



# WORLD SME NEWS

DECEMBER 2021



**W**ASME is one of the most representative, effective and leading international non-governmental organizations engaged in the promotion of MSMEs worldwide. WASME works closely with MSME experts in different parts of the world and also enjoys consultative/Observer status with concerned agencies in UN system such as UNCTAD, ITC, WIPO, UNIDO, UNESCO, UNCITRAL, UNESCAP and ILO, and several other inter-governmental and international organizations.

Since its inception in 1980, as the global voice of SMEs, WASME is actively engaged in crafting the Development agendas for SMEs, advocating for their greater recognition and enabling them to effectively contribute to the economic prosperity and social well being of their respective country.

WASME has been contributing significantly both at policy and operational levels and is instrumental in bringing about major SME policy changes in both developing and developed countries. It has greatly influenced favourable conclusions and recommendations of various agencies in the United Nations System.

Through multi-dimensional activities like Policy Advocacy, Information Dissemination, National & International Conferences & Seminars, Events & Trainings, Publication & Research, Network linkages etc. we assist in creating best, integrated, innovative and sustainable working frameworks for SMEs in all industry sectors.

Our monthly Newsletter “World SME News” featuring developments in MSME sector

## About us

around the world and fortnightly “SME e-Bulletin” are the special purpose vehicle for information dissemination that empowers SMEs with right knowledge and experience.

With our members, permanent representatives, senior advisors, associates and SME Experts in different countries worldwide, we are unceasingly strengthening international cooperation, building linkages with governments bodies, SME associations, Chamber of Commerce, institutions of different countries to enable sound macroeconomic policies, capability of stakeholders to develop conducive business environments, regulatory frameworks, good governance for SMEs.



# FROM THE DESK OF SECRETARY GENERAL



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Research paper on “The Effect of Leadership Styles on the Dynamics of a Group” author by Anita Bans-Akutey, Benjamin Makimilua Tiimub discusses about there are several types of groups and leadership ensures that group objectives are achieved effectively. Leadership ensures that this is done through motivation of members of the team. In as much as there are diverse theories on motivation, they all conclude that what motivates a member of the team may not motivate another member. Various leadership styles can motivate or demotivate team members. It is however up to the leader to make use of the appropriate style that will motivate his team members taking into consideration characteristics of team members.

In UN section, focus is on International Fund for Agricultural Development (IFAD). IFAD is an international financial institution and specialized United Nations agency based in Rome, the UN's food and agriculture hub. Since 1978, we have provided US\$23.2 billion in grants and low-interest loans to projects that have reached an estimated 518 million people.

In country focus section, our focus country is the Zambia. The small enterprise sector in Zambia is largely composed of the activities of enterprises dealing with the production of goods and services whose prime objective is the generation of employment and income to individuals concerned.

Interview | India will be one of the few countries to offer high productive nominal growth in the medium term, says Morgan Stanley's Chief India Economist Upasana Chachra.

In Entrepreneur of Month, we have given space to a young women entrepreneur Sarita Pandey CEO of Bhimbirsa Immense foundation. Bhimbirsa Immense foundation is not only an Organisation but a dream of my mother who is no more but her dream will always remains alive in her life.

WASME CORNER covers report on Virtual 25<sup>th</sup> International Conference for Small and Medium Enterprises (ICSME) on “SMEs: Key to an Inclusive and Sustainable Recovery Post Pandemic through Atmanirbhar Bharat” and to celebrate the AMRIT MAHOTSAV to commemorate the 75<sup>th</sup> year of Independence. This year due to the COVID-19 pandemic situation, the World Association for Small and Medium Enterprises (WASME) organised virtual 25<sup>th</sup> International Conference for SMEs (ICSME) on “SMEs: Key to an inclusive and sustainable recovery Post Pandemic through Atmanirbhar Bharat” held on Saturday, December 11, 2021, on the Gotomeeting Platform. This year due to the COVID-19 pandemic situation, WASME SME EXCELLENCE AWARDS 2021 was organized on Thursday, December 23, 2021 at Mirza Ghalib, Scope Convention Complex, Lodhi Road, New Delhi with limited entry.

In UN News Scan, we have included the news of Asia-Pacific partnership creates new 'centre of gravity' for global trade and Opinion\_ UNIDO Egypt fosters manufacturing sector recovery in a changing economy - Daily News Egypt.

In start-up section, the focus news are Startup Star Laureates, All is Well In 2021\_ 42 Unicorns, \$32.8 Billion Funds, Euphoria! 2021 turned out to be the most spectacular year for the Indian startup ecosystem, helping it attract billions of investments and churning out a record 42 unicorns in the process.

Women's wing section we have added news related to Is There A Gender Bias in Funding? Yes. Here's How Female Founders Can Overcome and Startup Reporter releases list of Women Entrepreneurs of India & Businesses on the rise in .

DR GYAN PRAKASH AGARWAL

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## reader's review



Research paper on “Market Acceptance of the Blockchain Technology on the Example of Bitcoin” authored by Vladislav Rutskiy<sup>1</sup>, Sarfaraz Javed<sup>2</sup>, Viacheslav Rayk<sup>3</sup>, Nadezhda Kulakova<sup>4</sup> is aimed at revealing market acceptance of blockchain technology in the digital economy on the example of bitcoin is very knowledgeable and worthy.

Oyah Aminata Bailor  
Lagos, Nigeria

Article on UN agency The International Telecommunication Union (ITU) is the United Nations specialized agency for information and communication technologies ICTs founded in 1865 to facilitate international connectivity in communications networks, we allocate global radio spectrum and satellite orbits, develop the technical standards that ensure networks and technologies seamlessly interconnect, and strive to improve access to ICTs to underserved communities worldwide provided very insightful data and guided for future development.

Dediu Gheorghe  
Caras-Severin, Romania

Story of the Burkina Faso, a landlocked country in the heart of the Sahel region, was already facing difficult challenges when the COVID-19 outbreak occurred. In response to the COVID-19 crisis and the potential compounding effects with other threats, the Financial Inclusion Support Project (P164786), or FISP, was restructured to assist the government in crowding in private capital from the financial sector to support the private sector, particularly SMEs during this difficult period. Firms' inability to access finance could potentially lead to bankruptcy, loss of jobs and income, which could affect the financial sector, and could eventually fall on government as liabilities is very knowledgeable and fruitful.

Ludovic Bigfarm  
aoundé, Cameroon

WASME's activity on Virtual 25th International Conference for Small and Medium Enterprises (ICSME) on “SMEs: Key to an Inclusive and Sustainable Recovery Post Pandemic through Atmanirbhar Bharat” and to celebrate the AMRIT MAHOTSAV to commemorate the 75th year of Independence. World Association for Small and Medium Enterprises (WASME) provided rich outcome by experts across globe with well managed conference.

Narengiri Goswami  
Rajkot, Gujarat

## The Effect of Leadership Styles on the Dynamics of a Group

Anita Bans-Akutey, School of Business and Communication, BlueCrest University College, Ghana.

Benjamin Makimilua Tiimub, Department of Environmental Engineering, College of Environmental and Resource Sciences, Zhejiang University

### Introduction

General knowledge has it that leaders are mostly at the helm of affairs in any group or team. In most circumstances the leader provides leadership for the team though sometimes other members of the team may play the leadership role when the leader does not live up to expectation. It is also true that several individuals come together to form a group or team. However, good leadership can ensure the diverse backgrounds of people who form various teams or groups work together as one while functioning in effective and efficient ways. This paper assesses how leadership styles can affect the dynamics of a group or team.

### Types of Groups or Teams

The use of teams or groups in organisations is a very common phenomenon especially in top-tier companies. Devine et al. (1999) generally defines a group as "a collection of three or more individuals who interact intensively to provide an organisational product, plan, decision, or service." Zoltan and Vancea (2015) intimate that members of a group do not necessarily need each member to be present in order to function effectively while on the hand, members of a team as a matter of necessity require each member to be present in order to function effectively. Notwithstanding this difference, for this paper, groups will be used interchangeably with teams (Katzenbach & Smith, 1993).

Four types of organisational teams are identified namely ad-hoc project teams, ongoing project teams, ad-hoc production teams and ongoing production teams (Devine et al., 1999). Both ad-hoc and ongoing project teams plan, decide, solve problems, as well as engage with clients. However, while ad-hoc project teams have a finite duration, ongoing teams are permanent with relatively fixed members. Production teams on the other hand manufacture products or provide service to the public with ad-hoc production teams being temporary while ongoing production teams are permanent and

provide the service or build the products on a recurrent basis.

Due to globalization and internationalization, most organisations can categorise teams based on culture and positioning in time and space. These are cross-cultural, mixed culture, transnational teams and virtual teams (Earley & Erez, 1997). It is worth noting that teams of this nature present diverse forms of challenges that revolve around values, stereotypes, expectations and behaviours which have to be handled well to ensure the group's objectives are achieved effectively. Virtual teams have become much more popular in recent times. A virtual team is a team that has its members scattered in space and makes use of mainly information and communication technology for personal communication and information sharing. Despite the fact that the types of groups discussed so far is not conclusive and that there are more types that can be identified; these few identified types bring to bare the fact that there are diverse group characteristics. This therefore implies that what works for members of a particular group may not necessarily work for members of another group.

### Leadership and Motivation

Leadership plays an important role in the success or otherwise of a team considering the fact that one of the main roles of leaders is to motivate followers towards the achievement of the desired objective. According to Mitchel (1982) motivation involves identifying those characteristics that trigger people's behaviour and causes them to engage in the required behaviour. Individuals however have various motives for which they do the things they do. As a result, what motivates one person may not necessarily motivate the other (Mitchel, 1982). Considering the complexity of individual needs and motives, various theories are used to explain the concept of Motivation. Among such theories are Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory/ Motivator-Hygiene, McGregor's X and Y Theories, McClelland's Need Achievement

Theory, The Equity Theory, Value - Percept Theory, Vroom's Expectancy Theory and Porter-Lawler Model (Badubi, 2017).

Maslow's hierarchy of needs groups human needs in five stages and explains that depending on which level an individual is, will be satisfied and motivated to work productively if necessary needs are met appropriately. The five stages are namely physiological needs, security needs, social needs, esteem needs and self-actualization needs (Smith & Cronje, 1992). Herzberg's Two-Factor Theory identifies satisfiers or characteristics of work that bring about satisfaction in employees such as achievement, recognition, the actual work, responsibility and advancement (Saif et al., 2012). McGregor's X and Y Theories classify employees in two groups (McGregor, 1960): the first, theory X, assumes that employees generally do not like work and need to be forced, controlled threatened with punishment and directed in order to produce the desired results; while the second, theory Y, assumes that if employees are satisfied well enough with their work, they will work effectively.

McClelland's need achievement theory explains that individuals are propelled to excel due to their own personal ambition (Saif et al., 2012). According to the Equity Theory, employees will always consider the work that is put in and the rewards they get from assigned responsibilities such that if the reward is high, they will work better (Naveed et al., 2011). The Value Percept Theory postulates that personal values influence individual satisfaction (Anderson, Ones, Sinangil & Viswesvaran, 2001). The main idea of Vroom's expectancy theory is to obtain satisfaction while reducing dissatisfaction among employees (Wagner and Hollenburg, 2007). The Porter-Lawler Model assumes that the way individuals behave is affected by both internal and external elements, personal goals, needs, desires and the ability to decide between possible behaviours (Wagner and Hollenburg, 2007).

