

## The Report

### Webinar on: Opportunity Start-ups Post COVID-19

On 10<sup>th</sup> May, Sunday, IMPAR organised a webinar on ‘Opportunity Start-ups Post Covid-19’. There were about 8 speakers and 55 participants.

#### 1. Mr. Siraj Chaudhary, MD & CEO, NCML on Managing business through COVID-19 Challenges and Approaches

Mr. Chaudhary said that the lockdown has led to broken supply chains. In such a scenario, when most of the employees are working from their home, companies should take of their employees, they must ensure that the environment in which the employees are working is safe. On dealing with employees, he pointed out that they are not cutting absolute salaries of their employees, rather they have adopted deferment of the salary which will be paid approximately after 3-6 months. He also suggested that companies should have crisis management teams. Citing the example of his own company how these teams play a crucial part as they need people on field. The important point that business should focus on is preserving liquidity, cash can help them survive in the crisis situation. Businesses should emphasise on managing the cost. The world will be different post COVID-19, new policies and reforms will be implemented, it is important for the businesses to realign the business plan according to the changing conditions. Industries will get redefined and we need to take cognizance of that. Amidst all this we need to look for the opportunity and innovation. He cited example of street food business and how the landscape of this business will change and therefore these businesses have to redesign themselves keeping in mind the hygiene protocols.

#### 2. M Q Syed – Founder Director, Imamia Chamber of Commerce and Industry on ‘The Future of MSME post COVID-19’

As the overall business scenario will change in the future, business management will also change. He laid emphasis on the importance of MSME schemes. He also mentioned the MSME ministry is about to announce schemes post COVID-19. He discussed about the registration benefits given under MSME.

Government of India is likely to declare a Financial Package in the coming week for MSME industries of India. There are likely to be many benefits like interest waivers on working capital, loans, salary to staff, GST relief, benefits of stamp duty etc. All these benefits will be given to MSME units registered with DC MSME and having a valid Udyog Aadhar Number for the units. Now all manufacturing and service sector units may register for Udyog Adhar on DC MSME site at below link. [https://udyogaadhaar.gov.in/UA/UAM\\_Registration.aspx](https://udyogaadhaar.gov.in/UA/UAM_Registration.aspx). Requirement: Aadhar Card, Email ID, Mobile number to register.

### **3. Mr. Iqbal Hasan- State Informatics Officer on ‘Challenges and Issues of Start-ups post lockdown**

He discussed about existing businesses and how they are suffering badly as people are not able to sell their goods. He emphasised on the help that will be required by the existing business. He suggested that there will be opportunities for start-ups where small teams are required. New business model will emerge and we have to look for opportunities. There is a need to look at the innovation in the existing business where costs are shorter and customer satisfaction is high.

### **4. Imteyaz Siddiqui Regional Sales Manager, South Asia & GCC on ‘Courage Goodwill and Consistency’**

He mentioned about the basic fundamentals that will not change even after COVID-19; Courage, where we need to think for out of the box ideas, Goodwill, where the business can connect with their customers emotionally. Business should establish their goodwill by providing proactive support and extra ordinary services to their customers. Once the goodwill is established in the market it is easier to get new customers and Consistency, in the quality of one’s product/service which will help the business grow continuously. Consistency can be achieved by continuous improvement taking continuous feedback from the customers. Consistency is always a long-term strategy.

### **5. Dr Zubair- Entrepreneurial Business Consultant on ‘Planning Innovative Business Model Post COVID-19’**

He discussed on the patterns that will emerge after lockdown. Outsource agent will be focussed by the industries. Emphasis will be on regionalisation where focus will be local demand and supply and necessities. As customer preferences will change different products and services will require lot of innovation. New business model will emerge, MSME will paly a major role. Business should adopt proactive approach and adjust according to the

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customer needs. With the changing scenario, businesses have to re-plan their strategies. Providing value to the customers will help them increase their revenue.

Due to the ongoing crisis any Muslims will get unemployed and many will fall under BPL category. This calls for local level intervention. We need to focus on education and micro level entrepreneurship. There are many artisans and people with creative skill sets which can be focussed upon.

**6. Athar Zia, Managing Director, Basic commodities Limited on ‘Strengthening MSME post COVID-19’**

Post Covid, demand and preference of the customers will change, businesses have to plan how they can cater to changing strategies. Mr. Zia suggested that cluster of MSME should be created (Like economic zones) which is dominated by Muslim population, this will help the community at large and generate employment opportunities for many. We need practical solutions and MSME sector has great potential.

