

KNOWLEDGE PARTNER



BCC&i
AIDING BUSINESS
SINCE 1833

CO-HOST



09:30 A.M.
WILLIAMSON
MAGOR HALL

Workshop on
**VALUATION
DRIVEN
FINANCING**
Empowering MSMEs for
Effective Borrowing

Unlock Funding Power Through Valuation!

Learn how to assess, enhance, and leverage your business's value to secure smarter and more effective borrowing.



JOIN NOW

FOCUS

Micro, Small, and Medium Enterprises (MSMEs) often face significant challenges in securing timely and adequate credit due to limited financial documentation, lack of collateral, and low awareness of how lenders evaluate business potential. The workshop on Empowering MSMEs for Effective Borrowing: Valuation-Driven Financing aims to address these issues by promoting a valuation-centric approach to credit linkage. By helping MSMEs understand and demonstrate their true business value, the workshop seeks to enhance their credibility with financial institutions, improve access to formal credit, and foster long-term financial growth.



WHY ATTEND?

Understand valuation methods tailored for MSMEs

Learn how valuation drives lender confidence

Build strategies for investor-ready financials

Real case studies from successful MSMEs

POST-SHOW HANDHOLDING

Our commitment doesn't end with the workshop! We will support the MSMEs in collaborating with Banks / Financial Institutions for financial assistance.

Participants will receive guided follow-up support, including:

-  **Periodical mentoring sessions**
-  **Assistance in applying valuation insights to real funding proposals**
-  **Guidance in lender and investor presentations**



JOIN NOW

WHO SHOULD ATTEND ?

MSME owners, startup founders, CFOs, finance managers and anyone looking to borrow smart and grow sustainably.

**SEATS LIMITED
EARLY REGISTRATION ENCOURAGED!**

EXPECTED OUTCOMES

- Improved credit readiness among participating MSMEs
- Increased awareness of valuation as a strategic financing tool
- Higher approval rates for MSME loan applications
- Enhanced financial inclusion and formalization of small enterprises
- Stronger ecosystem linkages between MSMEs, lenders, and support institutions