These motivation theories, though they apply to individuals, also apply to groups as individuals come together to form groups. Motivation however becomes more complex with teams because individuals in the group will have peculiar personal needs that will motivate them to give off their best. If this is not well managed by leadership, some members of the team may not work as expected while on the other hand those who are motivated will work excellently. It is the responsibility of leadership to ensure that every team member is well motivated to contribute in achieving the team's objectives. Even if leadership does not come from the official leader, some members of the team are able to play the leadership role in ensuring that members of a team are well-motivated (Wolman, 1956).

## Leadership Styles and how they impact the dynamics of a Group

Leaders make use of various styles to ensure team objectives are achieved effectively. Wolman (1956) identifies four leadership styles that influence the dynamics of a group namely weak leadership, excessive deference to authority, blocking and evaluation apprehension. These leadership styles can positively or negatively impact on a group depending on what motivates individuals in the group. The leadership styles are assessed in the discussion that follow.

If a group or team has weak leadership, it means the leader is not firm enough when it comes to decision making and is not able to provide the required direction for the team. In as much as the leader is in charge of motivating the team, he is also in charge of directing the team towards achieving the objectives of the group. In a case where the leader is weak, a member of the group may rise up to perform the "directing" responsibility. The negative impact of this on the team will not be very severe if the subordinate who takes on the directing responsibility has enough information that will facilitate excellent decisions. However, most times not much information is available to group members as

they are available to the leader. In a case of insufficient information to the dominant member, the group may lose focus as a result of misplaced priorities thus delaying the achievement of the team's objectives. If the dominant member of the team who assumes the leadership role does not handle the situation well, there may be disputes between him and other members of the team or even the weak leader.

Blocking is said to have happened when information flow among team members is disrupted. The free flow of information among team members is what ensures that things are done right. Most times, in a team, due to the close relationship between the leader and some few team members, those few people are able to have access to some information that is not available to the other members of the team who are not closely related to the leader. This is likely to bring division in the team and cause some team members not to have the necessary information to achieve the set objective. An advantage however is that blocking ensures that confidential information does not leak into inappropriate settings. Thus, it becomes difficult for competitors to make use of confidential information against organisations who own the information.

Sometimes, team members feel they are misunderstood or judged harshly by other members of their group. In that instance they hold back their thoughts. This is referred to as evaluation apprehension. In most cases these opinions, if they are voiced out, have a way of pruning the leader's decisions, removing all forms of ambiguity from given directives and revealing the weaknesses in a particular course of action.

## Conclusion

Following the discussion, it is noted that there are several types of groups and leadership ensures that group objectives are achieved effectively. Leadership ensures that this is done through motivation of members of the team. In as much as there are diverse theories on motivation, they all

conclude that what motivates a member of the team may not motivate another member. Various leadership styles can motivate or demotivate team members. It is however up to the leader to make use of the appropriate style that will motivate his team members taking into consideration characteristics of team members.

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### The International Fund for Agricultural Development (IFAD)

Every community, no matter how neglected or remote, has one tremendous resource: its people. Three quarters of the poorest people in the world live in the rural areas of developing countries. Most of them depend on agriculture for their livelihoods.

Climate change, a growing global population, and volatile food and energy prices have the potential to push millions more vulnerable people into extreme poverty and hunger by 2030.

At the International Fund for Agricultural Development (IFAD) we invest in rural people, empowering them to increase their food security, improve the nutrition of their families and increase their incomes. We help them build resilience, expand their businesses and take charge of their own development.

IFAD is an international financial institution and specialized United Nations agency based in Rome, the UN's food and agriculture hub. Since 1978, we have provided US\$23.2 billion in grants and low-interest loans to projects that have reached an estimated 518 million people.

#### VISION



#### Rural transformation that lasts

We envision vibrant, inclusive and sustainable rural economies, where people live free from poverty and hunger.

#### Our mission

Our mission is to transform rural economies and

food systems by making them more inclusive, productive, resilient

and sustainable. We invest in the millions of people who are most at risk of being left behind: poor, small-scale food producers, women, young people and other vulnerable groups living in rural areas.

IFAD is the only specialized global development organisation exclusively focused on and dedicated to transforming agriculture, rural economies and food systems. We target our support to reach the last mile and remotest areas, to help millions of rural people to:

- Increase their productivity and access markets
- Create and access jobs and rural economic growth
- Increase their incomes, move out of poverty and improve their food and nutrition security
- Build their resilience in the face of a changing climate and manage the natural resource base sustainably
- Improve their coping mechanisms in fragile and conflict environments
- Strengthen their voice, capacities and organizations

IFAD catalyses public and private investments, helps strengthen policies and promotes innovation, in order to achieve sustainable benefits for the poor at scale and support all countries to achieve lasting, systemic change. We work with governments, the private sector, civil society and other development partners and use a range of instruments, tools and knowledge to respond to the challenges facing countries with the most critical needs.

#### The challenge

With a growing global population that will exceed 9 billion by 2050, a widening gap between rich and

poor, and growing competition for resources, the major issues facing humanity cannot wait.

IFAD works where poverty and hunger are deepest: in the most remote regions of developing countries and fragile situations, where few development agencies venture.

We've developed a cost-effective, people-centred and partnership-oriented approach that delivers results. Small-scale agriculture is central to our development model, which connects farmers and poor rural women and men to markets and services so they can grow more and earn more.

### **The opportunity**

Agriculture is a proven engine for poverty reduction. GDP growth generated by agriculture is more effective in reducing poverty than growth in any other sector. In sub-Saharan Africa, growth in agriculture reduces poverty up to 11 times faster than growth in other sectors.

IFAD-supported projects have shown that with access to finance, markets, technology and information rural people can lift themselves out of poverty.

But our work does more than help rural people grow and earn more. It also promotes gender equality and inclusiveness, builds the capacity of local organizations and communities, and strengthens resilience to climate change.

By advocating for poor rural people and financing projects that transform rural areas, our work is critical to the achievement of the 2030 Agenda for Sustainable Development.

### **IFAD unveils investment programme for rural businesses**

Rural businesses, which are so vital for transforming food systems, will get a much needed boost from an ambitious new financing programme launched by the UN's International Fund for Agricultural Development (IFAD)

The aim is to improve the lives of up to five million small-scale farmers. (Image source: Sasin Tipchai/Pixabay)

The Private Sector Financing Programme (PSFP) aims to spearhead an increase in much-needed private investment in small and medium-sized enterprises (SMEs), farmers' organizations and financial intermediaries servicing small-scale farmers, which are too often neglected by investors. It will provide loans, risk management instruments (such as guarantees), and equity investments.

Gilbert F. Hounbo, president of IFAD, said, "We can end poverty and hunger! But to achieve this, we urgently need to stimulate more private sector investments to rural areas and unlock the immense entrepreneurial potential of millions of rural SMEs and small producers. With access to capital, they can attract more investors and partners, grow their businesses and create employment opportunities - especially for young people and women."

Lack of financing and access to financial services prevents rural SMEs and small-scale farmers from harnessing opportunities offered by a growing demand for more diverse and nutritious food globally. SMEs involved in food processing, packaging, transport and marketing are essential to small-scale farmers, providing them with services, inputs, and market opportunities, which contribute to increasing their income and employment.

IFAD aims to mobilise US\$200mn for the PSFP from public, private and philanthropic sources to leverage a total of us\$1bn in private investments. This will improve the lives of up to five million small-scale farmers.

The PSFP will focus its investments on job creation, women's empowerment, building farmers' resilience and accelerating climate change mitigation.

experience working with rural communities, global field presence and large portfolio in agriculture, give it an advantage in attracting private investors who may be cautious about investing in agriculture and rural economies.

## Smallholder and Agri-SME Finance and Investment Network Fosters Collaboration in Agricultural Finance

### 1. Mobilizing new and diverse financial resources

- Building knowledge on diversifying/increasing finance for the ecosystem with a focus on blending
- Dialogue with development finance providers in selected forums

### 2. Alignment of investments around inclusive models

- Piloting framework for country level diagnostic of investment and financing gaps/opportunities
- Collaborative programming based on the investment prospectus framework

### 3. Supporting innovation and scaling up of successful initiatives and models

- Pooling expertise and knowledge around new initiatives, instruments, and products
- Learning about innovative models of delivery of finance and of technical assistance

### 4. Global Advocacy and Policy Engagement

- Developing a shared policy narrative
- Coordinating participation in selected global/regional forums
- Preparing dedicated policy briefs

### 5. Facilitating the pursuit of a strategic knowledge agenda

- SAFIN biennial conference diving into themes of strategic focus to partners and to the ecosystem
- Facilitating dialogue between the academic and non-academic communities

About a year ago, at the end of a major international conference on Investing in Inclusive Rural Transformation: Innovative Approaches to Financing, International Fund for Agricultural Development (IFAD) took on the challenge of incubating a new network of institutions with a shared interest in bridging the gap in access to finance by small and medium-scale agro-enterprises. This commitment came from a shared belief among prospective network partners in the critical role that these enterprises from small-holder farmers to small and medium-sized enterprises working all along the agriculture value chain - play in investing in food systems and rural economies worldwide as well as the major role that these in turn play in realizing the 2030 Agenda. The Smallholder and Agri-SME Finance and Investment Network (SAFIN) has since taken shape as an inclusive partnership of actors operating in different parts of the ecosystem for agri-food and rural SME investment with a focus on access to finance and complementary services. Supported by a small team housed at IFAD, thirty institutions from the private, public and philanthropic sectors have come together in the course of the past several months to define a joint agenda that touches on all key parts of the ecosystem. For the pilot phase of SAFIN, running

to the end of 2020, this agenda will focus on five work streams (see below). In each of these, the network provides partners with a pre-competitive space to align their efforts and to scale up and multiply their positive impact through learning, peer support, frank and open dialogue, and the identification of opportunities for coordinated action on the ground. In the coming months, most of the focus has been on refining and piloting the use of an innovative "investment prospectus framework" (IPF) in four pilot countries in the Caribbean and sub-Saharan Africa. The IPF is a country-level diagnostic of investment and financing gaps and opportunities for agri-food and rural SMEs, mapped against each other and against SAFIN partners' activities in selected countries. It aims to inform the work of partners to focus on key strategic gaps and levers of change for ecosystem impact in countries where major opportunities for agri-SME investment are not being captured because of lack of well-functioning financial ecosystems. The first pilot of the framework is being led by the International Trade Centre in the coconut value chain in Jamaica as part of their broader Alliances for Action framework (A4A). Other IPF pilot countries include Dominican Republic, Uganda and Nigeria. India, Ghana, Colombia and Vietnam may also be the object of pilots in the coming months.

