVEMBER 2024

The Palace Grounds (Tripuravasini),
Bengaluru, India

Empowering Rural India

UNLOCKING SUSTAINABLE GROWTH



Exhibition Organised by



Conference Organised by



**Good Governance
India Foundation**



Closing the Gap: Challenges and Opportunities in Rural Development

The Untapped Potential: Why Rural India Matters

India's story is one of rapid urbanization, yet a significant 65% of our population calls rural areas home. For inclusive growth and national sustainability, rural development is critical. Limited infrastructure, job scarcity, low skill levels, and an overdependence on agriculture are key challenges.

Cultivating a Sustainable Tomorrow

Your Role in the Story: Be Part of the Rural Development Revolution

Inspired by the Ministry of Rural Development's vision: "Sustainable and inclusive growth of rural India." Our multi-pronged approach aims to eradicate poverty, expand livelihoods, provide social safety nets, develop growth-oriented infrastructure, and enhance the quality of life in rural communities.





Investing in Our Future: Latest Developments in Rural Development

India recognizes the vital role rural development plays in achieving sustainable and inclusive growth. The government actively supports various initiatives to empower rural communities and bridge the urban-rural divide.

Building a Brighter Future: Some Key Initiatives

-  **Pradhan Mantri Gram Sadak Yojana**
Connecting villages with better roads for easier access to markets, education, and healthcare.
-  **Deen Dayal Upadhyaya Grameen Kaushalya Yojana**
Equipping rural youth with valuable skills in areas like agriculture, IT, and construction to enhance their employability and income potential.
-  **Pradhan Mantri Awaas Yojana – Gramin**
Aims at providing a pucca house, with basic amenities, to all houseless householder and those households living in kutcha and dilapidated house, by 2024
-  **Mission Antyoday**
A convergence and accountability framework aiming to bring optimum use and management of resources allocated by 26 Ministries / Department of the Government of India under various programmes for the development of rural areas
-  **Saansad Adarsh Gram Yojana**
Inspired by the principles and values of Mahatma Gandhi, the Scheme focusses on nurturing values of national pride, patriotism, community spirit, self-confidence and on developing infrastructure and quality access to basic amenities.
-  **Pradhan Mantri Krishi Sinchai Yojana**
Enabling efficient water management for improved agricultural productivity and reduced wastage through micro-irrigation techniques and advanced weather forecasting.



Cultivating Change: Key Areas of Rural Development

Bridging the Divide: Rural-Urban Linkages for Mutual Success

Smart Villages, Sustainable Future: Technologies for a Thriving Rural Landscape

Smart Farms: Technologies and Solutions for creating high added value by integrating existing agricultural technologies with cutting-edge ICT solutions, including IoT, big data, AI, and drone technology

Empowering Hands, Empowered Lives: Skilling & Entrepreneurship for Rural Prosperity

Healthy Communities, Strong Nation: Sanitation and Healthcare Solutions

Connecting the Dots: Building Physical & Digital Infrastructure





AI: Empowering Rural Communities

Artificial intelligence (AI) is rapidly transforming various sectors, and rural development is no exception. By integrating AI-powered solutions, we can create a more efficient, sustainable, and inclusive future for rural India.

Benefits of AI in Rural Development

Precision Agriculture

AI can analyze data to recommend:

- Optimal planting times
- Fertilizer usage
- Irrigation schedules

Market Access and Information

AI-powered platforms can:

- Connect farmers directly to consumers
- Provide real-time market information and price trends

Financial Inclusion

AI-based credit scoring can facilitate easier access to loans for:

- Small-scale farmers
- Rural entrepreneurs

Building Thriving Rural Communities Through Innovative Solutions and Collaboration

