



# MERCHANTS' CHAMBER OF COMMERCE & INDUSTRY



## MCCI Vision – Creating an enabling MSME Eco-system through MCCI MSME Help Desk

The objective of the Help Desk is to assist MSMEs leverage the opportunities and explore solutions to the key issues of finance availability, access to technology, skill-upgradation of manpower, manufacturing incentives & others. Some of the areas wherein walk-in consultation is available from the domain experts are:

- MSME General Issues including Delayed Payments
- GST & Taxation
- Finance, Banking and Project Appraisal
- Exports Incentive and Foreign Trade Policy
- Trademark
- Skill Development
- Statutory Compliances
- HR & Industrial Relations Issues
- Miscellaneous others

### Services :

The services provided are :

- Mentoring support
- Single-point information/consultation system
- Creation of networking and market linkages
- Increasing awareness amongst entrepreneurs
- Boosting the MSME sector through enabling measures



# MESSAGE FROM

**Shri Rishabh C Kothari**

President, MCCI

MCCI believes that if MSMEs are provided with adequate hand holding, mentoring and expert guidance, their productivity would increase manifold and would be much better equipped to take on competition, both in the local market as well as in the global arena. Their capacity to contribute significantly to the industrial development of the nation at large, would also be enhanced. In order to accomplish this vision and assist MSMEs in these endeavors, MCCI established the MCCI MSME Help Desk in 2018.

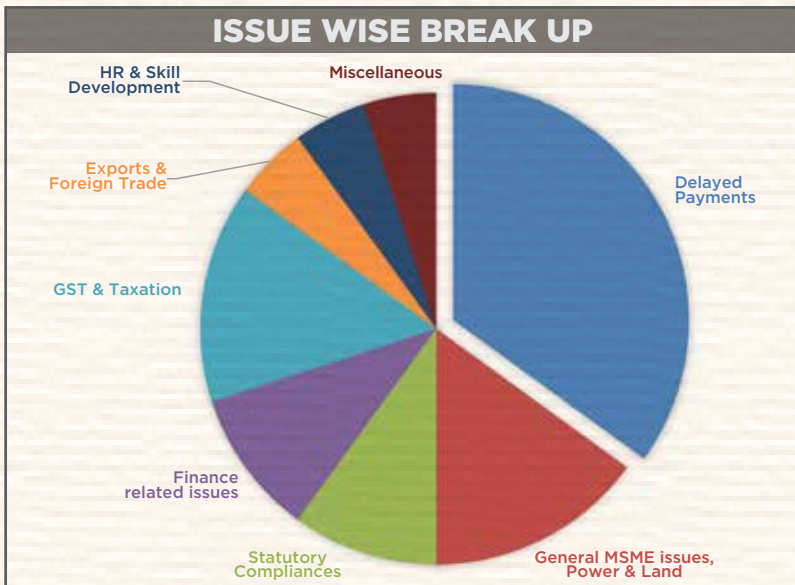
The MCCI MSME Help Desk was inaugurated by Shri Rajiva Sinha, IAS

(Retd.), presently Chairman, WBIDC, the—then Additional Chief Secretary, Department of MSME & Textiles, Government of West Bengal on 17th April, 2018 and is being run in association with the Department of MSME & Textiles, Government of West Bengal.

The Chamber is committed to making a difference for the MSME fraternity through this flagship initiative to create and support an enabling ecosystem for MSMEs to blossom and flourish.

We look forward to your support and participation.

## Providing Micro Level Solutions to the Issues



In addition to the general mentoring provided, the MCCI MSME Help Desk has handled more than 230 individual cases, wherein micro level solutions are provided to address the issues.

<b>No. of Help Desks</b>	<b>22 at MCCI premises</b>
	<b>1 at Medinipur</b>
<b>No. of cases handled</b>	<b>230 individual cases</b>

### Experts & Mentors for consultation

- **Shri Rajkumar Midya**, Joint Director (P & S), MSME, Government of West Bengal (Chief Mentor);
- **Shri Sanjib Kothari**, Treasurer and Chairman, Council on MSME, MCCI;
- **Shri Akhil Sonthalia**, Co Chairman, Council on MSME, MCCI;
- **Shri Smarajit Mitra**, Chairman, Council on Skill Development & Start Up, MCCI;
- **Shri Arun Kumar Agarwal**, Chairman, Council on GST, Indirect & State Taxes, MCCI;
- **Shri Vivek Jalan**, FCA, Founder & Partner, Tax Connect Advisory Services LLP
- **M/s. Suvidha Consultants** as Technical Partner.



### Way Forward :

- The Chamber invites the MSME fraternity to come forward to take the benefits of the services provided in the MSME Help Desk.
- The Chamber plans to take the Help Desk to each and every district of West Bengal and beyond to reach out to the MSME units at the grass root level.
- Through the initiative MCCI is committed to make a difference in the MSME fraternity.

## ABOUT MCCI

MCCI is a non-government, not-for-profit, industry-led and industry-managed organization, with around 700 direct members and 15,000 indirect members covering a wide cross-section of small, medium & large industries, trades, professions and services. There are 30 Standing Committees under the Executive Committee, looking after various aspects of the industry, trade and services sectors. Besides, 10 Associations of Industry & Trade are affiliated to MCCI.

For over 120 years, MCCI has worked to develop an indigenous vibrant industrial base in the country, especially in the Eastern India. The indomitable spirit and quest to build an institution to safeguard the interests of the indigenous business community led to the birth of a Baishya Sabha. With the changing times now it stands as MCCI. MCCI has always evolved to reinvent itself to meet the requirements of the times and is presently going through another such transformative phase in the era of 'new normal'.

MCCI works as a bridge between businesses and the policy makers to create a conducive economic environment for the industry to prosper and flourish while benefitting all the stakeholders in the economy. It works on the goal to take Indian industry to a higher growth trajectory.

MCCI is one of the leading Chambers of Eastern India which has always worked for the betterment of MSMEs. The Chamber has been continuously organising MSME Helpdesks in association with the Department of MSME and Textile, Government of West Bengal. Several Business Programmes are organized for the benefit of the members.

MCCI looks to the future with confidence in its capacity to serve the people and the business community of Eastern region and in the process, contribute to the economic development of the State in particular and the country as a whole.

**For the year 2022, MCCI is prepared to provide opportunities for growth and development to its members through 4E's ~ Explore, Educate, Empower and Enable which will help members achieve the 5 th E ~ Excellence in all spheres.**

MCCI has always evolved to reinvent itself to meet the requirements of the times and is presently working on the specific Theme "**Bouncing Back**", working closely with the State and Central Government on policy matters and also building bridges through international connect initiatives.



### Merchants' Chamber of Commerce & Industry

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