



CONCEPT NOTE - THE RISE MYANMAR

Introduction

The Rise is a global network of Tamil entrepreneurs and professionals who believe in collaborative coexistence, shared prosperity and peace. Within a short span of twelve months The Rise has grown rapidly in numbers, strength and purpose, driven by steadfast commitment to the Tamil cultural values of equity and shared prosperity. The Rise's journey of transforming Tamils as a globally respectable community began in Madurai in December 2018 guided by the theme *"To shift the culture of seeking jobs to creating jobs"*, where 500 Tamil entrepreneurs and professionals from 17 countries converged and pledged to collaborate for mutual benefit and growth. The pursuit of advancement of Tamils continued through the initiation of The Rise 2nd (The Rise Malaysia) in Kuala Lumpur in May 2019, which created opportunity for 350 Tamil entrepreneurs and professionals to connect, empower and foster mutual growth towards sustainable relationship.

The Rise Malaysia marked an important milestone in the history of The Rise movement through establishment of its global character and purpose. Resonating with the aspiration of The Rise to expand beyond borders, the third wave of the movement was launched in Chennai in November 2019, benefitting 1000 delegates from 35 countries. The journey did not end there. The global Tamil community will be presented with yet another opportunity to be part of the momentous movement as The Rise continues the next phase of its journey, a historic encounter with the people and land of Myanmar through the mediating agency of the Tamils in that country. This momentous encounter would begin with the Global Summit of Sustainable Development scheduled for February 20-21, 2020. For the first time, The Rise will bring together the Tamil and International community in fostering alliances for a better, equitable and sustainable shared future.

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Sustainable Development

Guided by the theme of Shared Prosperity, The Rise Myanmar will pursue the vision of the global Rise movement to promote the re-emergence of the Tamils as respectable global people by cultivating the culture of collaboration among multi stakeholders towards achieving mutual and inclusive growth. Upholding United Nations' Sustainable Development Goals as the core belief of The Rise movement, the summit will focus on sharing of new ideas, experiences, and collaboration with each other in facing the future challenges of sustainable development.

With expanding membership across more than 35 countries in the Asia Pacific region, The Rise Myanmar will be the ideal platform to strengthen regional cooperation, which has been widely recognized as one of the main pillars of sustainable development. Embracing the importance of sustainability for all business enterprises and industries, the event will pave the path for discussions on the integration of sustainable practices into businesses as well as shifting the focus from consumer driven business to community driven sustainability business approach. As the world races towards realizing UN's Sustainable Development Goals by 2030, The Rise Myanmar will play a critical role in contributing towards the attainment of the SDGs by providing opportunity for deliberation on the role of entrepreneurs and business entities in addressing sustainable development challenges particularly poverty and unemployment which are some of the key issues plaguing the Tamil community worldwide as most other communities. The Rise Myanmar will push forward the incorporation of the sustainable development model in its ongoing pursuit to generate substantial job opportunities for youth by helping Tamil entrepreneurs to build successful business in partnership with other communities. This is in line with the three-way paradigm of growth upheld by The Rise, whereby equal emphasis is placed on the growth of individual, organization (The Rise), and the wider society.

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The Rise Myanmar

With a population of 54.10 million as of April 2019, Myanmar ranks as the 26th most populous country in the world. Hailed as a melting pot of cultural diversity, Myanmar is home to over 100 distinct ethnic groups comprising eight major ethnic races i.e. Bamar (68%), Kachin, Chin, Kayin, Kayah, Rakhine, Mon, Shan and other minority groups such as Anglo-Indians, Chinese, Nepali, Indians and Anglo-Burmese. The Tamils form the largest group of Indian origin people making up 2% of the Myanmar population. In a country where the national language takes precedence over minority languages, the Tamils in Myanmar have worked hard to preserve their Tamil identity by keeping Tamil culture and language alive for decades. They successfully uphold Tamil culture and language while maintaining acceptance in the larger Myanmar community. In the business front, the Tamils who migrated to Myanmar in a large scale during the British Colonial era to toil as laborers in rice fields and rubber plantations, have now dominated the banking sector and local trade. Once oppressed socially and financially, they have emerged as a prominent force in the society, equipped with entrepreneur knowledge and expertise that would be of much value to the global Tamil Community.

With so much to offer in terms of business opportunities and preservation of the Tamil culture and language, Myanmar makes the ideal host for the launch of the 4th phase of The Rise. There is also much to be capitalized from the change sweeping through the country particularly in the political front, which is evident through the opening of land boundary with India in August 2018. The country's impending technology boom provides an added advantage for entrepreneurs aiming to expand their IT ventures, as well as for those wanting to share and explore innovative approaches to overcome challenges confronting sustainable development.

Myanmar's involvement in trade can be traced back to 100BC, when it served as the main trade route between India and China, facilitating cultural and trade exchange. After a period of instability, owing to trade restrictions and decades of international sanctions, trade has once again become a significant component of the national economy. The Government's ongoing reforms to the legal and regulatory frameworks to stimulate economy and attract foreign investment has opened up opportunities in **agriculture and aquaculture, consumerism, infrastructure, especially in utilities, power and urban development, as well as in manufacturing.**



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Without shifting the spotlight from the celebration of Tamil culture and language, The Rise Myanmar will deliver an array of programs to ensure all participants obtain the maximum benefit from the convergence of global delegates in a single event, with a specific focus on plenary discussions facilitated by experts on 6 key sectors that form the building block of Myanmar's economy—**Agriculture, Integrated Healthcare, Education, IT Park, Trading and Tourism**. Recognizing agriculture as the backbone of the national economy, accounting for more than 38 percent of the country's GDP, the event will include a specific session to explore organic-based farming and food safety and security.

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