Exhibits at the Bharat Rural Expo 2024

-  **Water and Wastewater:** Water Treatment, Sewage & Sludge Treatment, Water Purification, Sanitation Solutions, Pumps, Water Drainage Systems, Smart Water Systems, Industrial Water & Wastewater Treatment, Municipality Water Management, Water Metering, Water-body, Cleaning Equipment, Compactors, Environmental Consultancy
-  **Green Villages:** Renewable Energy, Energy Efficient Lighting, Sustainable Infrastructure Development, Rooftop Solar, Eco-Friendly Building Materials, Water Conservation and Management, Green Technology Startups, Environmental NGOs, Eco-Tourism Operators, Sustainable Farming
-  **Rural Connectivity and Mobility:** Transportation Solutions, Off-the-road Vehicles, Logistics & Supply Chain, Tech Solutions for Mobility, Non-Motorised Transport, Electric Vehicles, Charging Infrastructure, Public Transport Solutions, Road Infrastructure & Technologies
-  **Sanitation, Solid Waste Management, Recycling:** Waste Collection & Segregation, Toilets, Hygiene Products, Cleaning Equipment & Systems, Garbage Bins, Recycling Technologies and Equipment, E-Waste management, Upcycling
-  **Environment Protection and Pollution Control:** Air Quality Management, Eco-Friendly Products, Environmental Engineering, Pollution Control and Checking Equipment, Climate Change Response and Mitigation
-  **Rural Safety & Resilience:** Disaster Management Solutions, Emergency Communication Systems, Fire Safety and Management, Audio and Video Surveillance, Security Solutions, Weather Monitoring & Forecasting, Health & Medical Emergency, Infrastructural Safety Smoke Control & Evacuation System
-  **Rural Housing Solutions:** Affordable Housing, Sustainable Building Material, Construction Technologies
-  **Digital Solutions for Rural Governance:** Smart Villages, Smart Farms, E-Governance Solutions, IT & Telecom, Digital Financial Solutions, EdTech, Telecommunication Services, NGOs, Private Sectors CSR Initiatives, Solar Powered Digital Centers, Drone Technologies
-  **Health and Nutrition:** Tele Health and Medicine, Mobile Hospitals/ICUs/Clinics, Diagnostic Equipment, Maternal and Child Health, Nutrition Products, Emergency Medicine, First-Aid, Healthcare Information Technology & Management System, Traditional Systems, Ayurveda, Point of Care Diagnostic Devices, Affordable Wearable Systems, Ambulatory Services
-  **Education:** EdTech, Virtualisation Technologies, Cloud Computing, Interactive Edu Television, E-Readers, Audio Visual Equipment, Teleconferencing, E-Learning, Personal Devices and Connectivity
-  **Governments:** Central Ministries, State Governments, Local/Village Bodies, PSUs showcasing initiatives, projects and programmes in rural development



