



Building a Strong Mass Entrepreneurship Ecosystem: Global Alliance for Mass Entrepreneurship (GAME) Appoints Ketul Acharya as Executive Director

National, August 1.2023: Global Alliance for Mass Entrepreneurship (GAME) today announced the appointment of Ketul Acharya as the Executive Director. Ketul will provide strategic oversight and imaginative leadership to scale GAME's goal as the leading worldwide catalyst for mass entrepreneurship.

Ketul has over twenty-five years of experience working with various stakeholders, including the government, corporations, MSMEs, technology companies, financial institutions, CSOs, and multilateral institutions. In his previous role, Ketul played a crucial role in developing, managing, and growing projects in education, employability, employment, and cluster development. Before joining GAME, Ketul worked as the COO of GoodWorker Technologies (which was founded by Temasek, Singapore), a jobs & learning digital platform company.

Ravi Venkatesan, Founder, GAME, said, "Ketul joins GAME at a time when our work is at a tipping point. Over the past nearly five years, we have partnered with many organisations to develop a good understanding of the interventions that will create vibrant local entrepreneurial ecosystems. This has resulted in solid programs that now need to be scaled quickly with our partners. I am confident that with Ketul's people leadership and execution skills, our team of exceptional people will deliver many breakthroughs. ."

"I am excited to join GAME, which has laid a strong foundation of programs and partners, and eager to work in the mass entrepreneurship space. I am confident that we will make a profound difference in the lives of aspiring and existing entrepreneurs and further elevate the success and impact of GAME. It is an excellent opportunity to be a part of this exciting mission," said **Ketul Acharya, Executive Director, GAME.**

GAME's current programs include:

- Enabling access to finance to 10000 women entrepreneurs in the 3 states of Madhya Pradesh, Maharashtra & Rajasthan.
- Managing the Women Entrepreneurship Platform as the PMU.
- Women Economic Empowerment with the platform economy initiative.

Recently GAME announced a collaboration with SIDBI to launch the NBFC Growth Accelerator Program to support east of funding for MSMEs.



**Global Alliance For
Mass Entrepreneurship**

About GAME:

GAME intends to unlock the potential of Mass Entrepreneurship (ME) in India. It was launched in August 2018 as a backbone organisation that aligns the ecosystem and mobilises action to address systemic challenges to job creation in India. GAME intends to bring together a cross-section of alliances, partners, funders, and other players in the ecosystem who can help inspire an entrepreneurial movement across the country. Its mission is to catalyse an India-wide movement of mass entrepreneurship to grow existing and new enterprises, resulting in 50 million new jobs by 2030, where women own 25% of the businesses. To know more, please visit: <https://massentrepreneurship.org/>