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REGISTER HERE

Click on the above button to
register in the Workshop

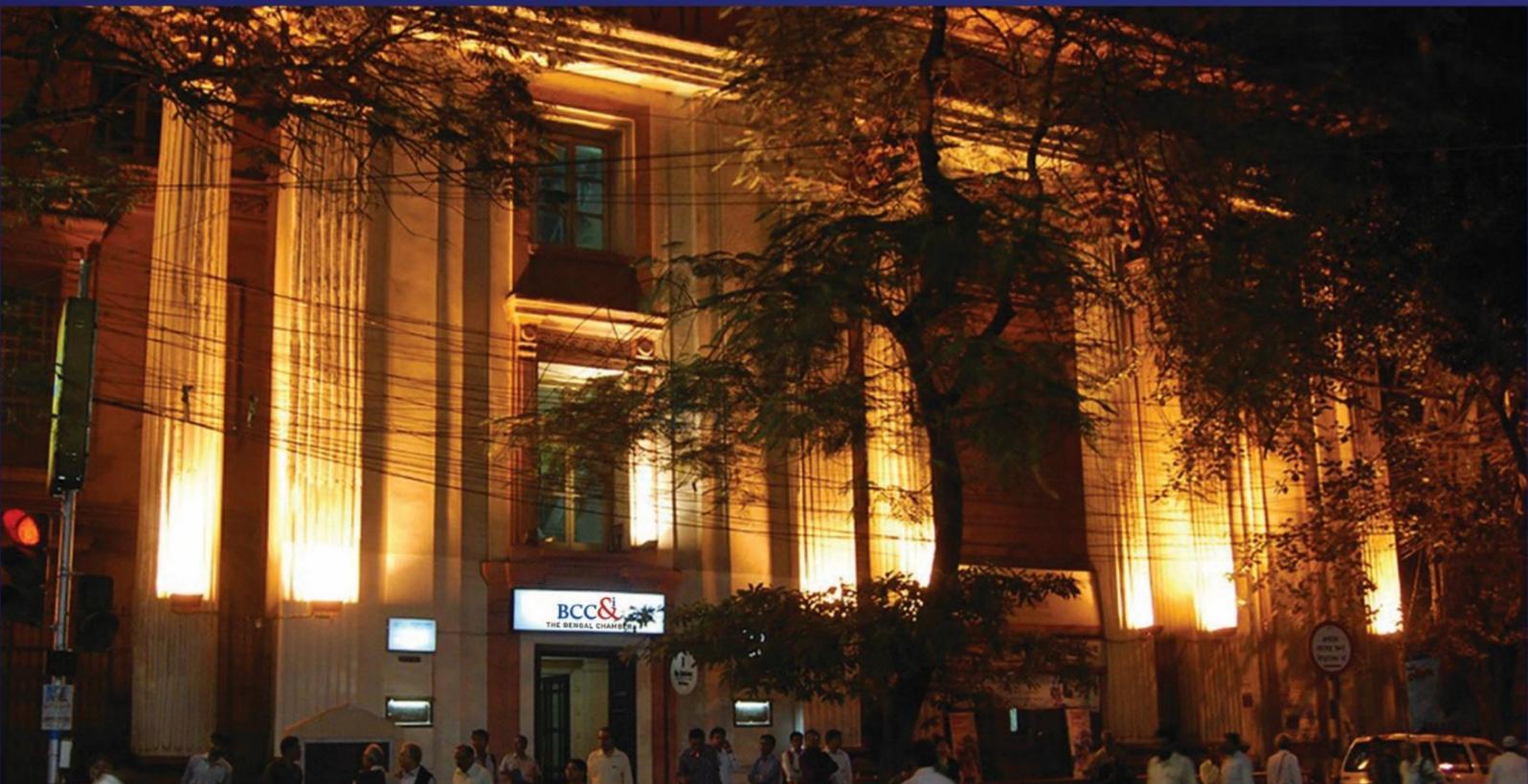


JOIN NOW

THE BENGAL 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 areas like Manufacturing & MSME, Agriculture and Rural Development, Infrastructure, Shipping & Logistics, Trade Fairs & Trade Promotions, Healthcare, Information Technology, Technology Incubation Center, Education, Energy and Environment, Finance and Banking, Economic Affairs, Corporate Governance, Marketing, Brand & Media, People Management, Entrepreneurship, Skills, Legal, International Trade, Next Gen Packaging, Tourism, Hospitality, Heritage, Lifestyle, Films, Music & Entertainment to name a few and has now assumed a multi-faceted role. The Bengal Chamber, also, has been playing an increasingly active role in the realm of its ever-expanding overseas engagements.



INSTITUTE OF BUSINESS MANAGEMENT (IBM)

Institute of Business Management (IBM), affiliated to Jadavpur University and approved by the AICTE, is an integral part of the century-old National Council of Education, Bengal, which originated from the national freedom movement and was established on 11th March 1905.

Besides founding Jadavpur University in 1955 under an act passed in the West Bengal State Assembly, the National Council of Education, Bengal formed an educational complex comprising Jadavpur Vidyapith (1957), covering Nursery to Higher Secondary, Jadavpur Vidyapith College of Education (1969), offering B.Ed. degree at Jadavpur University, the Institute of Business Management (1984), which offers a management degree (MBA) from Jadavpur University. IBM has been working closely with industry and academia to develop new managerial thoughts and education domains and contribute to building leaders in today's global business environment.

Institute of Business Management has been offering quality MBA programme over the last four decades, both for working executives and freshers, in a student-friendly ambience through case-based interactive learning sessions by highly competent and experienced faculty members drawn from Industries/Institutes/Universities.