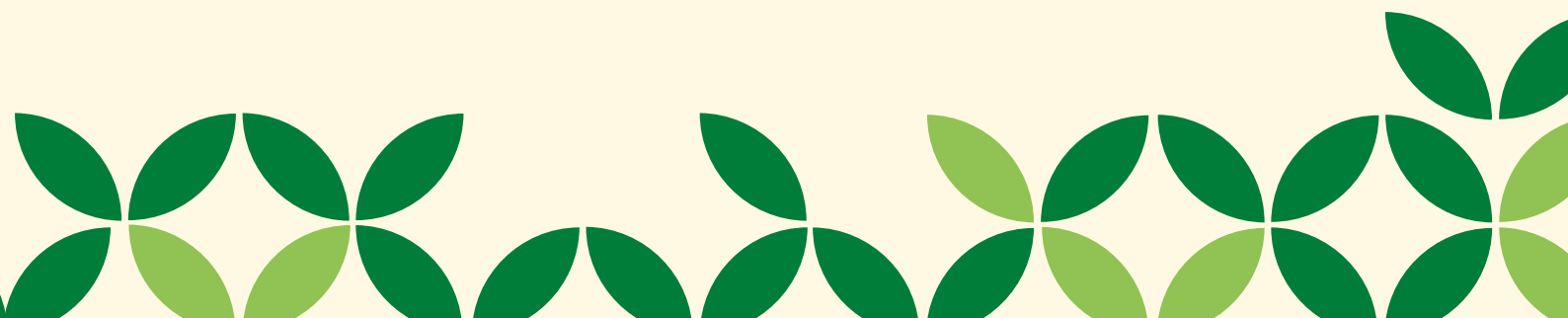


Join the Rural Development Movement

A Call to Action for a Thriving Rural Future

Inviting

-  **Policy Makers and Government Officials (Central, State & Local Governments)**
Interest: Rural development policies, implementation strategies.
Looking For: Innovative solutions, best practices, policy insights.
-  **Rural Community Representatives**
Interest: Access to resources, knowledge, networking.
Looking For: Solutions, support, community development ideas.
-  **Development Practitioners**
Interest: Collaborative projects, networking opportunities.
Looking For: Insights, partnerships, project ideas.
-  **Academics and Researchers**
Interest: Rural development issues, research findings.
Looking For: Latest research, best practices, networking.
-  **Investors and Donors**
Interest: Investment opportunities, impactful projects.
Looking For: Promising ventures, projects to support.
-  **General Public**
Interest: Learning about rural development challenges, solutions.
Looking For: Awareness, education, inspiration for action.



Join us!

This exhibition & conference explores how rural development can propel India towards a brighter future.

Participation Package

Exhibition

Standard Rate*	In-line (1-side open)*	Corner (2-sides open)*	Peninsula (3-sides open)*	Island (4-sides open)*
INDOOR Built-up Booth (min 9 sqm)	₹17,000* / US\$ 350	₹18,500* / US\$ 370	₹20,000* / US\$ 400	₹21,500* / US\$ 430
Bare space (min 36 sqm)	₹15,000* / US\$ 300	₹16,500* / US\$ 330	₹18,000* / US\$ 360	₹19,500* / US\$ 390
OUTDOOR Bare space (min 36 sqm)	₹11,000* / US\$ 220	₹12,000* / US\$ 240	₹13,000* / US\$ 260	₹14,000* / US\$ 280

Early Bird Offer: 10% discount till July 31st 2024.

*Add 18% GST extra.

Conference

Conference Charges (per delegate)	
Standard Rate	₹18,000*# US\$ 360*#
On-the-spot	₹20,000*# US\$ 400*#
Govt./Village Officials	₹16,000*#
Early Bird Offer: 10% discount till July 31 st 2024.	

#Doesn't include accommodation, transport etc

*Add 18% GST extra

Partnership Opportunities

PARTNERSHIP FEES	₹	US\$	PARTNERSHIP FEES	US\$
Principal Partner	30 Lakhs*	60,000*	Partner Country	60,000*
Co-Partner	20 Lakhs*	40,000*	Feature Country	45,000*
Associate Partner	15 Lakhs*	30,000*	Country Pavilion	30,000*
Session Partner	10 Lakhs*	20,000*	
Product Tech/ Services Presentation	6 Lakhs*	12,000*	PARTNERSHIP FEES	₹
			Partner State	30 Lakhs*
			Feature State	22.5 Lakhs*
			State Pavilion	15 Lakhs*
			Partner City	15 Lakhs*
			City Pavilion	10 Lakhs*

BOOK NOW

To book your vantage stand at **Bharat Rural Expo 2024**, please fill up the enclosed Space Application Form
To register for **Bharat Rural Expo 2024** Conference, please fill up the enclosed Conference Registration Form

GOOD GOVERNANCE INDIA FOUNDATION / FAIRFEST MEDIA LIMITED (CIN - U74140WB1988PLC045101)

📍 **Mumbai** (Corporate office): 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri - Kurla Road, Andheri East, Mumbai - 400 093 | 📞 +91 22 4555 8555

New Delhi: U1, Green Park Main, New Delhi - 110016 | 📞 +91 11 4615 0947

Kolkata: 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 016 | 📞 +91 33 4028 4028

Registered Office: 25 C/1, Belvedere Road, Alipur, Kolkata 700027

✉ contact@municipalika.in | 🌐 www.municipalika.com