



### Dr Ashok Khosla delivers keynote address at Global Conference

**D**evelopment Alternatives (DA) Group participated in a global conference organised by MSME Chamber of Commerce and Industry of India (MSMECCI) in association with Services Exports Promotion Council (SEPC) and National Productivity Council (NPC). The conference was organised at Vigyan Bhawan, New Delhi from 25 to 27 April, 2022. The focus of the event was to introduce dialogues between the actors contributing in the MSME sector focusing on resource efficiency and circular business models. The event comprised exhibitions, panel discussions, guest lectures, and an awards ceremony for people and organisations working in the MSME space.

DA Group participated in the event on 27 April, 2022 to bring forward the case of underserved micro enterprises to the conference. DA contingent in the event comprised Dr Ashok Khosla (Chairman, DA Group), Sharad Marathe (President and CEO, Universal Technical Systems Inc.), Siddharth Mukherjee (Senior Partner, Roinet Solutions), and Dhruv Joshi (Sr Manager, IMEDF).

Dr Ashok Khosla delivered a keynote address at the event. Among several suggestions to enhance the role of small enterprises in creating the new, dynamic, and circular economy our nation deserves, Dr Khosla urged the government and the financing sector to do some fundamental redesign of MSME categories. Given that the bulk of jobs and products are created not by the large, medium, or even “small” enterprises but by those that have a size that is actually smaller than “small” and larger than “micro”, these enterprises now need a separate category of their own, such as “mini”, and support policies for financing, technology, and market that are entirely different from those of either the small or micro, he deliberated.

Other participants from DA also spoke on various issues pertaining to the development of micro enterprises. Sharad Marathe gave a presentation on policy shifts that are required in the MSME schemes focussing on SFURTI (Scheme of Fund for Regeneration of Traditional Industries). He suggested the need of private participation in the scheme along with the need to build volumes and market linkages. Apart from SFURTI, Marathe also spoke on innovative decentralised solutions for the management of domestic and industrial waste. Siddharth Mukherjee gave a talk on how fintechs can bring about change in rural entrepreneurship by creating new jobs and facilitating transactions. Further, Dhruv Joshi gave a presentation on the works of Indian Micro Enterprises Development Foundation (IMEDF) and how it is helping in creation of both individual and collective enterprises. IMEDF's presentation highlighted on the role of platforms and partnerships to create an impact through technology, marketing, finance, and capacity building support.

Shri Bhanu Pratap Singh Verma, Minister of State, Micro, Small and Medium Enterprises (MSME) of India felicitated Dr Khosla with a Lifetime Achievement Award for tirelessly working to strengthen MSMEs.