

BCC&ⁱ
AIDING BUSINESS
SINCE 1833

5TH EDITION

WORLD MSME DAY

FROM SHORT-TERM SUPPORT TO
LONG-TERM STRUCTURAL GROWTH

27TH JUNE 2026 || KOLKATA || WEST BENGAL

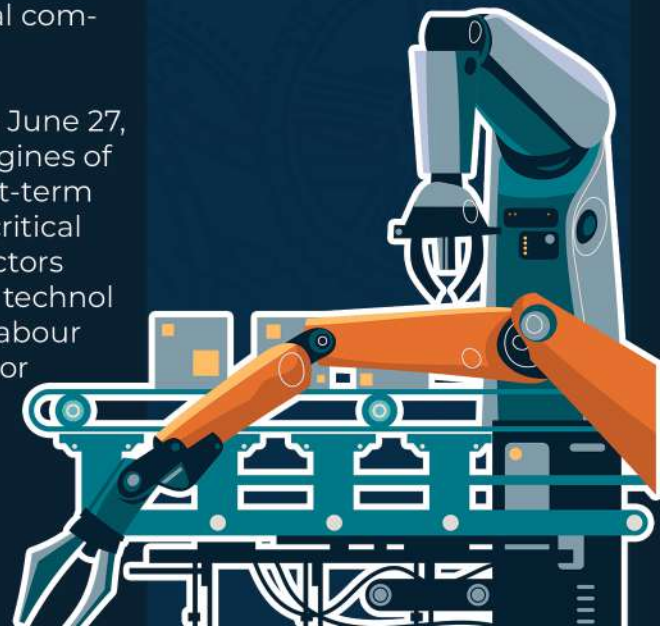


EVENT OVERVIEW

The 5th Edition of World MSME Day, to be hosted in Kolkata on 27th June 2026, will establish the city as the premier convening hub for Eastern India's MSME growth agenda. Leveraging Kolkata's rich industrial legacy, strategic port connectivity, robust financial ecosystem, and role as a gateway to Southeast Asia, the event will unite stakeholders from West Bengal, Odisha, Bihar, Jharkhand, Assam, and the North-Eastern states. This regional platform will foster collaboration to transition MSMEs from survival-focused relief to sustainable, high-value manufacturing, technology integration, and innovation-led growth.

The event will also strengthen international cooperation through focused Indo-African, Indo-German, and Indo-British collaborations along with other country collaborations, enabling MSMEs to access global best practices, technology partnerships, green industrial solutions, skilling models, market linkages, and cross-border investment opportunities. These strategic international engagements will position Eastern India's MSME ecosystem within emerging global value chains and promote greater trade, sustainability, and industrial competitiveness.

World MSME Day aligns with the global observance on June 27, commemorating the UN's recognition of MSMEs as engines of economic resilience. This edition shifts focus from short-term subsidies to long-term structural reforms, addressing critical challenges such as inadequate skilling in emerging sectors including AI, EVs, advanced manufacturing, and green technologies; weak policy execution; escalating energy costs; labour inefficiencies; and logistics bottlenecks arising from poor last-mile connectivity and fragmented supply chains.



KEY INTERVENTION AREAS INCLUDE

Global Skilling & Workforce Development: Establishment of AI-enabled and industry-linked training hubs for youth in EV assembly, drone technology, industrial automation, biotech, and advanced manufacturing, in collaboration with Indo-German technical institutions,

International Cluster Development: Development of sector-focused industrial clusters with shared R&D, testing labs, and green infrastructure, connected to global manufacturing ecosystems and export supply chains.

Green & Sustainable Manufacturing: Joint Indo-German initiatives on renewable energy integration, energy-efficient MSME operations, solar micro-grids, circular economy solutions, and low-carbon manufacturing practices.

Technology & Industry 4.0 Adoption: Promotion of AI-driven predictive maintenance, blockchain-enabled supply traceability, IoT integration, robotics, and 5G-enabled smart manufacturing through international technology partnerships.

