

**FREE** **THE ROLE OF  
ENTREPRENEURSHIP  
IN POST COVID-19  
RESURGENCE**

UNCTAD-UNITAR 4 PARTS WEBINAR SERIES  
ON ENTREPRENEURSHIP AND MSMEs SURVIVAL  
AND RESURGENCE IN COVID-19 TIMES



**AGRIPRENEURSHIP  
AND MSMEs RESURGENCE**

FACT SHEET / AGENDA

Thursday, March 25th, 2021 @ 9am EST / 3pm CET

## Background

The new coronavirus pandemic is having unprecedented impacts across the globe, especially on human health and economic activities. In this context, Governments are intensifying their efforts to combat the global spread of COVID-19 by enacting various measures to support public health systems, safeguard the economy and to ensure public order and safety.

Likewise, entrepreneurs have looked for creative solutions to keep their activities afloat, addressing different challenges they are experiencing. The downturn in the global economy following this huge sanitary and health crisis represents unprecedented challenges, but will provide opportunities as well.

## Discussion objectives

The objective of this virtual discussions is to identify and analyse the main impacts of COVID-19 on entrepreneurs and MSMEs, their reactions, as well as the support they have received to face the current situation. Discussions will provide an opportunity for an intermediate impact assessment of the disruption, would help to identify a set of priority policies and measures for immediate basic re-opening measures for small business-owners, in order to facilitate resurgence, and develop a longer- term social and green economic recovery strategy where the entrepreneurship and MSMEs play a central role leaving no one behind. The webinars will also help to raise awareness of challenges on post COVID-19 resurgence of MSMEs and share practices on how they could be addressed to facilitate the role of entrepreneurship and MSMEs in the green and sustainable social and economic recovery.

Webinars will be structured around 4 themes. Each webinar will last for 1.5 hours. They will be co-led by UNCTAD and UNITAR. The platform will be hosted by UNITAR. Registration and data analysis will be done by UNITAR and shared with UNCTAD. Spanish and French translation will be provided to the audience.

The following issues will be addressed:

25 March 2021 | 9am EST/ 3pm CET

### 2 Agripreneurship and MSMEs Resurgence

- How has COVID-19 affected the global and regional agricultural value chains and how have entrepreneurs and MSMEs responded to the crisis?
- How can small entrepreneurs and MSMEs in agricultural sector integrate and contribute to the foodtech revolution?
- What policies and measures can governments implement to promote sustainable agricultural production and sustainable agricultural value chain?
- What are the key challenges and good practices to be considered to strengthen the role and productivity of the MSMEs in agriculture and food industry? What capacity building programmes are available in this regard?

## Target audience

The event is open to all and is targeting all entrepreneurship stakeholders, with a particular focus on the following groups:

- Public sector officials;
- International organization
- Representatives from the private sector, including MSMEs, and academia
- Civil Society representatives



# Programme



3:00-3:05 – Welcoming remarks by



• **Ms. Tatiana Krylova**, Head of the Enterprise Branch, Division on Investment and Enterprise



3:05-3:10 – Virtual Davos-style discussion moderated by



• **Mr. Alex Mejia**, Division Director, UNITAR and Editor-in-Chief, UN Today Magazine

## PANELISTS



• **Mr. Ranveer Chandra** is the Chief Scientist of Microsoft Azure Global and started the FarmBeats project at Microsoft Research in 2015, and has been leading it since then. The goal of FarmBeats is to enable data-driven farming. Data, coupled with the farmer's knowledge and intuition about his or her farm, can help increase farm productivity and reduce costs. Ranveer has published more than 80 papers, and filed over 100 patents, more than 85. His research has been cited by the popular press, such as the Economist, MIT Technology Review, BBC, Scientific American, New York Times, WSJ, among others.



• **Ms. Julian Nyamahunge Omalla** is one of Uganda's top female entrepreneurs. She is founder, chairperson and managing director of Delight Uganda Limited producing the country's most popular fruit drink sold under the brand name 'Cheers'. Julian has diversified into a range of other business activities, including egg and poultry farming, maize-feed production, a flour mill and bakery, a student hostel for 400, as well as coordinating women's farmer cooperatives that provide food aid into Sudan. She employs today over 1,000 Ugandans and exports to countries such as Rwanda, Kenya, Tanzania, Sudan and Zaire.



• **Mr. Sriram Gopal** is the founder and CEO of FutureFarms. An Agtech startup democratising "Precision Agriculture" using Big Data. FutureFarms design integrated full stack solutions for alternative farming and hydroponics, providing reliable, sustainable and traceable food at scale. Sriram is an electronic engineer and a business graduate of Stanford University who stumbled onto videos about hydroponic farming in 2013 and immediately saw its potential for India's food crisis.

4:00-4:30 – Q&A session



For more information and registration:

**PLEASE CLICK HERE**

