



BCC&ⁱ
AIDING BUSINESS
SINCE 1833

KOLKATA'S LIVING LEGACY
Fitting the past into the future
**A HERITAGE CONFERENCE
& RECOGNITION**

18 May 2026 | 3:00 PM onwards
Williamson Magor Hall, BCC&I, Kolkata



www.bengalchamber.com

The Legacy

On the occasion of International Museum Day, BCC&I is organising “Kolkata’s Living Legacy: Fitting the Past into the Future – A Heritage Conclave and Recognition”, reaffirming its commitment to preserving and promoting the city’s rich cultural heritage.

Over the years, BCC&I has undertaken several impactful initiatives to create awareness and engagement around heritage, especially among the youth and the wider community. These include organising heritage quizzes to inspire young minds, cycling initiatives across Ramsar-designated wetland areas in Kolkata to highlight the ecological and cultural significance of these landscapes, and curating regular heritage walks for enthusiasts across iconic locations such as Dalhousie Square, North Kolkata, and Tiretta Bazaar. Through these sustained efforts, BCC&I continues to foster a deeper appreciation of Kolkata’s tangible and intangible heritage while encouraging community participation and responsible stewardship.

THE CONTEXT

Kolkata’s heritage is not locked in monuments. It lives in its streets, markets, crafts, institutions, and daily rituals. Yet rapid urbanization and shifting economic priorities threaten this legacy. Kolkata’s Living Legacy reimagines heritage as a living asset that powers economic growth, social cohesion, and sustainable urban development. This conference brings policymakers, corporates, architects, planners, and cultural leaders together to shape a future-ready narrative for the city.

KEY THEMES

- **Urban Identity & Social Cohesion** – Heritage as the glue that binds communities
- **Tourism & Economic Development** – Heritage as a catalyst for sustainable growth
- **Crafts & Community Livelihoods** – Revitalizing traditional skills and local economies
- **Built Heritage** – Conservation, restoration, and adaptive reuse of historic assets
- **Intangible Heritage** – Festivals, arts, food, and lived traditions that define Kolkata
- **Corporate & Institutional Role** – Partnerships, CSR, and stewardship models
- **Policy & Innovation** – Tech, smart-city tools, and heritage-sensitive planning

EVENT HIGHLIGHT: HERITAGE RECOGNITION

A flagship ceremony recognizing individuals and organisations making exemplary contributions to conservation, cultural sustainability, and adaptive innovation. Recognition categories open for sponsorship.

WHO WILL BE IN THE ROOM

Conservation Expert /
Urban Planner

CXOs & CSR heads

Architects &
conservationists

Tourism & hospitality
leaders

Cultural institutions

Media & academia

WHY PARTNER WITH US

This is where culture, sustainability and urban development converge. A high-impact platform for purpose-driven visibility. Strategic Positioning, Align with a culture-first, civic-impact platform. Lead the conversation on responsible development. Thought Leadership, Keynote/panel slots for your leadership. Direct engagement with policymakers & domain experts. High-Value Narrative Own themes of sustainability, tourism, and creative economy. Align with ESG & future-city goals. Recognition. Association Title-sponsor recognition categories. Associate with excellence in conservation & legacy building. 360° Visibility Premium branding: stage, backdrop, digital, pre/post event campaigns, media coverage. Long-Term Equity Build lasting recall as a brand that invests in Kolkata's identity and sustainable future.

PARTNERSHIP TIERS Key Deliverables

CO-PARTNER RS. 2,00,000 + 18% GST

- Recognition as "Co-Partner"
- Addressing the Inaugural Session
- Dominant branding (Social Media, Backdrops, Standee)
- Corporate video Promotion
- Inclusion in the BCC&I website landing page
- Exhibition space
- 10 passes

GOLD PARTNER RS. 1,00,000 + 18% GST

- Recognition as "Gold Partner"
- Dominant branding (Social Media, Backdrops, Standee)
- Corporate video Promotion
- Inclusion in the BCC&I website landing page
- 6 passes

SILVER PARTNER RS. 50,000 + 18% GST

- Recognition as "Silver Partner"
- Dominant branding (Social Media, Backdrops, Standee)
- Inclusion in the BCC&I website landing page
- 4 passes

**Customised packages available to match brand objectives.*

PROJECTED REACH & ROI SNAPSHOT

- Direct Reach to BCC&I network
- Digital Amplification: Impressions via social, emailers, PR, and post-event report
- Media Value: Coverage across print, digital.

CONCLUSION

Partnering with Kolkata's Living Legacy lets you lead impactful conversations, drive meaningful engagement, and build a legacy-driven brand narrative.

FOR MORE DETAILS, CONTACT

- **Ms. Amrita Basu:** +91 98306 74613 ; amrita@bengalchamber.com
- **Mr. Abhishek Koar:** +91 70036 58303 ; abhishek.koar@bengalchamber.com

BCC&i
AIDING BUSINESS
SINCE 1833