Under the innovation work stream, partners are focusing on their key learning needs and areas of most promising innovation in business models for the delivery of technical assistance to agri-SMEs. A series of webinars are planned for 2018 followed by a two-day workshop in early October in Rome. Finally, the network is engaged to collaborate closely with the OECD on a deep dive into the application of good practices for blended finance in the space of agri-SME finance as a contribution to ongoing dialogue among the main bilateral donors, international financial institutions and the UN system Financing for Development process on how to best mobilize private finance for the realization of the 2030 Agenda.

Zambia, landlocked country in south-central Africa. It is situated on a high plateau and takes its name from the Zambezi River, which drains all but a small northern part of the country. Large parts of Zambia are thinly populated. Much of population is concentrated in the country's most developed area-known as the Line of Rail-which is served by the railway linking the Copperbelt with Lusaka, the capital, and with the border town of Livingstone.

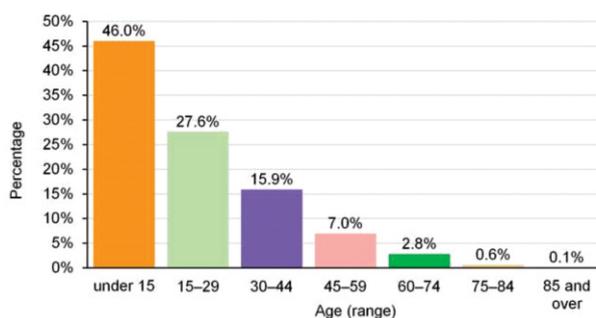
[Zambia Encyclopædia Britannica, Inc.](#)



### Demographic trends

Zambia's population is small relative to the country's area, and its growth rate is lower than that of many of its neighbours in sub-Saharan Africa. Life expectancy in Zambia is below the global average. The country's population is relatively young, nearly half under age 15. Zambia's birth rate is significantly higher than the world average, and its death rate is among the highest in the world. Zambia's lower life expectancy and higher death rate are attributable in part to the prevalence of HIV/AIDS in the

Zambia age breakdown (2018)



country.

[Zambia: Age breakdown Encyclopædia Britannica, Inc.](#)

### Economy

Zambia's economy is heavily dependent on mining, in particular the mining of copper. Reserves of copper ore at some mines are becoming depleted, costs of production have increased, and income has fluctuated depending on the price of copper on the world market, accentuating the need for Zambia to broaden its economic base. Agriculture is relatively poorly developed, however, and major investment in the manufacturing industry did not take place until after independence. State involvement in all aspects of the economy, an early feature of independent Zambia, created a highly centralized and bureaucratic economic structure. Changes in the political structure of the country in the early 1990s were accompanied by efforts to increase private investment and involvement, particularly in the industrial sector, which continued into the 21st century.

Shortly after independence, Zambia embarked on a program of national development planning-the Transitional Development Plan-preceding the First National Development Plan of 1966-71. This later plan, which provided for major investment in infrastructure and manufacturing, was largely implemented and generally successful (which was not true of subsequent plans).

### Manufacturing

Manufacturing consistently accounted for about one-tenth of Zambia's GDP from the 1990s into the early 2000s. The Copperbelt is the country's industrial heart, the focus of mining and ancillary industries. Local people have worked the ores for many centuries, but commercial mining essentially dates back to the 1920s. The ores occur at depth in a synclinal structure so that deep-shaft mining is normal, although there has been some opencut mining. Exhaustion of reserves and the increasing costs of mining led to the closure of the Kansanshi and Chambishi mines in the mid-1980s, and rationalization of operations in an attempt to contain costs has closed down some refining and ancillary plants. There is much mining-related

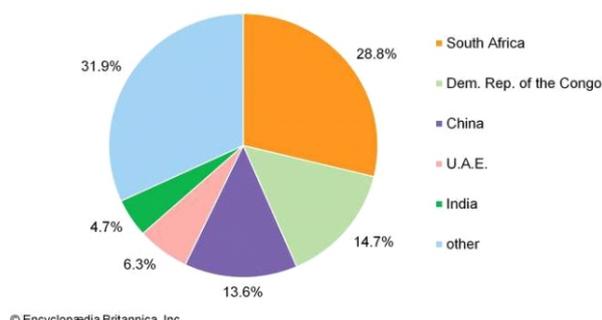
industrial activity on the Copperbelt, and a major downturn in mining activity would have severe repercussions for the area as a whole. The other major mining centre is at Kabwe, where the lead and zinc mine has been virtually exhausted. Mining elsewhere, with the exception of coal at Maambwe, is mainly small-scale.

The manufacturing industry was poorly developed before independence, as most investment in this sector during the federal period was made in what is now Zimbabwe. However, during Zambia's First National Development Plan major investment was made in manufacturing, particularly import substitution. The manufacturing industry experienced a variety of problems, though, including a chronic shortage of foreign exchange needed to import raw materials and inputs. The sector was also constrained by state intervention, investment in inappropriate schemes, and a corresponding lack of funds to invest in more suitable undertakings. The downturn has been attributed to competition from imported goods and to the high cost of borrowing, which has deterred investment in new technology. The World Bank continues to facilitate the process of privatization and the expansion of the manufacturing sector through loans, in order to increase industrial competitiveness.

## Trade

Zambia's chief export is copper, although trade in nontraditional exports-such as copper wire, cables, gemstones, and fresh vegetables and flowers-has grown. Cotton and tobacco are also exported. Sizable imports include chemicals and

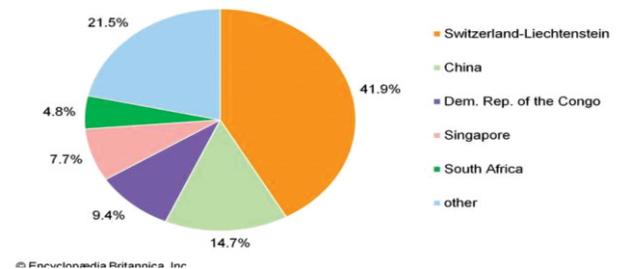
Zambia major import sources (2018)



Zambia: Major import sources Encyclopædia Britannica, Inc.

chemical products as well as machinery and equipment. Zambia's most important trade partners include Switzerland, South Africa, China, and the Republic of the Congo.

Zambia major export destinations (2018)



Zambia: Major export destinations Encyclopædia Britannica, Inc.

## Informality and SMEs in Zambia

The period before the 1990s, Zambians were not very enterprising because of the public sector led economic growth model directed by the Import Substitution Industrialization (ISI) strategy that the government followed. The ISI model excluded the ordinary citizens from participating in business activities because of the threat of nationalisation once an enterprise developed beyond a certain size. This tendency made the people of Zambia to depend entirely on formal employment for their income earnings such that informal economic activities through SMEs were not so visible because the government was placing much emphasis on collective enterprise ownership.

However, after the adoption of neo-liberal reform policies in the early 1990s that were promoted by the World Bank and the International Monetary Fund (IMF) the situation changed. After the implementation of SAPs Zambia registered initial positive gains but later started experiencing gradual decline in economic growth rates that subsequently led to a severe economic recession. This is so because Structural Adjustment Measures such as privatization of major national companies, reduction in public expenditure and

downsizing of the civil service resulted in huge unemployment which left many people without jobs [24]. For example, estimates from the Global Policy Network suggest that the formal economy lost about 61,000 jobs between 1992 and 1995. Between 1998 and 2002, about 10,000 workers in the mining sector alone lost their jobs and 67,000 of workers in other government parastatals were retrenched in the 1990s [26]. Thus, the people who were retrenched were left with no option but to join the expanding urban informal economy [24] as most of the retrenchments happened in Zambia's cities especially in the Copper-belt province where the majority of the people were employed in mines. This is supported by Meagher who, under the Informalisation approach argued that the implementation of SAPs in the African countries encouraged the formation of informal relations in that majority of the urban labour force were thrown on to informal means of livelihoods.

Since most of the people who were retrenched in Zambia joined the informal economy, it became a recipe for the formation of SMEs in the urban areas. As such, this phenomenon of Small-Scale Businesses became unavoidable in urban areas as most Zambians had to seek alternative means of securing their livelihoods due to job losses they suffered. As a result, SMEs flourished as poverty and destitution levels also increased. For instance, in just two years, between 1996 and 1998 poverty levels increased from 69 per cent to 73 per cent necessitated by a rise in the number of people that fell into the category of the poor.

Furthermore, SMEs also expanded because the loss of sources of income by most of the population meant that people were increasingly becoming poor and more dependent on SMEs for the provision of affordable goods and services. This justifies the argument by the informalisation approach that changes in the conditions of labour reproduction force households to increasingly turn to informal activities in order to supplement livelihoods that are threatened by declining real wages as well as increasing unemployment. This, coupled with the recognition of SMEs by the

government as important avenues for the reduction of poverty as well as the improvement in the quality of life contributed to increased informality. As such, regulatory measures such as the establishment of the Small Enterprises Development Act also started being implemented aimed at enhancing the enterprise culture. Such government initiatives justify the informalisation approach's argument that informal activity is also a partisan creation that results from the complicity of the state.

The growth and importance of SMEs in Zambia can be reflected in the Zambia Business survey where it is indicated that in 2004, 80 percent of private-sector business was operated by SMEs of which "90% are informal" and constitute the majority of private sector employment, employing 73% of the total labour force. Therefore SMEs, while operating in the informal economy significantly provide employment and act as a source of income for people, who are unable to secure wage employment. SMEs are therefore important avenues for securing of basic social services in Zambia where more than 60 per cent of the population live below the poverty line. This is so because engagement in informal economic activities is a means of obtaining and sustaining the basic necessities of life such as food, clothing and shelter. Therefore a combination of the above factors makes the informal economy an important tool for poverty alleviation in Zambia's urban areas. However, the increased levels of employment in the informal economy in general cannot compensate for the loss and lack of formal jobs with respect to either quality of employment or earnings.

### Characteristics of SMEs in Zambia

The small enterprise sector in Zambia is largely composed of the activities of enterprises dealing with the production of goods and services whose prime objective is the generation of employment and income to individuals concerned. Furthermore, these micro-enterprises are distributed around the traditional economic sectors that rely

on the use of low technology; social networks and their orientation is towards the local and less prosperous segments of the market. This is because establishing an entity in traditional economic sectors such as pottery is easier than in modern activities (e.g. welding) because modern activities involve somewhat complex competences. Thus, most informal operators are involved in survival activities. This is in contrast to the assumption by the neo-liberal approach that informal economy operators act as a seedbed for the development of entrepreneurial talent.

In showing the kinds of businesses small enterprises are involved in, Mbuta reported that they mainly fall under the production of consumer goods. As such small enterprises in Zambia are largely in trading (49%), followed by simple manufacturing and services with (41%) and (10%) respectively. Table 1 below depicts the micro-entrepreneurs' (non-exhaustive) list of business activities;

Table 1. Business Activities of SMEs in Zambia

The table above shows that there are different types of business activities provided by SMEs and so they have become an important provider of different services in the economy. The different characteristics, types and activities that exist in the informal economy in Zambia qualifies the argument by the Informalisation approach that informal economy is highly differentiated and thus, heterogeneous.

