



Knowledge Partner



IIT Delhi

**World Association of Small and Medium Enterprises
(WASME)**
**25th International Conference for Small and Medium Enterprises
Conference, Exhibition and Awards**

**Topic - "SMEs: KEY TO AN INCLUSIVE AND SUSTAINABLE
RECOVERY POST PANDEMIC THROUGH ATMANIRBHAR BHARAT"**

**Saturday, December 11, 2021
Venue: Scope Complex, New Delhi**

Follow Us :   

www.wasmeinfo.org

“SMEs: KEY TO AN INCLUSIVE AND SUSTAINABLE RECOVERY POST PANDEMIC THROUGH ATMANIRBHAR BHARAT”

The COVID-19 crisis has taught us that the pandemic and containment measures do not impact everyone in the same way. Among the private sector, MSMEs, especially those led by women, youth, ethnic minorities and migrants, suffered the most. An International Trade Centre survey on COVID-19 impact among businesses in 136 countries has shown that nearly 62% of women-led small businesses have been strongly affected by the crisis, compared to just over half of firms led by men, and women-owned are 27% more likely not to survive the pandemic. The COVID-19 crisis also taught us the value and catalytic impact of digital connectivity, particularly for MSMEs.

As governments vaccinate their populations, the world continues to deal with several other challenges that include the ongoing effects of climate change, biodiversity lost, and pollution. If unabated, these three crises are expected to have severe negative implications for economic growth, human health and ecosystems, employment and livelihoods. Much like the pandemic, we know that without concerted global actions, climate change, biodiversity loss and pollution are likely to disrupt growth, undermine food and nutrition security, and reinforce inequalities within and among countries. Among African MSMEs, only 27% of women-led firms reported investing in at least one measure to reduce exposure to environmental risks, while 45% of men-led firms had done the same, according to the SME Competitiveness Outlook 2021. Similarly, smaller and youth-led firms were less likely to make environmental investments compared with larger and adult-led firms. These smaller, women- and youth-led businesses have less capital at their disposal to invest in mitigating measures to prepare for external shocks like a pandemic or climate event.

In order to recover better, efforts and stimulus packages must target those most heavily affected by the pandemic and be aligned with the SDGs and Paris Agreement; supporting MSMEs, especially women, youth, migrants-owned, to be resilient to future shocks. We must seize the opportunity offered by the pandemic to address pre-existing biases and constraints faced by these women and men entrepreneurs and empower them to be the agent of change to achieve the SDGs. Focusing on stories from small business entrepreneurs, including women-led firms and 'ecopreneurs', this event will shed light on challenges they face, showcase solutions, and identify new approaches needed to ensure that MSMEs are change agents in driving a sustainable and inclusive recovery.

Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India.

The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces Government Reforms and

Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan.

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.

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements.

This **Mahotsav is dedicated to the people of India** who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Modi's vision of activating India 2.0, fuelled by the spirit of **Atmanirbhar Bharat**.

Theme

The event will focus 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

- 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.
- Contribute to global debates on MSMEs in the post-pandemic recovery, including through environmental sustainability, and empowerment of youth, women, migrants and refugees.
- 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.

Target audiences

- All SMEs
- UN entities
- International organizations
- Business support organizations
- Private sector representatives
- Academic institutions
- Expected Chief Guest - PM / HM / MSME Minister / BJP Head



AATMA-NIRBHAR
BHARAT

INVITED EMINENT GUESTS AND SPEAKERS KEY DISCUSSION TOPICS

- *Chief Guest- Expected Chief Guest - PM / HM / MSME Minister / BJP Head / Top Renowned Personality
- *Guests of Honour - MSME MoS / Industry MoS / Top Renowned Personality
- Senior Bankers, Professionals and Industry representatives

- Digitalisation helped SMEs gain new customers, increase transactions amid pandemic
- Cross border selling is the only focus for small businesses across Globe
- Building an efficient, low-cost retail export channel can bolster MSMEs
- Pandemic has India scrambling to boost its manufacturing sector
- Nurturing entrepreneurship among MSMEs holds key to India's problems
- Prepack Insolvency Framework for MSMEs
- MSME can be foundation for bigger industries

How can India build globally competitive MSMEs?

- Downing the shutters, again for MSME
- Strict lockdown, slump may dent Karnataka's SMEs this year too
- Buyer interest in SME space has gone up Post-Covid
- How open data in sub-contracting can help SMEs



For Further Query
info@wasmeinfo.org

World Association for Small and Medium Enterprises International Secretariat: WASME House,
Plot No. 4, Sector- 16-A, Institutional Area, Noida, Gautam Buddha Nagar-201301, Uttar Pradesh, India

Target Participants: Including- MSME Sector, Directors, Promoters, and Officers from Regulators, Credit Institutions, Banks, NBFC, Asset Finance Officers, IP Professionals, CAs, CMAs, CSs, Senior Staff Reconstruction, Insolvency professionals, Legal Firms, Financial Institutions, Real Estate, Investors, Consultants, Academician and Research Scholars, Lawyers, Investment funds

Sponsorship and branding opportunities

Sponsorship Categories	Budget	Inclusions
Conference Partner	10.00 Lakh	A,E,F,G,H,I
Platinum Partners	5.00 Lakh	B,E,F,G,H,I
Gold Partners	3.50 Lakh	C,E,F,G,H,I
Silver Partners	2.25 Lakh	D,E,F,G,H,I
Legal partner-2	1.25 Lakh	E,F,G,H,I
MSME Partner-5	1.00 Lakh	E,F,G,H
Logo Partner-5	0.75 Lakh	F,G,H

- **A.** Speaker slot to a representative in the opening of session
- **B.** Speaker slot to a representative in the first technical session
- **C.** Speaker slot to a representative in the second technical session
- **D.** Speaker slot to a representative in the concluding technical session
- **E.** Prominently display of Logo throughout campaign on all digital media platforms of WASME as well as page of organizing partner page
- **F.** Branding of company's logo on the digital backdrop
- **G.** Logo, website and contact details of representative in the brochure
- **H.** Transferable Delegate Passes to attend the conference up to 15
- **I.** Insertion of logo and about details of company in the conference Proceedings.

All payments should be made in the accounts of WASME:

ACCOUNT HOLDER NAME: WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES (WASME)

BANK NAME : BANK OF BARODA

BRANCH : SECTOR 18 NOIDA

FCRA A/C NO.: 25620200001058

IFSC CODE : BARBOSSIGAZ

SWIFT CODE : BARBINBNOI

Write your query for speaker, sponsorship and branding opportunities at info@wasmeinfo.org.

World Association for Small and Medium Enterprises International Secretariat: WASME House,
Plot No. 4, Sector- 16-A, Institutional Area, Noida, Gautam Buddha Nagar-201301, Uttar Pradesh, India