



# Merchants' Chamber of Commerce & Industry

**Brief  
Report**



**Friday,  
18 August 2023**

**3.00 PM**

**MCKV Institute  
of Engineering**



**1st MSME Outreach Initiative in Howrah**

# MCCI

# Destination Howrah:

MSME Workshop and Help Desk



Merchants' Chamber of Commerce & Industry in association with MCKV Institute of Engineering organized the 1st MSME Outreach Initiative in Howrah titled, "**MCCI Destination Howrah : MSME Workshop and Help Desk**" on Friday, 18th August 2023 at 3.00 PM at MCKV Institute of Engineering, Howrah.

In order to celebrate **MSME Observance month**, as designated by Department of MSME & Textiles, Govt. of West Bengal and also as part of **Chamber Outreach programmes** MCCI organised the outreach initiative in the district of Howrah to connect with the MSME units in the district. The Session was attended by industrialists, businessmen, MSME fraternity and other important personalities of Howrah.



**Lamp Lighting at 1st MCCI Destination Howrah :**

from L to R : Smt. Rina Chakraborty, Asstt. Director (E.I), MSME DFO Kolkata, Ministry of MSME, Govt. of India; Shri Kishan Kumar Kejriwal, Chairman, MCKV Group of Institutions; Smt. Mukta Arya, IAS, District Magistrate, Howrah; Shri Namit Bajoria, President, MCCI; Shri Sanjib Kumar Kothari, Treasurer and Chairman, Council on MSMEs, MCCI; Shri Smarajit Mitra, Chairman, Council on HR & Skill Development, MCCI; Shri Akhil Sonthalia, Co Chairman, Council on MSMEs, MCCI; Shri Vivek Jalan, Member, Council on MSMEs, MCCI and Shri Sunil Bhoruka, Member, Council on MSMEs, MCCI.

MCCI entered into a landmark **Memorandum of Understanding [MoU]** with MCKV Institute of Engineering, Howrah at the Workshop towards promotion of excellent ties between the two organisations, as also development of MSMEs and entrepreneurship in the district of Howrah. The MoU was signed between **Shri Namit Bajoria**, President, MCCI and **Shri Kishan Kumar Kejriwal**, Chairman, MCKV Group of Institutions.

**Smt. Mukta Arya**, IAS, District Magistrate, Howrah and **Smt. Rina Chakraborty**, Asstt. Director (E.I), MSME DFO Kolkata, Ministry of MSME, Govt. of India addressed the Opening Session as **Guests of Honour**.



**Signing of Memorandum of Understanding (MoU)** between Shri Namit Bajoria, President, MCCI [2nd from left] and Shri Kishan Kumar Kejriwal, Chairman, MCKV Group of Institutions [extreme left] with applause from Smt. Mukta Arya, IAS, District Magistrate, Howrah [2nd from right] and Shri Sanjib Kumar Kothari, Treasurer and Chairman, Council on MSMEs, MCCI [extreme right].





**Smt. Mukta Arya**, IAS, District Magistrate, Howrah in her address focused on setting up new units in the district. She referred to the “MSME Observance Month”, from 1st to 18th August 2023, as designated by the Department of MSME & Textiles, Govt. of West Bengal, which stressed among others upon Udyam Registration and Bhavishyat Credit Card, a scheme for giving loans upto Rs. 5 lakhs without collaterals. She also mentioned about the programme titled Shilper Samadhaney MSME Camps, to be held on 23rd August, 2023 under the leadership of Smt. Mamata Banerjee, Hon’ble Chief Minister of West Bengal. She spoke about the importance of Innovation and Entrepreneurship and stressed upon mutual support and cooperation between industry and the Government for taking Howrah onto the growth trajectory. She also invited the participants to come up with issues and problems being faced, so that the same could be resolved.

**Smt. Rina Chakraborty**, Asstt. Director (E.I), MSME DFO Kolkata, Ministry of MSME, Govt. of India spoke about the initiatives undertaken by MSME–DFO, Govt. of India. She mentioned

Smt. Mukta Arya, IAS, District Magistrate, Howrah [in the middle] in conversation with Shri Namit Bajoria, President, MCCI [extreme left] and Shri Sanjib Kumar Kothari, Treasurer and Chairman, Council on MSMEs, MCCI [extreme right].

about the importance of Udyam Registration, GeM Registration, Samadhan portal for delayed payments and other initiatives by the Govt. of India.