### Challenges Faced by SMEs

Although SMEs act as a livelihood strategy for the majority of the people in Zambia's urban areas, they are faced with various challenges that constrain micro-entrepreneurs' ability to grow their businesses, to contribute towards the reduction of poverty as well as overall economic development.

As such, some of these challenges include; Small-Scale Enterprises' limited access to markets; too much competition from imports; lack of access to

appropriate technology, machinery, inputs and equipment; limited access to suitable business financing solutions; poor working conditions; unstable income; and inadequate business infrastructure such as roads and telecommunication facilities. Access to credit is a big challenge for Zambian SMEs. For example, in 2007, only 7.2% of Zambian small-enterprises had access to credit and in terms of establishing their businesses; a significant number of them used their personal savings for business set up. However, the same report revealed that low accessibility to credit may be attributed to high non-payment rates by SMEs, such that commercial banks prefer supporting large firms. Other variables also come into play such as low levels of education since in some instances to access credit, SMEs are supposed to present their business plans of which not many of them have the capacity to write. Also, banks and other credit lending institutions require collateral security for them to give out loans but in most cases Small-Scale Entrepreneurs are unable to provide collateral due to the small-scale nature of their businesses.

Another constraint to SMEs involves the inadequacy and unsuitability of operating and trading premises that can facilitate the growth of SMEs. This is coupled with the lack of proper regulatory framework that governs the operations of market places. Such assertions are justified by arguments that despite municipal authorities' heavy reliance on SMEs in Zambia for their income through market levies, they lack consideration on how their policy on levies might be linked to the maintenance or construction of physical infrastructure such as more markets/securing trading space for SMEs. For example, the War on Want indicates in their study that Small-Scale Traders and Vendors in Zambia's urban areas are pushed to markets which are highly congested, with insufficient trading spaces, poor security, no/poor market infrastructure with lack of facilities and where trade is highly competitive. The consequences of this are increased risks of crime and

theft, as well as adding a further constraint on Small-Scale Entrepreneurs' earnings as they are forced to pay for such services by market associations. Furthermore, using data from the Zambia business survey, Clarke and others identified the following constraints;

Figure shows that access to finance was the major challenge faced by SMEs in Zambia at 27 percent followed by; 23 percent the problem of transportation, 14 percent access to land, 9% crime and 8% citing the cost of finance. Other constraints were also identified such as corruption which was categorised as a constraint because SMEs tend to be more vulnerable to requests for bribes. This is so because the lack of operating licenses allows officials from the local authorities to easily walk into the market and subject them to various charges and levies. Thus, some SMEs stay off registers and tax rolls because of corrupt officials.

Given these identified challenges, it becomes imperative to consider what the government has been attempting to do in order to address these challenges faced by SMEs.

### .Initiatives towards SME Development and their Challenges

Despite SMEs in Zambia being faced with a lot of challenges, their contribution to job creation, growth and securing majority of people's livelihoods have widely been acknowledged. As such, there have been a number of government initiatives through policies and other strategies directed towards the development of the informal economy and SMEs in Zambia. However government initiatives have been supplemented by other non-state actors such as Banks and Micro-Finance institutions (for instance, Christian Education Trust of Zambia), international and local organisations, Small-Scale Business Associations (e.g. Zambia Chamber of Small and Medium Business Association (ZCSMBA), Alliance for Zambia Informal Economy Association), among others. A framework of the institutions involved in

SME development in Zambia is presented below.

Figure 2 shows that different agencies and organisations are involved in the support and development of SMEs. These support institutions offer opportunities for individual involvement in entrepreneurship [38]. As such, different kinds of services are provided by these agencies ranging from credit, (BDS) business development services, training, enhancing their access to information, technical support, operating premises, marketing support, lobbying [8,14,33,39] among others. For example, Micro-finance institutions such as (CETZAM) Christian Education Trust of Zambia provide credit facilities and BDS to SMEs in urban areas through different SME loan categories or initiatives. They provide small loans (Trust Bank Loans) that are accessed by large numbers of clients to cater for small businesses that are only able to generate income on a daily basis as well as group loans under the Solidarity Group Loans credit scheme. Solidarity Group Loans are accessed by groups of between five to eight members where clients have an option of choosing the terms and repayments of the loan between four to 12 months.

Furthermore, Small-Scale Entrepreneurs' Associations such as the (ZANAMA) Zambia National Maketeers Association do engage in collateral bargaining and lobbying of local and national authorities on behalf of their members. For instance, ZANAMA lobby for the affordable daily market levies collected by the municipalities from market vendors.

### 3.Entrepreneurs and 'Room for Maneuver'

In developing countries, there has been an increase in the local institutional initiatives by people living in the urban areas as reflected in the abundance of local associations that are either formal or informal [50]. These local associations situated within the umbrella of civil society, provide support to their members. As such in Zambia's urban areas, SMEs have also benefited from different civil society organisations that are

providing them with services ranging from skills training, access to information among others . SMEs have been able to establish associations such as the Zambia National Marketeers Association (ZANAMA) whose purpose is to address the formal institutional voids that constrain Small-Scale Entrepreneurs' ability to participate in the market. For example, in the absence of formal institutions, ZANAMA provides vendors and market traders training in business management and also provide smaller loans to its members at favorable interest rates .

## 5.Recommendations

1.Government and other institutions should focus on improving coordination of SME development support initiatives so as to avoid offering piecemeal activities and in order to achieve benefits that come from combined efforts.

2.It is also practical that the informal economy itself should be involved in providing skills training. This can be realized by using the apprenticeship system which at the moment is not acknowledged or stated in the skills training approaches used in Zambia.

3.Government to establish or support the growth of the micro finance industry. This will help more micro entrepreneurs to have access to affordable capital.

4.Government to put support infrastructure to support the creation of industrial clusters. The creation of industrial clusters will bring together several and different SMEs and other support activities which will enhance the establishment of linkages (both backward and forward), something crucial to growth and development of the SME sector.

vendors in such a way that local authorities were the ones who received the president's blame for intending to evict the vendors. In such ways, SMEs especially those with constraints of operating spaces have managed to conduct their businesses even in undesignated areas simply by establishing clientelistic and patronage relationships with

politicians . A similar scenario occurred in 2011 when the then president Michael Sata ordered local authorities in urban areas to let vendors operate in any place they wanted without any harassments or evictions after the vendors lobbied for the president's intervention.

The above presented are just some of the few ways in which Small-Scale Entrepreneurs continue to exercise their agency within challenging structural constraints. What could be noted is that Small-Scale Entrepreneurs in Zambia are not passive but active participants who are flexible and willing to ask for assistance and cooperation from others .

## 4.Conclusion

While various approaches have been used to explain the process of urban informality, the Informalisation approach was used for this study. Thus, it could be argued that the process of informality in urban areas in Zambia was driven by a number of factors that include the implementation of SAPs with their associated social and economic processes. Hence, this resulted in the emergence of SMEs within the informal economy. Despite the importance that SMEs play in enhancing livelihoods of the majority of the urbanites in Zambia, they continue to face challenges in their operations. Some of the identified challenges include; lack of access to credit, information, market, trading places among others. In spite of inadequate support, SMEs have continued to operate by using other means such as relying on social networks, cooperation as well as through the establishment of informal networks with politicians. It is therefore imperative to consider the argument by Ypeij that even within the same structural context, there are various people with different experiences, limitations, decisions as well as choices. This argument is important for policies/programmes that are formulated and implemented with a concern for poverty alleviation in order to ensure that there is proper targeting.

India will be one of the few countries to offer high productive nominal growth in the medium term, says Morgan Stanley's Chief India Economist Upasana Chachra

At the core of the issue of poverty and income inequality is the creation of well-paying productive jobs. As such, the key for policy makers should be to push growth rates higher for longer, which can help address these issues.

The Indian economy is going through a rough phase on account of the prolonged impact of COVID-19, which remains a key risk although the impact of another wave of the pandemic would be less severe, Morgan Stanley Chief India Economist Upasana Chachra said.

In an interview with Moneycontrol, Chachra also said supportive fiscal and monetary policy measures in the recent past have improved the outlook for private capex and growth. Further, inflation was likely to moderate in the coming months, the economist said.

#### What is your assessment of the Indian economy at this stage?

Incoming data from high-frequency and forward indicators reflect a strengthening sequential improvement, indicating that the worst is likely behind us in terms of the pandemic's economic impact. Indeed, high-frequency data such as power demand, GST collections, e-way bills generated, rail freight and passenger vehicle sales have shown strength in the past three months. Further, the CMIE weekly unemployment rate has reverted to its pre-pandemic trend after a spike during the second wave. From here on, we expect GDP to move into the positive zone on a two-year CAGR basis from the quarter ending in September.

#### What is the outlook for next year?

We believe that the ongoing recovery will be supported by pent-up demand, improvement in external demand and public capex. Further, improving vaccination trends, tracking at around 5.5 million doses a day, will help to improve the consumption recovery. As such, as vaccination rates reach critical mass, which we think should be by year end, we expect the consumption recovery to be more broad-based and pick up in a sustainable manner from early 2022. With improvements in external demand and consumption, we expect capacity utilization levels to improve, which, alongside a supportive mix of fiscal and monetary policy, should help to eventually boost private capex. As such, we expect a private capex recovery in the next 12-15 months. We are above consensus with respect to growth estimates, forecasting GDP growth of 10.5 percent in F2022 and 7.2 percent in F2023.

#### What are the biggest risk factors India faces in the near term?

The key risks stem from a potential reacceleration in COVID-19 cases along with the potential for further mutations of the virus that see a third wave. While the economic impact from any subsequent waves is likely to be less severe, as was the case during India's second wave and also in other countries, nevertheless this would still likely impinge on consumer and business sentiment, delaying an economic recovery.

Further risks may arise from a slowdown in the global recovery and consequently external demand, which would affect India's exports, or a faster-than-anticipated tightening of domestic and global financial markets.

The COVID-19 pandemic's impact on supply and demand has severely affected growth. These disruptions

have, in turn, led to inflation trending higher than anticipated, making the MPC's task more challenging. However, we think the impact on inflation is more transitory and induced by supply-side factors and commodity price increases. With excess capacity and output tracking below the pre-pandemic path, the risks of generalized price pressures are low. Indeed, for F2022 RBI expects inflation to average 5.7 percent, below the 6.2 percent in F2021. This has allowed the MPC to remain cautious and support growth, as inflation will likely trend lower and be within the flexible inflation target band of 2-6 percent.

### Is there something that the MPC is doing wrong right now?

In our view, the RBI is maintaining a prudent policy approach at the current juncture with respect to growth and inflation trends. Incoming data on growth shows the recovery is gaining pace. While inflation has been sticky, it has softened on a sequential basis. Further, the projections indicate inflation will likely moderate in the coming months driven by base effect, sequential slowdown in food/commodity inflation. As such, we think the MPC has taken a well-balanced approach.

### There is an emerging divide within the MPC with respect to the 'stance'. Will this send a wrong signal to the markets?

