



### **Advantage Angul: Building Business Beyond Borders**

The Angul District Administration along with the Industrial Promotion and Investment Corporation of Odisha Limited (through 'District industrial Promotion Agency', Angul) jointly hosted 'Advantage Angul' on 9 and 10 May, 2022 in the Angul district of Odisha. The day one of the event focused on twin industrial pillars of Angul – steel and aluminium – as well as the scope and opportunities the district has in the metal downstream and ancillaries. Following this and in alignment with the Government of India's focus on sustainable consumption and production, the second day of the event focussed on the role of MSMEs and start-ups in the district's resource efficiency and circular economy agenda. On this day, representatives from MSMEs and start-ups aspiring to establish/setup sustainable enterprises shared their experiences and innovative ideas on green/sustainable enterprises.

Development Alternatives Group (DA Group) was invited to participate on the second day of the event. The following dignitaries were present at the event:

1. Shri Siddharth Shankar Swain, IAS, Collector & DM, Angul
2. Shri MD Sadique Alam, IAS, Director of Industries, Odisha
3. Shri Atul Bagai, Head Country Office, UNEP India
4. Ms Ranjana Chopra, IAS, Principal Secretary to MSME Dept, Govt. of India
5. Shri Omkar Rai, Executive Chairman, Start Up Odisha

Mr Shrashtant Patara, CEO, DA Group made a presentation at the event on 'Circularity Hubs – Supporting Green Industry Development', wherein he discussed the potential for circularity hubs to

promote sustainable industries and the associated benefits from the same. He also discussed the various kinds of support needed from the government as well as the entrepreneurs to enable a seamless transition.

Mr Avinash Kumar, Senior Manager, Product Development Domain, DA also made a presentation to potential investors and start-ups regarding the LC<sup>3</sup> technology, its potential benefits, and the various aspects of its production process.

On the same day, the DA Group signed a non-financial Memorandum of Understanding with District Mineral Foundation Trust Angul to support their ongoing work on integrating circularity principles in district level developmental processes. Under the overarching MoU, DA group will be supporting the district administration on 'Integration of Inclusive Green Economy (IGE) Principles and Solutions in Ongoing and Planned Projects in Angul District' focusing on the infrastructure and allied sectors.