Cross-Border Trade & Market Access: Creation of MSME export facilitation platforms, Indo-African trade corridors, Indo-British buyer-seller engagements, and ASEAN-Africa-Europe business matchmaking initiatives to enhance exports and global sourcing opportunities.

Integrated Logistics & Supply Chain Connectivity: Strengthening multimodal logistics linkages connecting Kolkata Port with industrial corridors, inland freight hubs, and international trade routes to improve efficiency, reduce costs, and support export competitiveness.

STRATEGIC IMPERATIVE AND NEW INTERVENTIONS

MSME policies in India have traditionally concentrated on short-term relief measures such as credit guarantees, tax incentives, and subsidy support, while comparatively less emphasis has been placed on long-term competitiveness, technology upgrading, and global market integration. A strategic shift is now essential — transforming MSMEs from low-value, fragmented production units into globally competitive enterprises engaged in high-value manufacturing, innovation, and export-oriented growth. Priority sectors include precision engineering, electronics assembly, agri-tech-enabled food processing, design-led consumer products, renewable energy components, bio-plastics, EV supply chains, and pharmaceutical intermediates.

The 5th Edition of World MSME Day, Kolkata 2026, proposes a collaborative international framework by integrating Indo-African, Indo-German, and Indo-British partnerships into Eastern India's MSME ecosystem. These collaborations will facilitate technology transfer, market access, sustainable industrial practices, skilling partnerships, and participation in global value chains. Drawing lessons from leading international models — Germany's Mittelstand-driven industrial excellence, the United Kingdom's innovation and creative manufacturing ecosystem, Africa's emerging trade and market integration opportunities under AfCFTA, Japan's Kaizen-led productivity systems, China's supply chain integration capabilities, and Vietnam's export-oriented skilling ecosystem — the Kolkata edition will unveil a Practical Roadmap for International MSME Collaboration in Eastern India.

PROBLEM TREE

CORE PROBLEM
MSMEs remain trapped in short-term survival mode with weak long-term growth

1. SKILL & HUMAN CAPITAL GAP

- Inadequate skills in emerging sectors (AI, EVs, green tech, etc.)
- Low productivity & quality
- Weak managerial & digital skills
- Limited industry-academia linkages

2. INFRASTRUCTURE BOTTLENECKS

- Poor last-mile connectivity
- Fragmented supply chains
- High logistics cost & delays
- Inadequate industrial clusters & common facilities

3. COST & FINANCE PRESSURE

- High energy costs
- Focus on short-term relief
- Limited access to long-term finance
- Credit mismatch for modernization

4. POLICY & MARKET EXECUTION GAP

- Weak policy implementation
- Low innovation & technology adoption
- Low market access & exports
- Limited collaboration among stakeholders

IMPACTS

- Low competitiveness of MSMEs
- Stagnant traditional sectors
- Low exports from Eastern India
- Limited employment generation
- Slow manufacturing growth
- Youth migration & missed opportunities

SOLUTION TREE

CORE SOLUTION
Shift from short-term support to long-term structural growth for a competitive, future-ready MSME ecosystem

1. SKILLING 2.0

- AI-personalized training hubs
- Skilling in EVs, drones, biotech, green tech, etc.
- Partnerships with Coursera-for-MSMEs & state skill missions
- 50,000+ youth to be trained for future jobs

2. CLUSTER DEVELOPMENT & INFRASTRUCTURE

- 10 new sectoral clusters (electronics, agritech, etc.)
- Shared R&D, testing & design facilities
- Zero-emission & plug-and-play infrastructure

3. ENERGY EFFICIENCY & COST OPTIMISATION

- Subsidized solar micro-grids
- IoT energy monitoring
- Green bonds & renewable schemes
- Target 25% reduction in energy cost