Earlier, in his Welcome Address, **Shri Namit Bajoria**, President, MCCI said that our state of West Bengal has witnessed rapid growth in MSME over the last few years. It is a matter of great pride that our State has the 2nd highest number of MSME units in the country. Shri Bajoria informed that has been organizing Outreach programmes in the districts and in Tier II and Tier III towns of West Bengal in order to connect with the business fraternity across the state as also to facilitate inclusive growth. In the district of Howrah, around 13,997 industrial units have been set up since May 2011 up to April 2021 with Rs. 5,988 cr. approximate Investment providing employment to around 1,36,114, he noted.

In his Theme Address, **Shri Sanjib Kumar**



The distinguished panel

**Kothari**, Treasurer and Chairman, Council on MSMEs, MCCI said that the coveted initiative of MCCI MSME Help Desk was initiated in 2018 to provide mentoring and handholding services to the MSMEs and also to address the challenges faced by the MSMEs, leverage opportunities and explore solutions to the key issues, by domain experts. He said that the district of Howrah has lost its glory as the Sheffield of Eastern India. However, efforts are on to revive the old glory to an extent. A few industry verticals deserve special mention, viz. Agro-based Industries including Jute yarn, Textile & Hosiery, Leather & REXIN, Rubber & Plastic product, Chemical & Chemical products, Mechanical including small rolling mill, pressure die casting and others. He felt

that MCCI could play a pivotal role here in promoting of growth and development of the MSME sector in Howrah. Towards facilitation of this, MCCI would organise MSME Help Desk once in 3 months in the district of Howrah, he noted.

**Shri Kishan Kumar Kejriwal**, Chairman, MCKV Group of Institutions in his Special Address, spoke about the importance of the development of the district of Howrah and bringing back the lost glory of the district. The Institute had been committed to the development of MSME sector, particularly in the development of Foundry, Engineering, Textiles, Food and other sectors in Howrah, he mentioned.



Session in progress





The MSME Workshop concluded with a hearty Vote of Thanks proposed by **Shri Akhil Sonthalia**, Co Chairman, Council on MSMEs, MCCI. Special thanks were given to **Shri Suresh Kumar Agarwal** and **Shri Sudeep Mukherjee**, members of Council on MSMEs, MCCI for their kind support in organizing the programme.

The Session was followed by **MCCI MSME Help Desk**, one-on-one Mentoring Session with the following Mentor Panel :

- Shri Sanjib Kumar Kothari, Treasurer and Chairman, Council on MSMEs, MCCI
- Smt. Rina Chakraborty, Asstt. Director (E.I), MSME DFO Kolkata, Govt. of India
- Shri Akhil Sonthalia, Co Chairman, Council on MSMEs, MCCI
- Shri Smarajit Mitra, Chairman, Council on HR & Skill Development, MCCI
- Shri Vivek Jalan, Member, Council on MSMEs, MCCI
- Shri Sunil Bhoruka, Member, Council on MSMEs, MCCI.

The objectives of MCCI MSME Help Desk have been to address the challenges faced by the MSMEs, leverage opportunities and explore solutions to the key issues, by domain

experts. The important Mentoring & Handholding areas are :

- General MSME Issues
- Finance, Banking and Project Appraisal
- Trademark
- Exports
- Delayed Payments
- GST and Taxation
- Marketing
- Statutory Compliances
- Miscellaneous



On-spot Udyam Registration by M/s. Suvidha Consultants as Technical Partner

Special Attraction of the Help Desk was : **on-Spot Udyam Registration** for MSME units by M/s. Suvidha Consultants as Technical Partner.

## ABOUT MCCI

MCCI is a 122 years old non-government, not-for-profit, industry-led and industry-managed organization, with 700 direct members and 15,000 indirect members covering a wide cross-section of small, medium & large industries, trade and services besides, 10 Associations of Industry & Trade are also affiliated to MCCI.

MCCI addresses various aspects of the industry, trade and service sectors, their issues & Challenges and through several learning and best practices forums, guide them to the future. MCCI also helps members to explore international business opportunities through its international connect initiatives.

MCCI has been working on the development of an indigenous vibrant industrial base in the country, especially in 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 Vaishya Sabha and with the changing times, now it stands as MCCI. MCCI has evolved to reinvent itself to address the challenges in this 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. The Executive Committee, which has 30 Councils reporting to it, is the principal facilitating structure of the Chamber.

MCCI is one of the leading Chambers of Eastern India relentlessly working for the betterment of MSMEs through several initiatives. MSME Helpdesk, IP facilitation, connecting with Banking and Financial institutions, technology for MSMEs, besides taking up members' issues at the appropriate level. Several Business meets are organized for the benefit of the members.



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