



JRD TATA AWARDS 2025

Conference on: *Empowering Grampreneurs® for India's Economic Growth*

29th July 2025, India Habitat Centre, New Delhi

Program Schedule: Plenary 1, 1400 to 1500 Hrs.

India's rural entrepreneurs—Grampreneurs®—play a vital role in building a self-reliant, sustainable economy. With digital transformation reshaping every sector, the integration of technology into grassroots enterprises has become imperative. From digital marketplaces and automation to mobile-based financial solutions, technology can level the playing field for micro-entrepreneurs in even the remotest parts of the country.

At the same time, mentoring has emerged as a game-changer—ensuring not just business continuity, but also improved quality control, better compliance, and competitive edge. Quality-driven enterprises are better positioned to scale and integrate into national and global value chains.

Further, embedding ESG (Environmental, Social and Governance) principles into rural businesses is no longer optional – it is essential. MSMEs which form an integral part of national, regional and global value-chains need to be enabled to adopt sustainable business models that conserve resources, promote social inclusion, and follow ethical governance. BYST has supported many young entrepreneurs to adopt and scale businesses that use eco-friendly ingredients and resource-saving processes.

This plenary will bring to light the convergence of these three powerful forces—technology, quality mentoring, and sustainability – which need to be in alignment to shape the future of grassroots entrepreneurship in India.

Empowering Grampreneurs® through Technology, Quality and Sustainability

1400 –1405 Hrs. *Welcome and Context Setting*

Mr. Pramod Bhasin
Chairman,
Indian Council for Research on
International Economic Relations
(ICRIER) and Trustee – *Bharatiya*
Yuva Shakti Trust (BYST)

1405 –1415 Hrs.	<i>Digital Empowerment of Grampreneurs®</i>	Mr. Harish Krishnan MD & Chief Policy Officer CISCO India & ASEAN
1415 – 1425 Hrs.	<i>Mentoring as a Catalyst for Quality Control</i>	Mr. Chakravarthy T. Kannan Secretary General, Quality Council of India (QCI)
1425 –1440 Hrs	<i>By Special Guest</i> <ul style="list-style-type: none">• <i>Exchange of MoU: QCI</i>• <i>Launch of the “Go Green for Sustainable Business Growth” Tool Kit for Grassroots entrepreneurs</i>• <i>Launch of BYST Sustainability Club</i>	
1440 – 1455 Hrs	Keynote Address by Special Guest	Mr. Shombi Sharp United Nations Resident Coordinator in India
1455 – 1500 Hrs	<i>Concluding Remarks</i>	Mr. Gaurav Dalmia Chairman, Dalmia Group Holdings, and Trustee – <i>Bharatiya Yuva Shakti Trust (BYST)</i>
1500 – 1530 Hrs	<i>Tea Break</i>	
1530 – 1545 Hrs	<i>BYST Entrepreneurs & Mentors - Experience Sharing</i>	