The MPC's minutes indicate the committee still retains its dovish tilt, although we note there are early signs of increased discussion around the start of policy normalization from several members. However, the minutes indicate their view was that some amount of normalization could happen within the accommodative stance. We believe that as more durable signs of the recovery gaining traction emerge, it will be prudent for the MPC to start with policy normalization. Indeed, real rates in India have been in the negative zone since Nov 2019 indicating very benign financial conditions. As such, we believe that comfort on growth recovery will be key to policy normalization. In our forecasts, we expect growth recovery to strengthen and, as such, we expect the RBI will be able start the process of gradual policy normalization from 1Q22.

### Do you think the MPC has lagged behind in the inflation battle?

At the current juncture, the RBI has maintained an appropriate policy approach. We have to view the RBI's actions against a backdrop of growth being affected by the second wave and uncertainty caused by the pandemic lingering for longer, while inflation pressures are largely supply-side induced and will likely soften in the coming months. The RBI's forecast also indicates that inflation is projected to decelerate to 5.7 percent in F2022 from 6.2 percent in F2021.

### How do you rate the efficacy of Covid relief measures announced by the government and the central bank since last year?

A slew of fiscal and monetary measures were announced in a proactive manner by the government and the central bank to mitigate the economic impact of COVID-19. The focus of the fiscal policy remained on alleviating the distress of vulnerable sections of society through relief measures that entailed free food distribution, an expanded employment guarantee scheme and unemployment benefits. Further, the government has also undertaken structural reform measures such as introducing the production-linked incentive scheme and extending it to 14 sectors, as well as conducting labour reforms, abolishing retrospective taxes on indirect share transfers and an intent to fast track privatization with a minimal presence in strategic sectors.

source: <https://www.moneycontrol.com/news/business/interview-india-will-be-one-of-the-few-countries-to-offer-high-productive-nominal-growth-in-the-medium-term-says-morgan-stanleys-chief-india-economist-upasana-chachra-7380061.html>

## Sarita Pandey CEO of Bhimbirsa Immense foundation

\*Sarita Pandey ", Masters in Corporate Governance, Company Secretary in Practice, LLB\* by profession and Social activist by passion.

She is the Founder and CEO of Bhimbirsa Immense foundation and Director of World buddha Foundation . Bhimbirsa Immense foundation is not only an Organisation but a dream of my mother who is no more but her dream will always remains alive in her life.

In last 3 years BBif's have done tremendous work by Imparted training to more than 300 womens residing in the rural areas or we can say in the slum areas in the Jharkhand district and we have provided food grains , clothes to 11 villages during the period of Covid ,and also focus on plantation because Environment is the base of everyone and It's the basic duty of each and everyone to make our environment pollution free and the slogan of Bhimbirsa Immense foundation on environment is

*" Paryavaran par karo vichaar , baccho par yeh sistachaar  
Aao haath badhao, BBif ka saath nibhao "*

Main Objective of her Organization is Women empowerment and protection of their rights, Education, Water Preservation, protection of local languages and culture

Her moto of life is to see that every child should get good education and opportunity to get job in their state and every women play a vital role in the family and I want to make them aatmnirbhar and will stand on their own feet.

Her goal which she wants to achieve in life is to work for the weaker sections of the society irrespective of the caste, creed, sex and religion and work more for the women empowerment

\*Moto of life\* Honesty and continuous effort towards my work for the society possess me to reach the highest growth and success in life

Today what she is only because of my Parents who motivated me to do noble cause and gave me the best education especially the education of humanity.



**VIRTUAL 25TH INTERNATIONAL CONFERENCE FOR SMEs (ICSME) on  
"SMES: KEY TO AN INCLUSIVE AND SUSTAINABLE RECOVERY POST PANDEMIC THROUGH  
ATMANIRBHAR BHARAT"**

**REPORT**

This year due to the COVID-19 pandemic situation, the World Association for Small and Medium Enterprises (WASME) organised virtual 25th International Conference for SMEs (ICSME) on "SMES: Key to an inclusive and sustainable recovery Post Pandemic through Atmanirbhar Bharat" held on Saturday, December 11, 2021. on the Gotomeeting Platform.

The annual International Conference on Small and Medium Enterprises is being organised with the aim to align SME development goals with integrated and indivisible core dimensions of sustainable development: economic, social, and environmental. ICSME is a prestigious annual event of WASME that brings together, policy makers and senior government officials, United Nations officials, WASME members, ambassadors from various embassies, industry leaders, SME associations, entrepreneurs, start-ups etc. from different countries under one roof. So far we have organised 23 ICSMEs in different countries including Yugoslavia, Ethiopia, Egypt, Nigeria, Russia, South Africa, Romania, Dubai etc.

*YOUTUBE LINK OF ICSME 2021 - <https://www.youtube.com/watch?v=Vbli9uqbwu4>*

**THEME -**

The event focussed on placing MSMEs at the centre of resilient, inclusive and sustainable recovery and growth. Achieving the SDGs, and an economy that is greener and fairer, requires resilient and flourishing MSMEs everywhere through Atmanirbhar Bharat movement.

**OBJECTIVES WERE -**

- 1.Strengthen awareness and capacities of policymakers and micro-, small and medium-sized enterprises in achieving fairer, resilient and sustainable recovery that contributes to achieving the SDGs through Atmanirbhar Bharat campaign.
- 2.Contribute to global debates on MSMEs in the post-pandemic recovery, including through environmental sustainability, and empowerment of youth, women, migrants and refugees.
- 3.Create space for action, recommendations and practical tools that lead to more targeted policies and measures, including stimulus packages, supportive ecosystems and opportunities for MSMEs, especially women and youth owned MSMEs and sustainable MSMEs.

Among esteemed guests and panellists were as follows -

- 1.Mr. S.M. Zillur Rahman Chairman & CEO, Rahman Group, Bangladesh
- 2.Shri Ajay Thakur CEO, BSE - SME
- 3.Mr Vivek Nagpaul Chairman ,Euroasia, Netherlands
- 4.Ms. Saadia Lakhelal PDG & Foundatrice, Emparia Industries Connect, Canada
- 5.Prof ( Dr.) Balvinder Singh Vice Chancellor , Amity University
- 6.Dr. Suvrokamal Dutta Think Tank Right Wing
- 7.Dr. K.K. Goyal Asst. Director, MSME-Di, Ministry of MSME, Govt. of India
- 8.HE Prof K. Jankee Ambassador of Mauritius to Russia
- 9.Ms Sampa Banerjee ED, WASME
- 10.Dr Sharad Kohli Chairman, KCC Group
- 11.Prof Prashant Gupta IIM, Trichy
- 12.Mr Probir Roy Serial Entrepreneur

13. Mr. Arijit Bhattacharyya Serial Entrepreneur, Founder Virtualinfocom,
14. Shri Sushil Agarwal Chairman , Avon Ltd
15. Prof Aman Agarwal IIF, Greater Noida

Dr Sanjiv Layek Executive Secretary, World Association for Small and Medium Enterprises introduced World Association for Small and Medium Enterprises (WASME), since its inception in 1980 as the global voice of SMEs, is one of the most representative and leading international non-governmental organizations engaged in the promotion of such organizations worldwide. We work closely with all SME experts in different parts of the world and also enjoy a consultative/observer status with concerned agencies in the United Nations including UNESCAP, UNCTAD, ITC, WIPO, UNIDO, UNESCO, UNCITRAL, ILO, and several other inter-governmental and international organizations. WASME has been actively engaged in crafting the development agenda for SMEs, advocating for their greater recognition, and enabling them to effectively contribute to the economic prosperity and social wellbeing of their respective country. Through multi-dimensional activities like policy advocacy, information dissemination, national and international conferences and seminars, events and trainings, publication and research, network linkages etc., we assist in creating the best, integrated, innovative, and sustainable working frameworks for SMEs in all industry sectors.

He also highlighted Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. to make the country and its citizens independent and self-reliant in all senses. The government took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear Laws, Capable Human Resource and Strong Financial System.

Dr. Suvrokamal Dutta Think Tank Right Wing discussed about Modi Govt's initiatives for Aatmanirbhar Bharat and India's 75th years of Independence.

Dr Sharad Kohli Chairman, KCC Group delivered keynote address on Putting SMEs at the heart of inclusive and sustainable recovery Post Pandemic through Atmanirbhar Bharat campaign

Mr Z.M.Zillur Rahman as the Vice President (President in Bangladesh) of World Association of SMEs (WASME) talked about Building an efficient, low-cost retail export channel can bolster MSMEs. He highlighted some of the challenges exporters from Bangladesh are facing in India specifically to bureaucratic challenges.

HE Prof K. Jankee Ambassador of Mauritius to Russia and Prof (Dr.) Balvinder Singh Vice Chancellor, Amity University discussed in the Technical Session 2 on MSME can be foundation for bigger industries. The situation is critical for SMEs in Mauritius and becomes even more so when looking at cash flow. The businesses are experiencing a shortage in cash flow. The situation is not expected to improve throughout 2020. He also put in place that many countries have faced similar types of situation. Impacts on the labour force.

The effects on SMEs are dramatic, and so are the measures concerning the labour force. Govt. of Mauritius has taken measures to contained Covid 19 impact. Some of measures are the banking sector pushed for offering credit to SMEs, introduction of micro credit scheme at very favourable interest rate directed towards micro enterprises, government estate on banking sector that has taken the lead in providing the

credit In providing the necessary credit In to become more competitive, facilitate innovation, facilitation and acquisition of modern equipment so that they can be more competitive. the technology and innovation sector and hopefully even as well Innovation and Technology introduction of new technology is and has become an important component to drive the development of the SME sector.

Another measures by Mauritian Govt. is income subsistence scheme income, allowed them they should lead them because of the frontiers in the tourism sector with the income Rating in the tourism sector government has come on come up with an income subsistence in where by reference to insert an income at the same time And the introduction of Madan Technology and others and the words but it's really depends on Court World more than 276 billion comprises have been faced with action .

Mr. Sushil Agarwal, Chairman, Avon Moldplast Limited in Technical Session 4 talked on "Pandemic has India scrambling to boost its manufacturing sector." He told the audience that global manufacturing landscape is undergoing a structural transformation and considering the current covid times as an inflection point the manufacturing and its supply chain is going to be more and more digitalize industry 4.0 the fourth Industrial Revolution is an important intervention which is capable of making truck radical transformation of the manufacturing sector if we see the state .

Dr. K.K.Goyal Asst. Director, MSME-Di, Ministry of MSME, Govt. of India presented various types of MSME schemes by Govt. of India to empower MSMEs in India towards Aatmanirbhar Bharat. Prof Aman Agarwal IIF, Greater Noida

Ms Sampa Banerjee ED, WASME discussed on "Nurturing entrepreneurship among MSMEs holds key to India's problems "and aligned this with United Nations sustainable development goals.

Mr Vivek Nagpaul Chairman , Euroasia, Netherlands talked on "Cross border selling is the only focus for small businesses across Globe" enlightened audience with Digital is the new normal and digitalization of MSMEs is going to be most critical and it will enable them in connecting with various segments that will eventually help them maintain their business continuity. Companies that you have seen have leveraged COVID in the best manner and navigated tough the current challenge Redesign Business Model, More focus on quality product, Product and process innovation and Digital Transformation.

