

Subject: Invitation to become Guest Speaker in the webinar on Rural Healthcare

Respected Sir,

We hope you are doing well.

A lot has changed in the past decade in Rural India - From consumer behaviour and buying patterns to how the marketing and advertising efforts have steered in the direction of low tiers and rural areas. At RMAI, we are planning to put this change under spotlight with a series of webinars, Decade of Change, which will kick-off with inaugural session highlighting the overview of the decade, and followed by sessions which will capture changes in various verticals like fintech, Media, Distribution, Agriculture, among others. It will bring together experts of different industries at one place for exchange of knowledge, learnings and practices.

Rural India, which accounts for about 70 percent of India's population, still lacks access to quality healthcare. From past decade, Healthcare has been in focus of government as well as private healthcare players. This session should bring amalgamation of re-aligned focus by both Government and Private players, over the decade in terms of curating specialized rural health schemes, use of technology by start-ups and sustainable healthcare initiative as part of social-responsibility.

We would like to invite a Guest Speaker from your organisation in the sixth webinar of the series focused on evolution of rural healthcare which is planned for 7th May 2022.

The session details are as follows:

Topic: The Evolving Healthcare Models for Rural

Date and Time: Saturday, 7th May 2022 | 4 PM Onwards

Session Moderator: Ms. Kalpana Raina, Chief Operating Officer, Impact Communications

It would be great if you can accept the invitation and share your insightful experience with our audience. We are looking forward to your kind confirmation.

Kind Regards

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