

Q.5) It is essential that the country has a level playing field to ensure a fair opportunity for new ag start ups and MSME's. Discuss (200 words)

Periodic labour force participation (PLFP) survey showed more than 45% of India labour worked in MSME and start ups

It shows a contribution of these sectors to run our economy.

Need for a level playing ground.

① MSME & start ups slow down, is also slow down the domestic economy → for this India need a leveling playing ground

② Competitiveness between companies is becoming low without level playing field.

(eg) competitive between flipkart and Road side seller is unfair.

Domestic economy
↓ local seller
↑ competitiveness
not innovation
crowd out the
drop
Inclusive
growth.

U.S. China
WTO
GATT
ONDC

By competition
and laws.

• Exclusion of local seller from economy by the domination of big companies.

• By creating level field ground it paved way for new innovation.

(eg) VIKRAM-S India's first start-up production

• Encourage the enterpenurship mentality among people (young people)

↳ helps to enhance our dream of 5 trillion economy by 2030.

e shram portal
financial assistance
to MSME

way ahead

competition act 2002
put penalty for dominant company → reduce monopoly
(eg) It fined 1300 crore for google

UNITE
give advice
to startups-

Open Network (ONDC)
Digital Commerce
for Inclusiveness
of MSMEs, startups

Thus, In this digital era ~~read~~ with the booming of many big companies, so India should change its physical market policy to Digital market for ensure fairness