Manufacturing in force in our supply chains are still facing you charges at present to you from Germany solve the most important insights and lessons that businesses in the outbreak of the disease I would like to focus on three points of our government business and Society in international compares of digitalization before covid-19 .

Ms. Saadia Lakhelal PDG & Foundatrice, Emparia Industries Connect, Canada in Technical Session 7 How can India build globally competitive MSMEs? And compared Canadian SMEs with Indian MSMEs. She emphasized the importance of collaboration between two countries and suggested direction for MSMEs in India for better equipped with latest technologies and tools to make themselves globally competitive. Panelists provided rich content to the participants, followed by question answer session. Approx. 1000 participation registration done for the conference. They got good experience and enjoyed a lot and provided an excellent feedback.

It is fair to conclude that the event was a great success! We would like to express our gratitude to you for accepting our invitation for ICSME 2021 and contributed in many ways to turn this event into a smoothly running meeting with many very interesting presentations and a very good atmosphere for discussion and networking.



## AGENDA AND PROGRAMME OUTLINE

TIME	SESSION	DIGNITARY (S)	PICTURE
02:30 PM - 02:35 PM	INTRODUCTION	• Ms Megha Chadha Deputy Director, WASME	
02:35 PM - 02:45 PM	WELCOME ADDRESS	• Dr. Sanjiv Layek Executive Secretary, WASME	
02:45 PM - 02:55 PM	INAUGURAL ADDRESS	• Dr. Suvrokalal Dutta Senior Advisor, WASME	
02:55 PM - 03:05 PM	KEYNOTE ADDRESS Putting SMEs at the heart of inclusive and sustainable recovery Post Pandemic through Atmanirbhar Bharat campaign	• Dr Sharad Kohli Chairman, KCC Group	
03:05 PM - 03:15 PM	TECHNICAL SESSION 1 Atmanirbhar Bharat : A Way Forward for MSMEs	• Shri Ajay Thakur CEO, BSE - SME	

03:15 PM - 03:35 PM	TECHNICAL SESSION 2 MSME can be foundation for bigger industries	• HE Prof K. Jankee Ambassador of Mauritius to Russia • Prof (Dr.) Balvinder Singh Vice Chancellor, Amity University	 
03:35 PM - 04:05 PM	TECHNICAL SESSION 3 Digitalisation helped SMEs gain new customers, increase transactions amid pandemic	• Prof Prashant Gupta IIM, Trichy • Mr Probrir Roy Serial Entrepreneur • Mr. Arjit Bhattacharyya Serial Entrepreneur, Founder, Virtualinfocom.	  
04:05 PM - 04:15 PM	TECHNICAL SESSION 4 Pandemic has India scrambling to boost its manufacturing sector	• Shri Sushil Agarwal Chairman, Avon Ltd	
04:15 PM - 04:45 PM	TECHNICAL SESSION 5 Nurturing entrepreneurship among MSMEs holds key to India's problems	• Dr. K.K.Goyal Asst. Director, MSME- DI, Ministry of MSME, Govt. of India • Prof Aman Agarwal IIF, Greater Noida • Ms Sampa Banerjee ED, WASME	  
04:45 PM - 05:05 PM	TECHNICAL SESSION 6 a. Building an efficient, low-cost retail export channel can bolster MSMEs b. Cross border selling is the only focus for small businesses across Globe	• Mr.S.M. Zillur Rahman Chairman & CEO, Rahman Group, Bangladesh • Mr Vivek Nagpal Chairman, Eurasia, Netherlands	 
05:05 PM - 05:15 PM	TECHNICAL SESSION 7 How can India build globally competitive MSMEs?	• Ms. Saadia Lakhtelal PDG & Foundatrice, Emparia Industries Connect, Canada	
05:15 PM - 06:00 PM	Question & Answers round		
06:00 PM - 06:05 PM	Vote of Thanks		

## World Association for Small and Medium Enterprises (WASME) honors winners of the 25th SME Excellence Awards 2021



This year due to the COVID-19 pandemic situation, the World Association for Small and Medium Enterprises (WASME) organized WASME SME Excellence Awards 2021 supported by the Ministry of MSME, Government of India on Thursday, December 23, 2021, at Mirza Ghalib, Scope Convention Complex, Lodhi Road, New Delhi.

WASME SME Excellence Awards 2021 is a prestigious award of WASME that brings together industry leaders, SME associations, entrepreneurs, start-ups etc. from different countries under one roof. So far

WASME has done 24 WASME Excellence Awards in different countries including Yugoslavia, Ethiopia, Egypt, Nigeria, Russia, South Africa, Romania, UAE etc. Heylin Spark was PR and Marketing partner for the 25th WASME SME Excellence Awards.



25th WASME Excellence Awards aim to promote SME development initiatives and endeavors to catalyze international cooperation for initiating focused efforts to entrepreneurship and innovation integration of SMEs into the Global Value Chain and thus empower them to contribute effectively to the country's socio-economic development.

The event started with a lamp lighting ceremony followed by a welcome address by Dr Sanjiv Layek Executive Secretary, WASME. He introduced World Association for Small and Medium Enterprises (WASME), since its inception in 1980 as the global voice of SMEs, is one of the most representative and leading international non-governmental organizations engaged in the promotion of such organizations worldwide.

The awardees were felicitated by some of the well-known personalities like Dr Ashutosh Karnatak, Minister of State, Member of Electricity Tribunal, Govt of India, HE Prof K.Janke Ambassador of Mauritius to Russia. Other important dignitaries were Dr Gopal Tripathi, Senior Political and Economic Thinker, Udhog Ratna Shri Govind Gupta, President of India awardee business leader, Kamal Kishore Ex- MP, Behraich, S. P. Garg Executive Director, GAIL India and Member in Safety Council of India.

#### *WASME SME Excellence 2021 awardees :*

- Worldwide Express Couriers- Best International Courier Company
- Delhi Institute of Digital Marketing (DIDM) – Best Digital Marketing Training Company
- Akhil Tiwari, Director of School Toppers- Edupreneur of The Year 2021
- AMARA by Dr Purva- Skin and Hair Care Clinic of The Year
- S S Systems Pvt Ltd- Most Innovative Software Services and Solutions Company (Bihar)
- Beatitude- “Startup of The Year” in the Apparel industry
- Dr Priya Shah- Best Matchmaker in India
- Dr B. S. Shailesh Kumar- International Icon of the year in Healthcare Excellence
- Sheetal Soni- Global Icon of The Year in Spiritual Coaching Therapy and Motivational Speaking
- Mukhram Tewatia, Managing Director of Ammtys Interior India Projects Pvt Ltd – Best Interior Contractor of The Year
- The Doctorpreneur Academy- Healthcare Startup of the Year
- Ayaz Mohmmad, Founder and CEO of LeadsArk – Global Entrepreneur of The Year in Digital Marketing
- Sudhanshu Bajaj, Managing Director of Scholars Educational Group- Educationist of the Year
- Guruschoolz- Best Entrepreneurship Training Company
- Rimjhim Mukherjee- Emerging Business Consultant of The Year
- Way2Lab.Com- The Most Promising Startup in the Healthcare industry
- Kanak Interiors- Best Interior Designing Company
- Deeva India- Global Icon of The Year in Auction Service
- Gagan Arora, CEO of Vertex Global Services- Global Innovator of The Year in IT and BPO Industry
- Venu Kalyan- Best Leading Business Coach in Telugu states Andhra Pradesh & Telangana
- Beleiv Bereavement Technologies Pvt Ltd.- International Icon in Funeral Services Industry
- sKarn Robotics/Wecript Ecosystem- Global Innovative Product of The Year in Internet Industry
- The Karn, Founder of sKarn Robotics/Wecript Ecosystem- Global Revolutionary Founder of The Year
- Ricky Roy- Emerging Entrepreneur of The Year
- Dr Dhanraj- Emerging Leader of The Year in Education
- Piyalee Bhowmik, Group Chairperson of Air King Group- Women entrepreneur of the year in Professional Education

### Asia-Pacific partnership creates new 'centre of gravity' for global trade

A new free trade agreement, covering a third of the world economy, will eliminate 90% of tariffs among 15 East Asian and Pacific countries and is expected to boost intraregional exports by \$42 billion.



Container terminal in the Port of Osaka, Japan. © Mirko

A new Asia-Pacific free trade agreement set to enter into force on 1 January 2022 will create the world's largest trading bloc by economic size, according to an UNCTAD study published on 15 December.

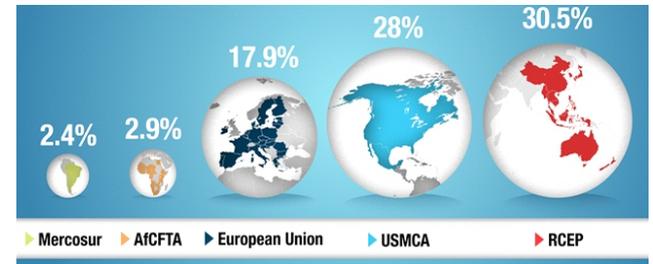
The Regional Comprehensive Economic Partnership (RCEP) includes 15 East Asian and Pacific nations of different economic sizes and stages of development.

They are Australia, Brunei Darussalam, Cambodia, China, Indonesia, Japan, the Republic of Korea, Laos, Malaysia, Myanmar, New Zealand, the Philippines, Singapore, Thailand and Viet Nam.

The RCEP will become the largest trade agreement in the world as measured by the GDP of its members - almost of one third of the world's GDP.

By comparison, other major regional trade agreements by share of global GDP are the South American trade bloc Mercosur (2.4%), Africa's continental free trade area (2.9%), the European Union (17.9%) and the United States-Mexico-Canada agreement (28%).

Figure 1: Selected regional trade agreements by economic size



(Share of global GDP)

Source: UNCTAD secretariat

UNCTAD's analysis shows that the RCEP's impact on international trade will be significant. "The economic size of the emerging bloc and its trade dynamism will make it a centre of gravity for global trade," the report says.

Amid COVID-19, the entry into force of the RCEP can also promote trade resilience. Recent UNCTAD research shows that trade within such agreements has been relatively more resilient against the pandemic-induced global trade downturn.

#### Eliminating 90% of tariffs within bloc

The agreement encompasses several areas of cooperation, with tariff concessions a central principle. It will eliminate 90% of tariffs within the bloc, and these concessions are key in understanding the initial impacts of the RCEP on trade, both inside and outside the bloc.

Under the RCEP framework, trade liberalization will be achieved through gradual tariff reductions. While many tariffs will be abolished immediately, others will be reduced gradually during a 20-year period.

The tariffs that remain in force will be mainly limited to specific products in strategic sectors, such as agriculture and the automotive industry, in which many of the RCEP members have opted out from trade liberalization commitments.

Boon for intraregional exports

Trade between the bloc's 15 economies was already worth about \$2.3 trillion in 2019, and UNCTAD's analysis shows the agreement's tariff concessions could further boost exports within the newly formed alliance by nearly 2%, or approximately \$42 billion.

This would result from trade creation - as lower tariffs would stimulate trade between members by nearly \$17 billion - and trade diversion - as lower tariffs within the RCEP would redirect trade valued at nearly \$25 billion away from non-members to members.

