

An advocacy specialist, Medha heads Public Policy and CSR for South Asia at Mastercard. With a strong background in reputation management, Medha is spearheading Mastercard's various collaborations with the government and non-government agencies towards accelerating digital adoption, improving credit access to the underbanked and leveraging new emerging technologies for inclusive growth.

An industry veteran with over 20 years in work experience, Medha believes that awareness and knowledge are as critical as access to new solutions and all three are at the core of rapid adoption of new technologies as well as in enhancing credit facilities to people at large across all sections of society.

A firm supporter of evidence-based advocacy, Medha is a key driver across several projects at Mastercard in partnership with the government, think tanks and academia to evaluate and assess the lacunae in digitisation and credit access of MSME's, farmers, and artisans with a special focus on women entrepreneurs, a topic close to her heart.

Her other focus areas of work include spreading awareness and encouraging adoption of safe and secure platforms given the rapid digitisation especially in financial services industry. A strong advocate of 'emerging technologies for inclusive growth' she feels any technological deployment in financial services must be open, equitable and must lead to ease of living.