

A woman is shown weaving on a traditional loom. She is holding a shuttle with white thread. The background is filled with many vertical white threads. There are decorative white and purple geometric shapes in the corners of the image.

Building & Enabling Sustainable Rural Entrepreneurship Ecosystem

December 12, 2025
Nedfi, Guwahati, Assam

- ▶ **Organised & hosted by:** Council for Social and Digital Development (CSDD), Digital Empowerment Foundation, North East Development Foundation(NEDF) and Unifiers
- ▶ **Co-organized by:** Udyamini RWE Collaborative [The Goat Trust, Transform Trade, Grameen Sahara, SwitchOn Foundation, Digital Empowerment Foundation]
- ▶ **Institutional Partner:** United Nations Development Programme (UNDP)
- ▶ **Technical Partner:** Grassroots Tea Corporation, ATVI and Vrutti
- ▶ **Media Partner:** EAST Mojo
- ▶ **Knowledge Partner:** Margdarshak & Amri Karbi Community Development Project



Tentative Program

9:00 AM - 10:00 AM	Registration
10:00 AM - 10:30 AM	<ul style="list-style-type: none"> ◦ Welcome Address ◦ Special welcome note from NEDF / CSDD & SPF / Udyamini
10:30 AM - 12:00 AM	<p>Rural Udyamita 2025 Inaugural Session Video screening of Udyamini Collaborative Programme in Assam and West Bengal with Rural Women Entrepreneurs</p> <p>Voices from Rural Women Entrepreneurs (RWEs) [Value Chain based RWE Udyamini Didi's will share their stories of success, challenges and way forward]</p> <p>Keynote and High-Level Panel Discussion [This will be a high-level panel discussion on "Building & Enabling Sustainable Rural Entrepreneurship Ecosystem"]</p>

	<p><i>Panel moderator: Dr Sriparna B Baruah, Adviser, NEHHDC</i></p> <ul style="list-style-type: none">• UNDP Regional Head, North East• West Bengal WBSRLM*• Mission Director, ASRLM*• CGM, Assam Region, NABARD*• Regional Director, MSME* <p>Key Note: Chief Secretary, Govt. of Assam*</p>
12:00 AM – 1:00 PM	Walk through of the Chief Guest, Guest of Honours, invited speakers to the RWE Udyamini Mini Exhibition Area sharing their journey, products, innovations and solutions.
1:00 PM – 2:00 PM	Lunch Break & Exhibition Walking
2:00 PM – 3:30 PM	<p>Rural Udyamita Townhall Session</p> <p>“Ease of Doing Business for RWEs: RWEs Challenges, Needs, Opportunities for Enterprise Development”</p> <p>[Townhall facilitated by 4 invited sector representatives]</p> <ul style="list-style-type: none">• Formalisation, Registration, Compliances• Skills and capacities• Tools and technology• Product Development• Packaging• Digital needs and support• Professional skills and capacities• Information and data management• Policy & Scheme Support• Raw materials and supply chains• Clients and buyers reach out• Marketing & Digital marketing• Credit and finance• Managing manpower <ul style="list-style-type: none">• <i>This open session is to hear the RWEs and their voices on Enterprise challenges and issues</i>• <i>The session discussion will engage 6 invited RWEs across value chains</i>• <i>The session will engage RWEs in the audience to share views.</i>• <i>The Townhall will be facilitated by sectoral representatives from relevant agencies and departments invited as observers and facilitators</i>

3:30 PM – 3:45 PM	Short Tea Break
3:45 PM – 4:45 PM	Rural Udyamita Policy & Strategy Session “Just Transition from Livelihood to Entrepreneurship: Enabling a Sustainable Policy and Support System for the RWEs” <ul style="list-style-type: none"> • Discussion on improving rural women’s access to finance, technology, markets, and support services. • Discussion of policies and institutional frameworks to support women-owned businesses. <ul style="list-style-type: none"> • Dept. of PR&RD, Assam • Dept. of WBSRLM • NABARD representative • Dept. of Finance, Assam • Banking Representative • Media representative
4:45 PM – 5:30 PM	Felicitation of townhall observers and facilitators, and RWEs
5:30 PM – 6:00 PM	Closing Remarks and Acknowledgment