#### Uneven benefits among members

The report highlights that the RCEP members are expected to benefit to varying extents from the agreement.

Tariff concessions are expected to produce higher trade effects for the largest economies of the bloc, not because of negotiations asymmetries, but largely due to the already low tariffs between many of the other RCEP members.

UNCTAD's analysis shows Japan would benefit the most from RCEP tariff concessions, largely because of trade diversion effects. The country's exports are expected to rise by about \$20 billion, an increase equivalent to about 5.5% relative to its exports to RCEP members in 2019.

The report also finds substantial positive effects for the exports of most other economies, including Australia, China, the Republic of Korea and New Zealand. On the other hand, calculations show RCEP tariff concessions may end up lowering exports for Cambodia, Indonesia, the Philippines and Viet Nam.

This would stem primarily from the negative trade diversion effects, the report says, as some exports of these economies are expected to be diverted to the advantage of other RCEP members because of differences in the magnitude of tariff concessions. For example, some of the imports of China from

Viet Nam will be replaced by imports from Japan because of the stronger tariff liberalization between China and Japan.

#### RCEP member export changes due to tariff concessions

(in billion US\$)

#### But it's better to be in than out

The report notes, however, that the overall negative effects for some of the RCEP members don't imply that they would have been better off by remaining outside of the RCEP agreement. Trade diversion effects would have accrued nonetheless.

"Even without considering the other benefits of the RCEP agreement besides tariff concessions, the trade creation effects associated with participation in RCEP softens the negative trade diversion effects," the report states. It cites Thailand's example, where trade creation effects completely compensate for the negative trade diversion effects.

Overall, the report finds that the entire region will benefit from RCEP's tariff concessions, with most of these gains resulting from trade diverted away from non-members.

"As the process of integration of RCEP members goes further, these diversion effects could be magnified, a factor that should not be underestimated by non-RCEP members," the report says.

Source: <https://unctad.org/news/asia-pacific-partnership-creates-new-centre-gravity-global-trade>

#### Opinion| UNIDO Egypt fosters manufacturing sector recovery in a changing economy

The UNIDO Regional Hub in Egypt was established in 1999 covering eight countries: Egypt, Algeria, Djibouti, Libya, Morocco, Sudan, Tunisia and Yemen. UNIDO activities in the region address several aspects of ISID aiming at simultaneously promoting economic growth, social inclusion and

environmental sustainability. Based on a strong partnership with the government and the private sector, the UNIDO technical cooperation portfolio includes 64 projects in the region with a total budget of \$138m. These projects focus on job creation and local economic development; promotion of the agro-industry sector and upgrading of its value chains; creation of SME clusters and industrial parks; promotion of resource and energy efficiency and green jobs; in addition to projects supporting countries to fulfil their obligations under multilateral environmental agreements (the Montreal Protocol, the Stockholm Convention, and the Minamata Convention).



*Dr. Bassel El-Khatib December 3, 2021 Comments Off on Opinion | UNIDO Egypt fosters manufacturing sector recovery in a changing economy*

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of UNIDO is to promote Inclusive and Sustainable Industrial Development in Member States. The Organization's programmatic focus is structured in four strategic priorities which are creating shared prosperity, advancing economic competitiveness, safeguarding the environment, and strengthening knowledge and institutions. In this article, I will talk about UNIDO Egypt role in promoting ISID in the region; the Programme for Country Partnership (PCP) which is UNIDO's new innovative model in accelerating ISID; and UNIDO flexibility in responding to the new emerging

priorities such as COVID-19 and Decent Life Initiative.

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Following the 15th General Conference, in line with the new mandate, and to accelerate the ISID, UNIDO has developed an approach for the PCP, which aims to offer sustainable solutions for long-term industrial development by leveraging resources through more effective and high-level national partnerships and international commitment. The PCP model has five main features: government ownership at the highest political level; clear consideration of the objectives of UNIDO ISID; alignment with national industrialization priorities and national development plans; focus on industrial sectors and priority intervention areas; and multi-stakeholder partnership and joint resource mobilization.

Now, we are implementing the PCP model in 11 countries. Egypt is the second Arab country to benefit from this large-scale UNIDO programme. In April 2021, Mostafa Madbouly, the Prime Minister of Egypt and Li Yong, Director General of

UNIDO, signed a five-year PCP with a total budget of €172m. The PCP is fully owned by the Government of Egypt and is adopted after the strategic direction of President Abdel Fattah Al-Sisi. The PCP Egypt technical cooperation framework resulted in the formulation of six components, namely: Industrial Policy and Governance; Investment Promotion; Green Industry; Smart Cities and Sustainable Industrial Parks; Value Chains; and Mainstreaming Industry 4.0. As part of the PCP Egypt, currently, we are executing 15 projects with a total budget of \$36m. A few key projects to mention: Tomato Value Chain; Industrial Motors Efficiency; Solar Heating for Industrial Process (SHIP); Global Eco-Industrial Parks; Greening Hurgada; and Circular Economy of Single-use Plastic Value Chain.

In Egypt, "Decent Life Initiative" has been developed to specifically address poverty related issues and has had a great impact over the last years. This initiative will improve the quality of life in the poorest rural communities within the framework of the Sustainable Development Strategy: Egypt's Vision 2030, through decreasing multidimensional poverty and unemployment rates. UNIDO's technical cooperation is contributing to this important initiative, through mainly five projects: (1) Inclusive Green Growth Project which is implemented in Qina and Luxor; (2) The Egyptian Cotton Project which is implemented in Kafr El-Sheikh and Damietta; (3) The Employment for youth in Egypt (EYE) in Menofeya and Qalioubeya; (4) Women Economic Empowerment Project in Beni Suef, Minya, Fayoum, and Behira; and (5) Egypt Local Food Contest which covers small food producers all over Egypt.

Egypt is one of the countries that dealt with the crisis in a proactive and effective manner. It took many measures that contributed to limiting the impact of the crisis on the industrial sector. In cooperation with the Ministry of Trade and Industry and many national partners, UNIDO has implemented various initiatives to reduce the

negative impact of the pandemic. UNIDO provided a trusted blueprint for policy recommendations to facilitate a recovery that is inclusive, sustainable and resilient. This included the following policy support activities: a roadmap on inclusive and sustainable industrial development in Egypt; Egypt's participation in global and regional value chains and post COVID-19 industrial recovery; enhancing the readiness for the adoption of industry 4.0; the strategic foresight exercise on the manufacturing sector in the times of COVID-19; disruptions to global value chains and industrial policy; roadmap for developing the PPE sector in Egypt; and the guidance on COVID-19 for the manufacturing sector.

UNIDO interventions in Egypt over the last years have resulted in 20,000 farmers improved produce quality, food safety practices and added value to crops; 3,500 youth with skills for decent jobs and entrepreneurship; €28m increase in exports of agro produce to European markets; EGP 67m mobilized for an industrial zone in Luxor;

500 MSMEs integrated into value chains and markets; 1560 ODP tonnes reduced since 1993; increased productivity for 6,375 products through resource efficiency; 3.58 MtCo eq less carbon emissions emitted by industry; saved 913,000 cubic metres of water used in the industrial sector; and saved 1247 GWh of energy at industrial firms.

UNIDO, through its wide initiatives and programmes, is committed to improving the economic, social and environmental performance of the Egyptian manufacturing sector.

Also, emphasizing the readiness of the organization to provide a support framework of technical assistance which will contribute to achieving the industrialization objectives of the Government

set through Egypt's Vision 2030, the National Structural Reform Programme 2021-2024, as well as the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations.

Source: <https://dailynewsegypt.com/2021/12/03/opinion-unido-egypt-fosters-manufacturing-sector-recovery-in-a-changing-economy/>

## STARTUP NEWS

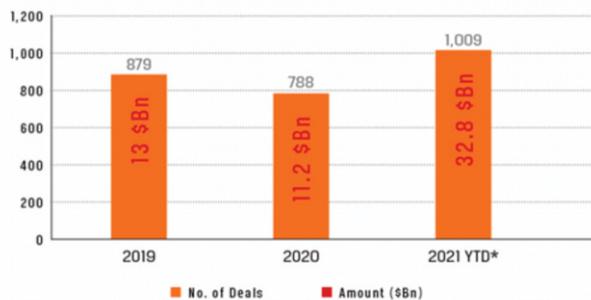
### All is Well In 2021: 42 Unicorns, \$32.8 Billion Funds, Euphoria!

2021 turned out to be the most spectacular year for the Indian startup ecosystem, helping it attract billions of investments and churning out a record 42 unicorns in the process. Experts say this is just the beginning.

It was a defining moment for India when inMobi became India's first Unicorn in 2011. A decade

#### The Fund Rush

In 2021, VC investments doubled in Indian startups than the previous year



Note:  
1. VC includes: i) Seed to Series F investments in companies less than ten years old; and ii) Late Stage tech investments  
2. Above data excludes post-2018 investments into Flipkart.

later, India is home to 79 Unicorns with a valuation of close to \$260.5 billion, 42 of which were born in 2021 alone.

Undeniably, 2021 has emerged as the golden year for the Indian startup ecosystem with a slew of investments pouring in and successful IPO launches of Paytm - which went to be the country's largest IPO ever with an issue size of

18,300 crores -- Zomato, Policy Bazaar, PharmEasy and Nykaa. But the question that everyone's asking is why this fund rush this year? And, more importantly, is it sustainable? Rajan Anandan, MD, Sequoia India throws some light.

It's true that 2021 has seen unprecedented levels of funding. The large number of unicorns, and more importantly, a series of successful IPOs, has led to increased investor interest from around "the world." He also attributes India's deep talent pool, rapid adoption of technology, and COVID generated tailwinds behind more and more Indian businesses making a mark on the global economy.

For the country's 50,000 odd startups, the investment boom is a huge encouragement. While the reasons behind the boom are far too many, the \$3 trillion booster dose by the US government to strengthen its economy saw some ripple effect in India along with Tiger Global and Sequoia Capital showing a renewed interest in Indian startups.

Tiger Global has invested in at least six of this year's unicorns - companies with \$1 billion valuation - including healthtech startup Innovacer, B2B construction platform Infra .Market, fintech startup Groww, messaging tech startup Gupshup, Indian language social media platform ShareChat, and SaaS startup Chargebee. But the influx of funds isn't the only result of quantitative easing; a rise in high-quality startups, increased technological efficiency, buoyant public markets and rising local investors have all contributed to the positive sentiment. And, that's precisely why the boom is also sustainable, believes Sid Talwar, Co-Founder & Partner at Lightbox.

"There are all kinds of pools of capital coming in from around the world. And, it's not just because of any kind of QE. There are a multitude of factors responsible for it - first, there is a lot of money

that could have gone to China but didn't, second, Indian technology stocks have now started going public and American funds have been using that entry point to understand India better, and third, our ability to get noticed globally has increased." Lightbox, too, has made quite a few investments this year taking their total number of investments to 43. Their most recent investment was on November 16, 2021, when WayCool raised Rs 853 million.

