

ABOUT

RMAI Rural Mobility & EV Conference

India's rural economy is entering a new phase of transformation, and mobility is at the heart of this change. With the rapid growth of electric vehicles (EVs), rural mobility is evolving from traditional transport systems to cleaner, more efficient, and technology-driven solutions. Electric mobility has the potential to reshape livelihoods, improve connectivity, and reduce the cost of transportation across rural India.

The RMAI Rural Mobility & EV Conference aims to bring together policymakers, industry leaders, mobility innovators, startups, financial institutions, and development organizations to discuss the opportunities and challenges of EV adoption in rural markets. The conference will explore how electric two-wheelers, three-wheelers, tractors, and emerging mobility solutions can empower rural entrepreneurs, strengthen logistics, enhance public transport, and support sustainable development.

Key discussions will focus on building charging infrastructure in rural areas, improving affordability through financing models, enabling policy support, and creating awareness about EV adoption among rural consumers. The conference will also examine the role of electric mobility in transforming rural livelihoods by creating new income opportunities in delivery services, shared mobility, and agriculture-related transport.

As India accelerates towards a cleaner mobility future, rural markets will play a crucial role in scaling EV adoption. The conference seeks to create a collaborative platform where stakeholders can share insights, showcase innovations, and develop actionable pathways to drive sustainable and inclusive mobility for rural India.

Key Highlights

Rural mobility in India is undergoing a significant transformation with the emergence of electric vehicles (EVs) as a viable and sustainable transportation solution. With rising fuel costs and increasing focus on clean energy, EVs—particularly electric two-wheelers, three-wheelers, and small commercial vehicles—are creating new livelihood opportunities while improving last-mile connectivity in rural and semi-urban areas. From enabling cost-effective transportation for farmers and rural entrepreneurs to supporting delivery, logistics, and passenger mobility, EVs are gradually becoming an important part of the rural mobility ecosystem.

However, the transition to electric mobility in rural India also requires focused efforts in infrastructure development, financing access, and awareness creation. Expanding charging infrastructure, improving affordability through innovative financing models, and building trust among rural consumers will be key to accelerating adoption. With the right policy support, industry collaboration, and community engagement, electric mobility has the potential to transform rural transportation, reduce emissions, and strengthen rural livelihoods across the country.

RMAI Rural Mobility & EV Conference Agenda

8:30 AM to 9:00 AM	Registration & Networking Tea
9:00 AM to 9:10 AM	Lamp Lighting
9:10 AM to 09:20 AM	Welcome Address by RMAI President
9:20 AM to 10:00 AM	Recent Policy Changes & Roadmap for Electric Mobility & its impact in Rural India
	Chief Guest: Representative, Ministry of Road Transport and Highways
10:00 AM to 10:30 AM	<i>Role of EVs in powering Bharath's Mobility, The Next Growth Story</i>
	Senior Corporate Representative
10:30 AM to 11:30 AM	Session 1: EVs in Rural India – Transforming Livelihoods through Logistics & Public Transport
	Discussion on how electric mobility can reshape rural livelihoods, logistics networks, and public transportation systems across India.
11:30 AM to 12:30 PM	<i>Session 2: Powering Rural EV Adoption – Charging Infrastructure & Financing the Affordability Gap</i>
	Discussion on how charging infrastructure and innovative financing models can accelerate electric vehicle adoption in rural India.
12:30 PM to 1:30 PM	<i>Session 3: Beyond 2W & 3W – Readiness of Electric Tractors, Buses & Building Rural EV Awareness</i>
	Discussion on emerging electric mobility solutions beyond two- and three-wheelers, focusing on electric tractors, buses, and building awareness for EV adoption in rural India.
01:30 PM to 2:30 PM	Rural Mobility and EV Awards followed by Networking Lunch

RMAI Rural Mobility & EV Awards

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Awards Categories

1. Rural Mobility Innovation of the Year
2. Best Electric Two-Wheeler Initiative - Rural India
3. Best Electric Four-Wheeler Solution for Rural Applications
4. Rural Charging Infrastructure Pioneer
5. Excellence in Rural Mobility Financing
6. Startup of the Year - Rural Mobility & EV

Joining Fee

1. Delegate Fee

Rs. 10,000 + 18% GST for Members

Rs. 15,000 + 18% GST for Non-Members

2. **Award Entry Fee : Rs. 10,000 + 18% GST Per Entry**

About RMAI

The Rural Marketing Association of India (RMAI) is a premier, not-for-profit industry body dedicated to advancing the cause of rural marketing across Asia. Since its inception, RMAI has served as a dynamic platform for marketers to learn, unlearn, and adopt best practices for engaging with rural markets. www.rmai.in

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