

BCC&ⁱ
AIDING BUSINESS
SINCE 1833

3rd Edition
Celebrating

MSME DAY

2024
27TH JUNE

**Empowering Dreams, Empowering India:
MSMEs at the Forefront**

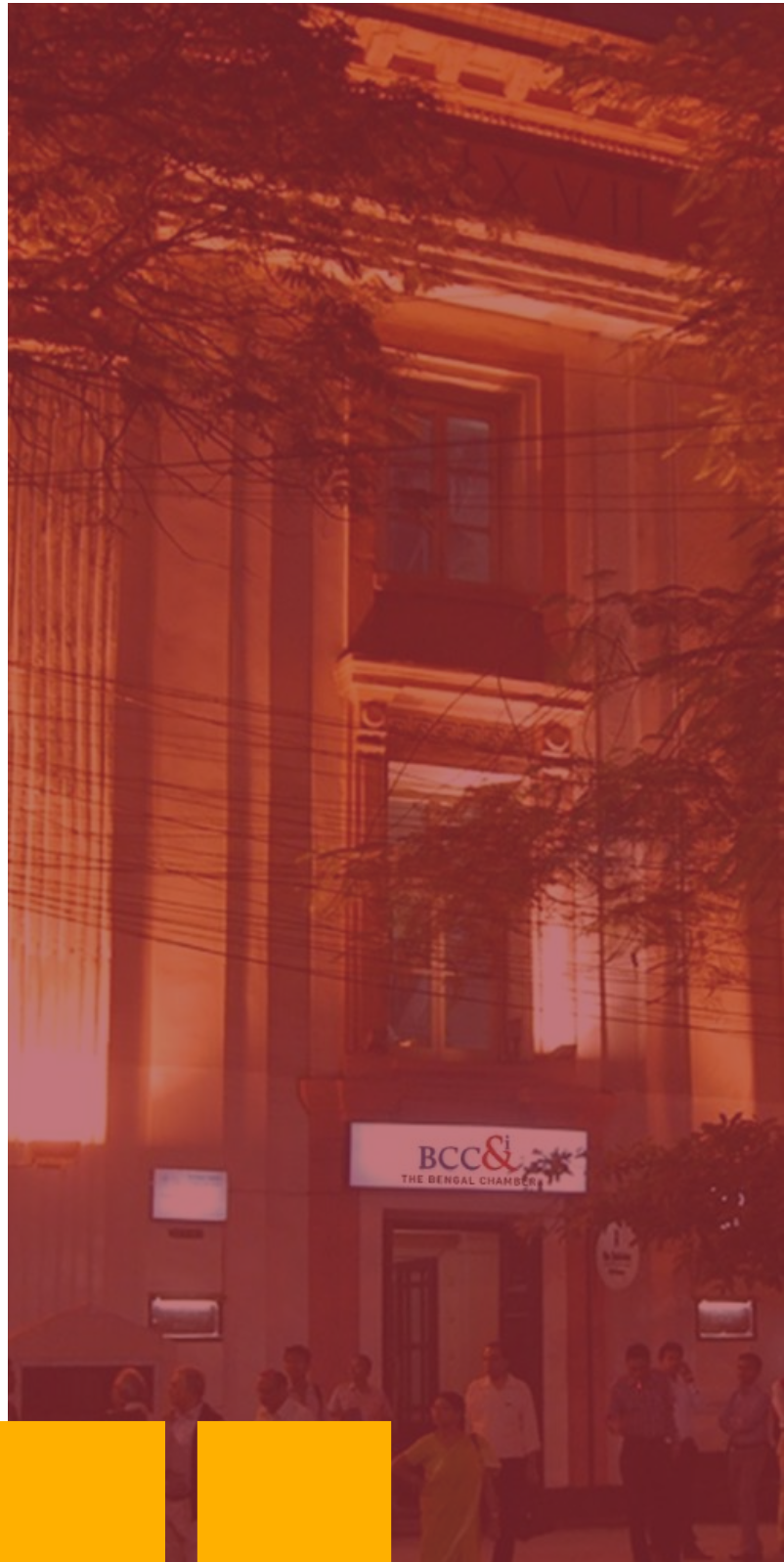
 **KOLKATA AND PUNE**



About the Chamber

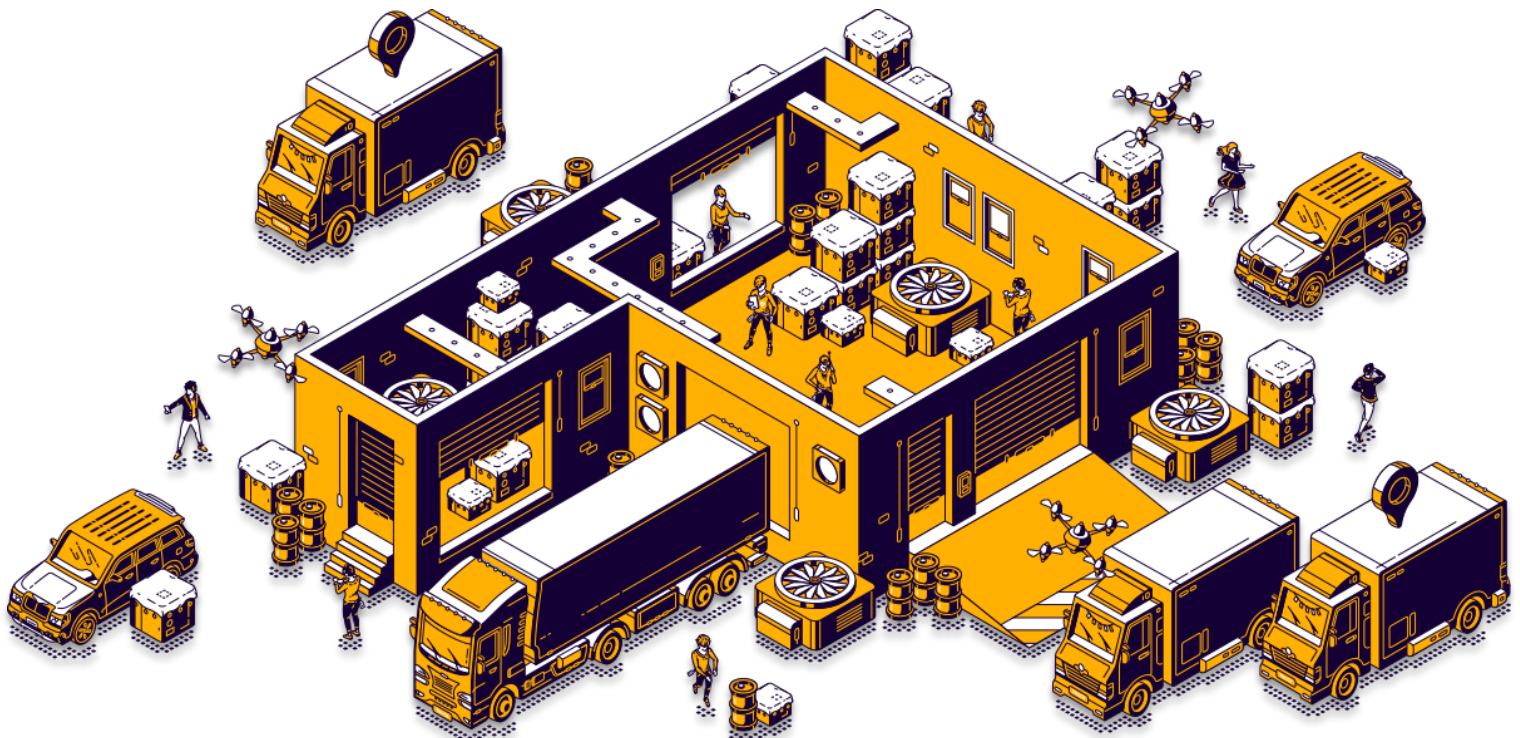
The Bengal Chamber of Commerce and Industry, one of the oldest institutions of its kind tracing its origins to 1833, has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India. The Chamber reviewed and commented upon some of the most critical legislations in the country. The Chamber has stayed relevant close to 200 years by adapting to the changes and delivering to the need of the Industry.

Today, The Chamber is deeply involved in over 30 verticals and has also been playing an increasingly active role in the realm of its ever expanding national and overseas engagements.



About the Event

The MSME Day 2024 Celebrations, organized by The Bengal Chamber of Commerce and Industry, are set to be an enlightening and empowering experience for Micro, Small, and Medium Enterprises (MSMEs). Under the theme **"Empowering Dreams, Empowering India: MSMEs at the Forefront"** this event will provide a comprehensive platform for MSMEs to explore, learn, and network.



Focus Areas and Sessions

Unveiling Export Success: Simplifying Regulations, Success Stories and Export Financing:

Discover lucrative markets for Indian exports, learn about government export schemes and how MSMEs can leverage them for global success. Interact and listen to experts providing export credit guarantees.