## Top of the Heap

Out the top 5 VC investments in 2021 (YTD\*), 3 of them resulted in Unicorns

Company	Sector	Investors	Amount (\$M)	Date
<b>BYJU'S</b>	E-Learning	Footpath Ventures, GSV Ventures, ADQ, Owl Ventures, B Capital Group, Prosus Ventures, Silver Lake, Blackstone, Others	1,399	Mar-2021
<b>Dream11</b> (Became a unicorn this year)	Gaming - Fantasy Sports	RedBird Capital Partners, Footpath Ventures, D1 Capital Partners, Falcon Edge Capital, DST Global, TPG Capital, Tiger Global	840	Nov-2021
<b>Swiggy</b>	Food Delivery Services	Think Investments, Wellington Management, Prosus Ventures, Qatar Investment Authority, Falcon Edge Capital, Amansa Capital, Accel India, GIC, Goldman Sachs, Others	800	Apr-2021
<b>Eruditus</b> (Became a unicorn this year)	Management Education	Accel USA, CPPIB, SoftBank Corp	650	Aug-2021
<b>Meesho</b> (Became a unicorn this year)	Social Commerce	Footpath Ventures, Good Capital, B Capital Group, Prosus Ventures, Trifecta Capital, CapitalG, Fidelity India, SoftBank Corp, Symphony International Holdings, Others	645	Sep-2021

Source: All data from Venture Intelligence

### India Inc Bets on Startups

Even Indian corporates, such as the Tatas, the Mahindras and Reliance Industries have been backing startups and creating unicorns. While Mukesh Ambani-led Reliance Industries has invested \$3.41 billion in 21 Indian start-ups, Tatas have invested \$380 million on various start-ups -- OLA, OLA electric, Paytm, Snapdeal, Cure Fit, Torkmotors, iKure, Urban Ladder, LensKart, Firstcry, CarDekho, Dogspot, Xiaomi, bluestone, Sharechat, Moglix, etc. -- with a majority stake in prominent ventures like 1mg and BigBasket.

Mayank Kumar, Co-founder & MD, upGrad - one of the unicorns this year - says that the current growth momentum can be sustained only by staying the course and innovating with technology. "With startups turning into an asset class, inflow of investments and capital has increased significantly from global investors. However, the only way to sustain this growth is by staying the course and innovating offerings with technology at the heart of the business.

With the right tailwinds, and the inclination of Indian consumers to move to digital as a result of the pandemic, startups will continue to thrive." But Sequoia India's Anandan cautions: "Markets will continue to be cyclical, though we are currently at peaks we have not seen before. While it is hard to predict when we have the cycle turn, what we know for sure is that this level of momentum will not continue forever. That being said, given the fundamental strength of the ecosystem and trends across segments, fundraising will continue across stages -- even if it's less intense compared to this year."

Indications are already towards a positive year ahead - at least as far as startups are concerned. According to a survey of 100+ startups by TurningIdea Ventures, over 42% of the startups are looking to go global in 2022 - upGrad is aggressively expanding its international operations across the US, EMEA, and APAC regions. While inMobi is planning for a US IPO in 2022, Ola, BYJU's and Delhivery are looking at an NSE listing. Clearly, India's startup space won't cease to keep buzzing.

### Foreign Listing

Apart from investors, startup founders are bullish as well. "I do not know mid-term but short-term and long-term, India will continue to attract a large number of funds flowing into the ecosystem of startups and digital & new age economy," says a confident Sandeep Aggarwal, CEO and Founder of Droom, and an angel investor. While it took the likes of Droom and Nobroker close to seven years

to join the billion-dollar club, Mensa Brands achieved the feat in six months, thereby becoming the country's fastest unicorn.

Nobroker's Akhil Gupta, too, has no doubts about India continuing to be an investor favourite in the coming years. "The next decade belongs to India because there is no better place to invest than India. We have a big market domestically that's growing in age and per capita income. Corona has shown that digital will be way forward and accelerated digital journey for many sectors which has attracted a lot of money which was due to come in next few years," says the company's Co-founder and Chief Technology Officer.

Confident investors, better business models, favourable demography and futuristic policies are sure to further consolidate India's position in the global startup arena.

Source: <https://www.outlookindia.com/webstory/business-news-all-is-well-in-2021-42-unicorns-328-billion-funds-euphoria/405784>

## WOMEN WING

### Is There A Gender Bias in Funding? Yes. Here's How Female Founders Can Overcome

At the end of last year, Crunchbase News reported that VC funding for startups founded by women had dropped by 27 percent in 2020 compared with 2019.

It's a significant statistic, and it provoked a lot of concern among both female founders and those trying to encourage women in the entrepreneurial space, but that doesn't mean women who are preparing to enter a funding round need to be alarmed.

#### The picture might not be that bleak

As the report itself notes, the percentage of funding that goes to female-founded companies fluctuates a lot and can be influenced heavily by a single large funding round.

If you step back to look at the bigger picture, you'll see that the overall trend is still upward. The number of sole female-led startups that received funding between 2016-2021 increased by 72 percent compared with the period of 2011-2015, with the amount raised increasing fourfold.

Personally, about 20 percent of the startups I work with are led by women, and 50 percent have women on the founding team, which isn't a bad ratio. Yes, it needs work, but I feel we're moving in the right direction.

#### Does gender matter anyway?

There are plenty of reasons why a startup may or may not receive funding.

The question should not be if the company is female-led or male-led, but rather if the idea/product is solid, there's an addressable market, the team is well-rounded and works well together, etc. If women founders worry too much about the gender issue, there's a risk they'll overlook other more significant aspects of their pitch.

I advise women to approach funding rounds "like men do," namely without thinking about your gender at all. Your title is "founder," and you need to apply the tactics of highly successful founders, including:

- Showing why you are the one/s. Don't be shy to showcase both yours and your team's abilities, skills and accomplishments. This builds credibility.
- Mastering "the brag." Don't wait until slide 17 to share strong figures. You've worked hard for this, so don't be afraid to "toot your own horn"-especially if there's truly something to toot.
- Know your numbers. It's a frustrating double standard: You will be scrutinized more, so rise to the occasion; learn your numbers inside out, backward forward. Numbers are an investor's "love language."
- Going in big. Don't downplay the uniqueness

of your proposition. Paint a glowing picture of your bigger vision, even if it's still some way in the future.

Don't seek a behavior pattern that justifies your anxiety; instead, treat each funding meeting as though it's the first one, which means focusing on selling your company as well as possible. If you had a bad meeting, try not to bring that into the next meeting-come in with renewed confidence and a clean slate. The most important thing is to keep the momentum going.

### Women founders can succeed despite the gender barrier

It's true that the VC world is male-dominated, with women underrepresented both as founders and as VC partners. It's something that needs to change, but in the meantime, gender identity should not be allowed to dominate the funding experience. The goal should be to make gender a nonissue, not to keep pushing it into the spotlight.

And since traditionally, investors tend to back someone "like them," let's turn the tables. Seek out strong, successful women in your networks: LinkedIn, alumni, workplaces or communities for women founders and investors like Women Founders Unite. If we want to flip the ratio, we can speed it up greatly by scaffolding each other, taking the time to mentor, connect, advise and invest.

And most important, perfect your storytelling, ace your pitch and deck, know your numbers and come fully prepared to VC meetings.

Source: <https://news.crunchbase.com/news/gender-bias-vc-funding-startup-female-founders/>

### Startup Reporter releases list of Women Entrepreneurs of India & Businesses on the rise in

COVID 19 shook the business world drastically. The impact of lockdown was not limited to the common man, but it impacted the most to early-stage or small businesses.

It was tough for the small businesses to offer work from home and get the productivity going.

Even after all the odds couple of companies did well enough not only to sustain themselves but at the same time, they managed to rise as well.

The objective of this list is to encourage others to come forward and start their entrepreneurial journey and create more job opportunities. These listed people showed tremendous zeal that if you have strong determination and will to start something, nothing can stop you. They showcase that you need to be optimistic and find a solution for the problem. "Rise" is a word that defines growth, and growth is not only monetary growth. Establishing yourself during all odds and having the courage to start your own journey is also connected to growth and this is what these people showcased.

### Name of Women Entrepreneur

- Iti Rawat
- Kriti Gupta
- Hema Upadhyay
- Vani k
- Payal Karia
- Bhavana Goparaju
- Hiral Patel Pandey
- Hetal Karia Kanabar
- Mukti Darji
- Anjali Patel
- Dipti Buch
- Priyanka Save
- Sanya Goel
- Dr. Tejal Kanwar
- Devangi Patankar
- Megha Gambhir
- Meghna Agarwal
- Vibha Narshana
- Alka Kapur
- Manpreet Kaur
- Rashmi Chopra
- Aarti Notiyal
- Pallavi Goorha Kashyup
- Dipti Vig

- Geeta Singh
- Shweta Aprameya
- Jasmeet Arora
- Ami Mehta
- Rachna Choudhary
- Seema Lalwani
- Shruti Agarwal
- Pallavi Pathak

### 5 Companies that are doing great in a pandemic

1. Wing Communications: A full-service digital marketing agency that focuses on superior service and helps its clients to stand out and be counted. Founded by Shiva Bhavani, this start-up aims to make it big in the world of online marketing.

2. Lendbox: A leading wealth tech platform specializing in debt-based investments, LendBox is an RBI licensed NBFC-P2P investment platform that helps investors generate a secondary income from non-equity market investments. Founded in 2015 by seasoned professionals Ekmmeet Singh, BhuvanRustagi, and JatinMalwal, today the company has over 70 employees and serves 50000 investors, generating an average return of 14.1% annually. Lendbox has successfully democratized debt-based assets by creating a safe avenue for retail investors for wealth generation. This is one of the startups in the retail investment space to watch out for.

3. Tickle Right: Founded by the husband-wife duo of PranayDattani and Dr Munira Dattani, Tickle Right offers a unique program for stimulating the right brain in kids from 16 months to 7 years. The company has several centres across the country and overseas. It offers online classes as well. TThis is a one-of-its-kind program in India and has found a warm response from parents. Tickle Right's essence lies in employing fun alternate methods to enhance skills and inculcate a love for learning

4. ExchangeConnect: ExchangeConnec tis an interactive B2B platform that facilitates capital

market participants to collegiate and engages in better price discovery through AI-enriched data and interactions. The startup assists listed companies distinguish their investor relations programs.

5. AnalytixLabs: Founded in 2011 by Sumeet Bansal, Ankita Gupta, and Chandramouli Kotta, AnalytixLabs provides a variety of Data Science programs to create industry-ready professionals. All courses offered by AnalytixLabs are crafted meticulously by experts to facilitate easy learning.

Many of these programs are globally certified in partnership with MNCs. The startup has branches across Bangalore, Gurgaon, and Noida for offline boot camps and also offers e-learning and online programs. The company offers extensive placement support on course completion, and their students have been successfully placed in reputed companies like Accenture, American Express, Amazon, Absolut Data, BCG, and IBM, to name a few.

Source: <https://theprint.in/ani-press-releases/startup-reporter-releases-list-of-women-entrepreneurs-of-india-businesses-on-the-rise-in-2021/771817/>

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