

## **Jagran Badlav MSME Conclave's Lucknow Edition Concludes with Resounding Success**

***~The event garnered encouraging remarks from the CM of Uttar Pradesh, Shri Yogi Adityanath; Cabinet Minister Rakesh Sachan; and Chief Secretary Durga Shanker Mishra.~***

**August 4th, 2023, National:** Jagran New Media, the digital arm of Jagran Prakashan Ltd., concluded the Lucknow edition of Jagran Badlav MSME Conclave 2023 on August 1st, 2023 at The Centrum, Lucknow. The event aimed to empower and support the MSME sector by providing them with valuable insights, networking opportunities, actionable know-how, and resources to thrive in the ever-evolving business landscape of Uttar Pradesh.

Organized by Jagran.com, this impactful 2nd edition in Lucknow carried forward the exemplary success of the debut edition. The conclave addressed important discussions on how technology is a key enabler in MSMEs' growth; driving women-owned enterprises; and swiftly fueling the MSME sector in Uttar Pradesh & helping small businesses be future-ready.

To convey wishes for the event, **Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath** shared an exclusive message that endorsed the conclave's role in fostering the growth of MSMEs in the state, *"I am delighted to learn that Jagran New Media, the digital wing of Jagran Prakashan Ltd., organized Jagran Badlav MSME Conclave in Lucknow. MSME enterprises play a pivotal role in driving the economy, rapid industrial development, and employment generation in Uttar Pradesh. On account of this, the state government is determined to facilitate the further development of the MSMEs. Uttar Pradesh has immense potential for traditional enterprises, as exemplified by the successful implementation of the 'One District One Product' (ODOP) scheme that has garnered global recognition. The government is also committed to strengthening the industrial landscape of the state by balancing a blend of tradition and modernity. With various facilities, incentives & tools provided to entrepreneurs and investors, we've witnessed encouraging outcomes in the state's industrial development."*

The Chief Guest of the conclave, **Hon'ble Cabinet Minister Shri Rakesh Sachan** - Department of MSME, Khadi, Village Industries, Sericulture & Textile, Government of Uttar Pradesh reaffirmed the state government's commitment to foster an uplifting environment for MSMEs. He said, *"The MSME sector is swiftly evolving in the state of Uttar Pradesh and has been providing*

*employment opportunities to a large workforce, acting as a cohesive force in the society. In the country with about 6.33 crore MSME enterprises, around 11 crore people are directly benefited with regard to employment opportunities. Moreover, Uttar Pradesh, being the largest state in the country, boasts the presence of about 96 lakh MSME enterprises which are the significant growth driver of the state's GDP and the overall economy. As guided by the vision of Hon'ble Chief Minister Shri Yogi Adityanath and the expert opinions of the MSME industrialists, the MSME Department of the state will strive to make reforms that are feasible and rational with the overall objective of facilitating the growth of the sector."*

The conclave was honored by the presence of a Special Guest - **Shri Durga Shanker Mishra, Hon'ble Chief Secretary, Government of Uttar Pradesh**. He addressed the audience virtually, *"The Jagran Badlav MSME conclave is a well-timed and opportune initiative as the progress being seen in Uttar Pradesh is phenomenal. Following the 'Make in India' path set by our Hon'ble Prime Minister, Uttar Pradesh is rapidly developing into a progressive state and the MSME sector has been playing a pivotal role in this progress. At this conclave, several important discussions ensued between various industry experts and stakeholders which are quite crucial with regard to policy making. At the Uttar Pradesh Global Investors Summit held this year, investment worth about INR 35 lakh crore was committed, and out of this, over INR 1.6 crore was earmarked for the MSME sector. The ease of doing business in the state has made the business environment quite conducive in the state. I am appeased that the discussions held at the event covered crucial themes pertinent to the sector including financing, promotional activities, and research & development."*

**Bharat Gupta, CEO, Jagran New Media**, setting the tone of the conclave with a compelling welcome address, stated, *"In recent years, MSMEs have contributed 30% to the GDP & 40% to exports and will soon become the largest employment provider in India. However, one of the biggest challenges they face is the credit gap problem followed by new-age technology adoption which limits the sector to scale & sustain. Research shows that MSMEs receive a small share of credit from the current financial system, with more than 80% not receiving any financing, and struggling to even get a small loan. Open Credit Enablement Network (OCEN) can help in this regard by empowering MSMEs through **Badlav** or Change & its three pillars of **Literacy, Advocacy, and Policy**. This will equip them with actionable knowledge, innovation & a conducive environment of sustainability. At the heart of this initiative is our deep-rooted heritage in Hindi Heartland and we endeavor to channel this strength to uplift communities, foster entrepreneurship, and propel the economy towards a promising future."*

One of the major highlights of the conclave was the keynote address by NSN Murty, Partner & Leader, Government & Public Services, Deloitte Consulting, on 'MSME Development: Defining Strategies for MSME & Government Policies in India'. During the day-long event, various panel discussions took place covering crucial themes such as, 'Technology, A Key Enabler Building

Competitiveness of MSMEs’, and ‘Fueling Entrepreneurial Spirit for Women in MSMEs’, and ‘Growth of MSMEs in Uttar Pradesh & Making Small Businesses Future Ready’. The panel sessions featured dignitaries including - Sourabh Pandey, CXO - Fulfillment & Experience, Meesho; Anandi Agarwal, Chairperson, Women Entrepreneur Cell, Indian Industries Association; and Chetan Dieo Bhalla, National Vice President, Indian Industries Association & others who shared their collective expertise and perspectives on empowering the MSMEs in Uttar Pradesh. The discussions were moderated by Geetu Moza, Consulting Editor, Jagran Business, and Nand Kumar Nair, Head (Content), Jagran Business.

The event concluded on an inspiring note, supported by the Government of Uttar Pradesh, Tally as the partner, Bigin by Zoho CRM as the CRM Partner, and the Centrum, Lucknow, as the hospitality partner.

### **About Jagran New Media:**

Jagran New Media has a reach of over 79 million users (Comscore MMX Multi-Platform - Top10; Unique Visitors, May 2023) and consolidated its position amongst the top 8 news and info publishers in India. The company publishes multimedia content which includes over 7000 stories and 40 videos in a day.

JNM has an array of offerings under the media & publishing category and has been a pioneer in providing real-time content across genres, with news and politics being the primary drivers, education, lifestyle, health, auto, and technology are also significant contributors. The company has dedicated websites covering news & politics which include [www.jagran.com](http://www.jagran.com), [www.naidunia.com](http://www.naidunia.com), [www.inextlive.com](http://www.inextlive.com), [www.punjabijagran.com](http://www.punjabijagran.com), [www.gujaratijagran.com](http://www.gujaratijagran.com), and [english.jagran.com](http://english.jagran.com). A leading health website in 3 languages [www.onlymyhealth.com](http://www.onlymyhealth.com), women focus portal [www.herzindagi.com](http://www.herzindagi.com) in 3 languages, and a focused website for education [www.jagranjosh.com](http://www.jagranjosh.com). A leading fact-checking website [www.vishvasnews.com](http://www.vishvasnews.com) in 12 languages and a gaming vertical [www.jagranplay.com](http://www.jagranplay.com), also contribute to the offering.

### **Contact Information:**

Soumya Ojha; +91-7838122473; soumya.ojha@jagrannewmedia.com