DYNOVIA SOLUTIONS LLP

At Dynovia Solutions, we are dedicated to driving growth and excellence for businesses through innovative solutions and transformative training programs. As a management consulting firm specializing in employee development and supply chain optimization, we bridge the gap between organizational potential and operational success. Our training programs are meticulously designed to enhance critical skills, foster leadership, and instill a culture of continuous improvement, ensuring teams perform at their best in today's dynamic environment. In parallel, our supply chain consultancy services empower organizations to streamline processes, reduce costs, and build resilient systems. From inventory management and vendor optimization to advanced technology integration like IoT for predictive maintenance, we provide end-to-end solutions tailored to your unique needs. With a commitment to excellence and a focus on measurable outcomes, we partner with businesses to navigate challenges, seize opportunities, and achieve sustainable growth. Together, we shape the future of industries, one solution at a time.



PARTNERSHIP MATRIX

CATEGORY	PARTNERSHIP CONTRIBUTION (PLUS TAXES)	BENEFITS
Platinum Partner	₹ 2,00,000/-	<ul style="list-style-type: none"> To be highlighted as "Platinum Partner" in pre-post show campaign in social media handles and on-site signage/backdrop Advertisement in BCC&I's online directory for 6 months Detailed list of Participants will be shared (post event) with turnover and Products / Services Exclusive Session, timing (35 Minutes) 8 complementary workshop invitations 6 Standee Placement in the venue (to be shared by the partner, the ready ones!) Recognition in pre-workshop email marketing upon partnership confirmation 1 minute product/service video to be played during pre-event campaign and during the event
Gold Partner	₹ 1,50,000/-	<ul style="list-style-type: none"> To be highlighted as "Gold Partner" in pre-post show campaign in social media handles and on-site signage/backdrop Advertisement in BCC&I's online directory for 4 months Detailed list of Participants will be shared (post event) with Products / Services Session Timing (20 Minutes) 6 complementary workshop invitations 4 Standee Placement in the venue (to be shared by the partner, the ready ones!) Recognition in pre-workshop email marketing upon partnership confirmation 1 minute product/service video to be played during pre-event campaign and during the event

PARTNERSHIP MATRIX

CATEGORY	PARTNERSHIP CONTRIBUTION (PLUS TAXES)	BENEFITS
Silver Partner	₹ 1,00,000/-	<ul style="list-style-type: none"> To be highlighted as "Silver Partner" in pre-post show campaign in social media handles and on-site signage/backdrop Advertisement in BCC&I's online directory for 2 months Detailed list of Participants will be shared (post event) with Products / Services Session Timing (15 Minutes) 4 complementary workshop invitations 2 Standee Placement in the venue (to be shared by the partner, the ready ones!) Recognition in pre-workshop email marketing upon partnership confirmation 1 minute product/service video to be played during pre-event campaign and during the event
Bronze Partner	₹ 75,000/-	<ul style="list-style-type: none"> To be highlighted as "Bronze Partner" in pre-post show campaign in social media handles and on-site signage/backdrop Detailed list of Participants will be shared (post event) with Products / Services Session Timing (10 Minutes) 2 complementary workshop invitations 1 Standee Placement in the venue (to be shared by the partner, the ready ones!) Recognition in pre-workshop email marketing upon partnership confirmation 1 minute product/service video to be played during pre-event campaign and during the event
MSME Partner	₹ 25,000/-	<ul style="list-style-type: none"> Pre and Post event promotion as MSME Partner in Social Media Handles 1 complementary workshop invitations Prominent Logo Presence in event campaigns as well as in event backdrop Session Presence to showcase Companies activities and discuss challenges and opportunities during regular cash flow and Company operations (5 Minutes)
Delegate	₹ 2,000/-	<ul style="list-style-type: none"> Certificate of Participation Participants will receive guided follow-up support for financial assistance with Banks/Financial Institutions. Scope to Participate in after event Quiz