**7. John Rizvi, Managing Director, Rizvi Group, Dubai on ‘Planning innovative business model post COVID-19’**

The current phase will last for three to five years. Due to ongoing crisis, health care system has exposed the most and before this we never thought that we might need beds in the hospitals for the entire population. Even the most developed nations did not anticipate this and they were also not prepared for such a situation. He suggested that an App should be designed through which patients can consult a doctor without actually visiting a doctor. Through this 70-80 percent of the visits to the doctor can be reduced. Mr Rizvi emphasised on ‘coding’ and how we should promote this among the children of our community. This will help them in getting better employment opportunities. As we have creative skill sets in our community (artisans, poets, etc), we need to identify the design capability of the workforce in our community and encash on them.

**8. Dr M.J Khan, Chairman, Indian Chamber of Food and Agriculture on ‘Driving and Wheels of Indian Economy Post COVID-19’**

Dr Khan emphasised on strengthening food security and health services. We should be able to avail benefits of government schemes and orders. Flagship programmes should be looked at and schemes should be utilised, cites example of MUDRA scheme of Government of India. Focussing on agri businesses, he talked about how value addition can be done at the

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production level, through packing, how one can cut intermediaries and make more money in business. E-commerce is likely to grow rapidly. Suggestions are followed as under:

- Competence building and training – registration and certification: since many employees will get laid off from one sector and will search employment in other sector where they will require training, therefore area of competence building and training will become very crucial. Opportunities will increase for training organisations, NGOs, start-ups who can take up training activity on large scale on their own or in collaboration.
- Advice on Registration: such as registration of MSME, Start-ups. This will also include situations where if one does not have a bank account under the financial inclusion scheme, then problems could be faced in direct benefit transfer. Helping them avail BPL cards who fall under this category. This area should be seen in a broader perspective where empanelment in maximum possible available are ensured under the schemes and programmes.
- Advice on Certification: it is not sufficient to have capacities and capabilities or understanding and expertise but it is more important that we have right kind of certificate. People should with low skill set should upgrade their skill set or else with changing scenario they will end up losing their jobs.
- IT and E-commerce: the ongoing crisis and this period of lockdown will have lasting life style and transformational impact in the market and subsequently we need to analyse the impact of this change. Once something becomes a lifestyle change, it is adopted by the people. Now people will move towards technology and E-commerce because it is the quality and costing that will determine the consumer decision making about purchases.
- Better cooperation and supports system: How in this changing environment when government are very proactive, this will lead to partnership and collaboration opportunities. This has also led to spirit of cooperation; this will also have an impact. Better cooperation and support system are likely to be in played in months and years to come. Governments are very proactive as we can see on Sunday's government orders were issued which usually would have taken up to 6 months or 1 year. How we can take advantage of these, for example; agriculture where PM after forming the government said we need to double the agro exports. If we register in agro exports, there will be enormous opportunities for different places to make the exports.

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- Processing and supply chain: In agriculture, processing and supply chain is a very big area, much focus has been on the production. There is hardly any focus on commercialisation, value addition, logistic and management, agri businesses, trade. This will be the new area of work, therefore how we can train manpower who use to do production will have to be trained in these new areas. This activity has to pick up in a big way.
- Employment opportunities for unemployed youth: MUDRA scheme is very beneficial and lucrative. There are number of flagship programmes of Government of India and there many schemes under them how we can be benefitted by these schemes. There are other economy boosting schemes of government of India which can help in getting jobs for the youth. We can share the information under these schemes and help them in getting access to these schemes.
- Delivery system of the programmes and schemes: there are many programmes of the government sector and also of banking sector. Government department are relatively stricter than governmental institutions. Governmental institution is more flexible in their working, relatively take less time. How we can rope in NGOs in the delivery of these programmes and also linking them with CSR funds of the corporates.
- Establishment and facilitating setting up of start-ups among economically backward class (Muslims, Dalits, OBC etc): help can be extended to economically backward class (Muslims, Dalits, OBC etc) to understand and facilitate if they wish to open a start-ups; with registration and making them aware of government benefits etc.

In concluding remarks Dr Khan said we need to help people access what is available to be accessed in terms of government schemes and welfare programmes, market opportunities, training opportunities, scaling of the businesses and new opportunities that are emerging and how best we can utilise them.

#### **9. Anis Ansari (IAS Retired) suggested the following points:**

- The most essential step to meet challenges of economic depression accelerated by Corona virus was for the GOI & states to boost up demand by providing Rs 7,500 pm to jobless workers & labourers as recommended by Nobel Laureate Dr Abhijit Banerjee & Sri Rahul Gandhi.
- Govts should step up demand for handloom, powerloom, khadi, handicrafts & food processing to create jobs in rural areas for employment for jobless migrant labourers

& workers. Govt should purchase from these informal sectors goods it needs for itself.

- Ban on sale of buffalo meat- mutton, poultry & fisheries by Govt of UP should be withdrawn as these are vibrant sectors & ban will harm farmers, Dalit, OBCs including Muslim OBCs.
- Economic activities operate on laws of supply and demand and have little relationships with religion etc. Therefore, a non-sectarian strategy to meet the crisis will pay better results.

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