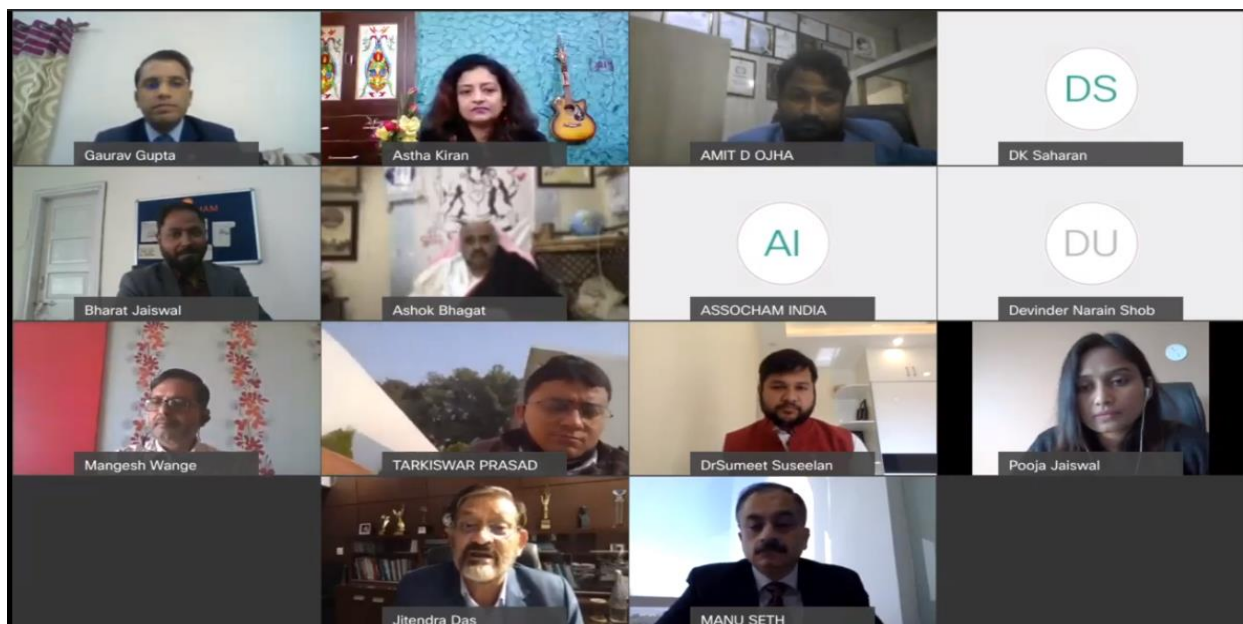


**ASSOCHAM Virtual Conference on
“ग्रामोत्थान - A mission towards Aatmanirbhar Rural India:
Leading a path towards strengthening rural India” on**

December 28, 2020

Dr. Jitendra Das, Director, FORE School of Management, New Delhi has been the Session Moderator of the event held on December 28, 2020 through CISCO Webex (Virtual Summit). The event was organized by ASSOCHAM and FORE School of Management, New Delhi was an Academic Partner. More than 250 delegates from industry and academia participated in this event.

At the inaugural session of the virtual conference on strengthening rural India, **Dr. Jitendra K. Das** highlighted the importance of developing rural India where 65 to 70 percent of the population of India resides in the rural area but the contribution to GDP is reverse in proportion to per capita. Citing data of the large percentage of people in BPL and poor category as per the Govt. of India, Dr. Das said the reason for the economic divide has been years of negligence towards development of this segment and lack of infrastructure primarily in the rural areas.



Dr. Jitendra K Das, speaking in the event

Further, Dr. Das said “Unless rural India develops economically, the country will not develop, we need to figure out how rural India becomes stronger. Citing another example from Uttar Pradesh where one particular initiative ‘One District One Product or ODOP’ has been taken, which essentially identifies the major product of that district and the infrastructure is developed around that product making that the mainstream economic activity of that place, he said “Activities need to be streamlined to see the villages are prospering”.

Dr. Jitendra K. Das was accompanied by the other eminent speakers during the event:

- **Mr. AD Ojha,**
Chairman JSDC, Rural Development Council;
Director IREE Construction
- **Mr. Manu Seth,**
Chairman JSDC Environment Development Council;
CEO, Speaking Mindz Inc
- **Mr. Devinder Narain,**
Chairman JSDC Education Development Council;
Director Shobhit University
- **Ms. Pooja Jaiswal,**
Chairperson JSDC Women Entrepreneur Council;
CEO Skiptel Skills
- **Ms. Astha Kiran,**
Co- Chairperson JSDC Women Entrepreneur Council;
Director Aesthetics
- **Mr. Mangesh Wangem,** CEO, Swades Foundation.