







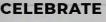
IN ASSOCIATION WITH



10:30 am 27th June, 2022

Williamson Magor Hall The Bengal Chamber





ISME DAY 2022













WORLD MSME DAY 2022

PROGRAMME

| 10:30 A.M. – 10:55 A.M. | | Networking with Tea/Coffee |
|--|---|--|
| INAUGURAL SESSION 11:00 A.M. – 12:30 P.M. | | |
| 11:00 A.M. – 11:10 A.M. | Inaugural and Theme Address | Mr. Sanjay Behera, Chairperson – Manufacturing & MSME Committee, The BCC&I, and Chief Sales Manager, Tata Steel Limited |
| 11:10 A.M. – 11: 30 A.M. | Address by the Chief Guest | Shri Rajesh Pandey, IAS, Principal Secretary MSME&T, Government of West Bengal |
| 11:30 A.M. – 11:45 A.M. | Special Address by Guest of Honour on "Role of E-Platforms in Solving Growth Challenges for MSMEs" | Ms. Madhura Sekhsaria, Head - Partnerships TATA Business Hub |
| 11:45 A.M. – 12:00 P.M. | Special Address by Guest of Honor on "Credit Linkages – A Key to Enhance Business" | Shri Bhanu Prakash Verma, General Manager, Small Industries Development Bank of India (SIDBI) |
| 12:00 P.M. – 12:15 P.M. | Special Address by Guest of Honour on "Easy Availability of Credit for MSMEs" | Mr. Maneesh Sinha, Senior Vice President HDFC Bank |
| 12:15 P.M. – 12:25 P.M. | Concluding Remarks | Shri Debabrata Mitra, IEDS, Director and Head of Office, MSME Development Institute, Kolkata, Government of India |











10:30 am 27th June, 2022

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AY 2022

EXPLORING DIGITAL MARKET & CREDIT LINKAGE FOR MSMES











TECHNICAL SESSION – I 12:30 P.M. - 1:45 P.M.

EXPLORING GLOBAL MARKET BY LEVERAGING E-PLATFORMS

12:30 P.M. -1:15 P.M.

Keynote Speech & Presentation and Q&A on

offering DigEca for MSMEs

Mr. P.K Wilson Purty Chief of Marketing – Flat ProductsTata Steel

1:15 P.M. -1: 45 P.M.

GeM's schemes for

Tata Steel

MSMEs and Q&A with **Expert from** GeM

Mr. Biswajit Sarkar, State in Charge & Master Trainer, GeM Portal – West Bengal

LUNCH BREAK 1:45 P.M. - 2:30 P.M

TECHNICAL SESSION -II 2:30 P.M. - 4:00 P.M.

CREDIT LINKAGES FOR MSMEs

2.30 P.M. -3.00 P.M.

Presentation of HDFC's Schemes for MSMEs and Q&A with Experts from HDFC

Mr. Yatish Agarwal, Zonal Sales Manager, Business Loan

Mr. Mohammed Ali, Regional Sales Manager, Emerging Enterprising Group

3:00 P.M. -3.30 P.M.

Presentation of SIDBI's Schemes for MSMEs and Q&A with Expert from

Mr. Chiranjit Mandal, Assistant General Manager, Small Industries Development

Bank of India (SIDBI)

3:30 P.M. -

Presentation of 4:00 P.M. Canara Bank's schemes for MSMEs and Q&A with Expert from Canara Bank

SIDBI

Ms. Sreela Das, Senior Manager, MSME Department, Canara Bank











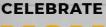
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Physical and Digital



ISME DAY 2022

EXPLORING DIGITAL MARKET & CREDIT LINKAGE FOR MSMES



BANKING PARTNER