Small Steps, Big Deals: MSMEs Embracing Corporate and PSU Collaboration:

Explores the transformative potential when MSMEs and Public Sector Undertakings (PSUs) and corporates, join forces. Through strategic partnerships, MSMEs gain access to the vast resources, networks, and market reach of both corporate entities and PSUs, enabling them to scale their operations and compete on a larger stage. By leveraging each other's strengths, MSMEs can drive innovation, foster economic growth, and contribute to the development of robust and sustainable business ecosystems.

Unlocking Access to Capital for MSMEs through Technological Innovation:

Discover how digital platforms and fintech solutions are revolutionizing access to capital, streamlining processes, and driving financial inclusion for small businesses.

Navigating Compliance Maze: Anticipating Regulatory Changes and Adaptation Strategies for MSMEs:

Address knowledge gaps on compliances through initiatives launched by the government in collaboration with partner agencies and departments. Understand compliances under foreign exchange and banking charges associated with these compliances. Stay updated on recent developments such as the Finance Act 2023, and its implications for MSMEs.

Frontier Focus: Smarter MSMEs in an Ever-Changing Landscape:

Underscores the imperative for MSMEs to adapt and thrive amidst rapid shifts in business dynamics. As technology reshapes industries and consumer behaviors evolve, MSMEs must adopt smarter strategies to remain competitive. By fostering a forward-thinking mindset and embracing change, MSMEs can navigate the ever-changing business terrain with confidence, ensuring their sustained growth and success in the marketplace.

Partnership Matrix

SR.NO.	PARTNERSHIP DELIVERABLES	TITLE PARTNER INR 500000/- PLUS GST	PLATINUM PARTNER INR 400000/- PLUS GST	GOLD PARTNER INR 300000/- PLUS GST	SILVER PARTNER INR 200000/- PLUS GST	BRONZE PARTNER INR 100000/- PLUS GST
1	PARTNERSHIP ACKNOWLEDGEMENT AND LOGO PRESENCE IN ALL PROMOTIONAL & BRANDING MATERIALS	YES	YES	YES	YES	YES
2	EXCLUSIVE SESSION (15-20 MINUTES)	YES	-	-	-	-
3	INVITATION PASSES	15	12	10	8	6
4	CORPORATE AV TO BE PLAYED DURING THE DAY OF THE EVENT	6 TIMES	5 TIMES	4 TIMES	3 TIMES	2 TIMES
5	POST PROGRAMME CONSOLIDATED PARTICIPANT LIST TO BE SHARED IN EMAIL	YES	YES	YES	YES	YES
6	NEWSPAPER ADVERTISEMENT (IF ANY)	YES	YES	YES	-	-
7	DISPLAY OF STANDEES AT THE VENUE	6	5	4	3	2
8	SEPARATE STALL SPACE / NETWORKING SPACE	YES	YES	YES		
9	POST PROGRAMME ADVERTISEMENT IN BCC&I MONTHLY NEWS LETTER	5 EDITIONS (FULL PAGE)	3 EDITIONS (FULL PAGE)	2 EDITIONS (FULL PAGE)	1 EDITION (FULL PAGE)	1 EDITION (HALF PAGE)
10	PROMOTION OF CORPORATE AV THROUGH BCC&I SOCIAL MEDIA	YES	YES	YES	YES	YES
11	OPPORTUNITY TO ADDRESS AT PANEL DISCUSSION/ TECHNICAL SESSION	YES	YES	YES	YES	YES
12	OPPORTUNITY TO ADDRESS AT THE INAUGURAL SESSION WITH OTHER DIGNITARIES	YES	YES			
13	ONE YEAR FREE SUBSCRIPTION IN OUR ONLINE DIRECTORY	YES	YES	YES	YES	YES

CONTACT US FOR EXHIBITION STALL SPACE BOOKING / ANY OTHER SPECIAL PARTNERSHIP COLLABORATION FOR ANY OF THE DAY LONG MSME & MANUFACTURING SEMINARS/ WORKSHOP/ NETWORKING PROGRAMME

CURATE YOUR SPECIAL PARTNERSHIP COLLABORATION FOR YEAR AROUND PROGRAMMES / MSME TRADE FAIR



Event Highlights:

- **Exhibition:** Showcase of innovative products and services by MSMEs, providing a platform for visibility and networking.
- **Seminar Sessions:** Expert-led discussions on export strategies, sustainability, compliance, and digital transformation, offering valuable insights and actionable strategies.
- **Networking Opportunities:** Connect with industry leaders, policymakers, and fellow entrepreneurs to foster collaborations and partnerships.

Register Now:

Avail of this opportunity to gain insights, network with industry peers, and propel your business to new heights! Register today to secure your spot at the MSME Day 2024 Celebrations in Kolkata and Pune.



CLICK OR SCAN TO REGISTER



**For registration and
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