



# BUILDING AND ENABLING SUSTAINABLE RURAL ENTREPRENEURSHIP ECOSYSTEM

## সুস্থিৰ গ্ৰাম্য উদ্যোগিতা পৰিৱেশতন্ত্ৰ নিৰ্মাণ আৰু সক্ৰীয়কৰণ

December 12, 2025 | NEDFi Campus | Guwahati



12th Dec, 2025

9:00 AM – 10:00 AM

### Registration

10:00 AM – 10:30 AM:

- Opening Welcome - **Vijayata Verma**, Udyamini Secretariat
- Welcome Address by Organisers - **Dr Syed S. Kazi**, Director, CSDD & Convener, Rural Udyamita 2025
- Video screening of Udyamini Collaborative Programme in Assam and West Bengal with Rural Women Entrepreneurs
- Special welcome note from Co-Organiser - **Indranil Niyogi**, Consultant – India Programme Fund, Swiss Philanthropy Foundation

10:30 AM – 12:00 PM

### Rural Udyamita 2025 Inaugural Session

#### Voices from Rural Women Entrepreneurs (RWEs)

[Udyamini RWE Program Champion Didi's sharing their stories of success, challenges and way forward]

Names: **Jonaki Terangpi**, **Sushmita Mukherjee**, **Madhurima Dutta**, **Suman Sharma**

#### Keynote and High-Level Panel Discussion

"Building & Enabling Sustainable Rural Entrepreneurship Ecosystem"

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Panel moderator: **Dr Sriparna B Baruah**, Development Professional

Key Note: **Kalyan Chakravarthy**, IAS, Additional Chief Secretary, PN&RD Department, Govt. of Assam

- **John Borgoyary**, UNDP Regional Head, North East
- **Raman Wadhwa**, Director, DAY-NRLM, Ministry of Rural Development, GoI
- **Saumya Omer**, Programme Officer - Entrepreneurship, UN Women ICO [Virtual]
- **Loken Das**, Chief General Manager (CGM), NABARD
- **Byas Anand**, Head-Corporate Communications & CSR, Dabur India Limited
- **Indrajit Das**, State Project Manager- Enterprise Promotion, ASRLM, Assam

12:00 PM – 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 → Led by **Jyoti Halder** and **Purnima Ghosh** from Agri and Allied Value Chain, implemented by SwitchON Foundation.

1:00 PM – 2:00 PM | Lunch Break & Exhibition Walk

2:00 PM – 3:30 PM

### Rural Udyamita Open Townhall Session

"Ease of Doing Business for RWEs: RWEs Challenges, Needs, Opportunities for Enterprise Development"

“গ্ৰামীণ উদ্যোগিতা মহিলাৰ বাবে ব্যৱসায় সহজ কৰাৰ পথ: প্ৰত্যাশা, প্ৰয়োজন, উদ্যোগ উন্নয়নৰ বাবে সুযোগ”

This open session is to hear the RWEs and their voices on Enterprise challenges and issues. The Chair and panel members will make opening remarks and final remarks after RWEs sharing of views. RWEs would share views on - **Backward Linkages; Marketing; Credit Linkages; Enterprise building challenges and solutions; Skills and Capacity Building; Technology and Digital intervention; Ecosystem related issues, System support, Government support, schemes etc.**

Session Chair: **Prof Abhijit Sharma**, Faculty, Indian Institute of Bank Management (IIBM) & Former Director, Indian Institute of Entrepreneurship (IIE)

#### Panel Members:

- **Rupa Neog**, Entrepreneur, Kharoli (Food Processing)
- **Sharik Hussain**, DGM, NEHDC
- **Moonmi Rahman**, Programme Associate, UNDP, North East Region
- **Amar Jyoti Das**, Deputy Director and Principal, ETC, GBSIPRD, Govt. of Assam
- **Hirak Jyoti Baishya**, Deputy manager, NERAMAC



3:30 PM – 3:45 PM | Short Tea Break

3:45 PM – 5:00 PM

### Voices from Rural Women Entrepreneurs (RWEs)

[Udyamini RWE Program Champion Didi's sharing their stories of success, challenges and way forward]

Names: **Gitanjali Kalita**, **Masuma Khatun**, **Bhabhani Rabha**

### Rural Udyamita Policy & Strategy Session

"Just Transition from Livelihood to Entrepreneurship: Enabling a Sustainable Policy and Support System for the RWEs"

“জীৱিকাৰ পৰা উদ্যোগিতালৈ ন্যায়সঙ্গত ৰূপান্তৰ: গ্ৰামীণ উদ্যোগিতা মহিলা সকলৰ বাবে এটা বহনক্ষম নীতি আৰু সমৰ্থন ব্যৱস্থা সক্ষম কৰা”

- Discussion on solutions for improving rural women's access to finance, technology, markets, and support services.
- Discussion on solutions with relevant policies and institutional frameworks to support women-owned businesses in rural areas.

Session Moderator: **Ekta Jaju**, Executive Director, SwitchOn Foundation, Kolkata, West Bengal

#### Panel Members:

- **Dr. Vivek Kunj**, National Mission Manager, DAY - NRLM, Ministry of Rural Development, GoI
- **Nandita Sharma**, Lead, Social Sector, Open Network for Digital Commerce (ONDC) [Virtual]
- **D.M. Kakati**, Assistant Director, Tea Board, Zonal Office, Guwahati
- **Supriya Kapoor**, Director, Women in Wings
- **Pallab Goswami**, State Project Manager- Non Farm Livelihoods, ASRLM, Assam
- **Prakash Lakra**, Program Director, SeSTA (Lead, Rural Entrepreneurship)
- **Karma P**, Editor-in-Chief, East Mojo

Closing Remarks and Acknowledgment by **Vijayata**, Udyamini Secretariat.

#### Organisers & Hosted by



#### Co-organisers



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