4. LOGISTICS & SUPPLY CHAIN INTEGRATION

- Digital freight platforms linking Kolkata Port to inland hubs
- Drone delivery pilots for last-mile efficiency
- Integrated & resilient supply chains

5. TECHNOLOGY ADOPTION

- AI for predictive maintenance
- Blockchain for supply traceability
- 5G-enabled smart factories

6. MARKET ACCESS & EXPORTS

- E-commerce export gateways
- Buyer-seller meets for ASEAN markets
- Leverage FTAs for global market access

Strengthening Eastern India's MSMEs will generate 5 million jobs by 2030, deepen manufacturing (aiming for 25% GVA share), and fuel India's \$5 trillion economy goal.

TENTATIVE COLLABORATORS

- ◆ Central Government Ministries & National Agencies
- ◆ State Governments of Eastern & North-Eastern India
- ◆ Banking & Financial Institutions
- ◆ Export Promotion & Trade Facilitation Bodies
- ◆ Large Corporates & Anchor Industries
- ◆ Technology & Digital Solution Providers
- ◆ Academic Institutions & Knowledge Partners
- ◆ Startup, Incubation & Innovation Ecosystem
- ◆ Indo-German Collaboration
- ◆ Indo-British Collaboration
- ◆ Indo-African Collaboration
- ◆ Infrastructure, Logistics & Energy Stakeholders
- ◆ Development Agencies & International Bodies
- ◆ Media & Communication Partners



EVENT ENGAGEMENT SEGMENTS

The one-day event will blend high-impact sessions with hands-on engagement for 250+ delegates:

Business Sessions: Panel discussions on roadmap pillars, featuring policymakers and industry captains (e.g., "AI-Skilling for EV Clusters").

Networking Meet: Curated B2B/B2G meets for partnerships.

Startup/MSME Pitch for Investments: 10-minute pitches judged by VCs and corporates

Skill Upgradation Workshops: Hands-on sessions on AI tools, export docs, and sustainable packaging.

Award Segment: Honors for top MSMEs in innovation, exports, and green practices.

Live Sessions: Interactive demos on digital marketing, GST simplification, AI for inventory, branding/packaging, and export documentation.



EXPECTED PARTICIPATION

Around 250+ delegates, including MSME owners, entrepreneurs, industry leaders, corporates, government officials (central/state), financial institutions, exporters, startups, technology providers, academia, media. This multi-stakeholder platform will spark deals, policy advocacy, and a unified Eastern India MSME voice.

KEY DELIVERABLES FOR PARTNERS

SR.NO.	PARTNERSHIP DELIVERABLES	TITLE PARTNERSHIP: 7,00000/- + TAXES	PLATINUM PARTNERSHIP: / STATE PARTNERSHIP: INR. 5,00000/- + TAXES	GOLD PARTNERSHIP: INR. 3,00000/-+ TAXES	SILVER PARTNERSHIP: INR. 2,00000/-+ TAXES	BRONZE PARTNERSHIP: INR. 1,00000/-+ TAXES	ASSOCIATE PARTNER: INR. 50,000/-+ TAXES
1	Partnership acknowledgement and logo presence in all promotional & branding materials	YES	YES	YES	YES	YES	YES
2	Exclusive session	YES (45 MINUTES)	YES (30 MINUTES)	YES (20 MINUTES)	YES (15 MINUTES)	-	-
3	Invitation passes	20	15	10	8	6	2
4	Complimentary Full-Page Advertisement of your Product or Services in event Souvenir	YES	YES	YES	YES	YES	YES
5	Ready Octo norm Stall	YES	YES				
6	Corporate AV to be Played during the Day of the event	9 TIMES in the Main Screen & Continuously at the Pre-function area	7 TIMES	5 TIMES	3 TIMES	2 TIMES	1 TIME

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7	Award presentation	4 Award category to be named after sponsor along with BCC&I (BCC&I – XYZ Limited Award Category Name as per the choice of the Title Partner	3 Award category to be named after sponsor along with BCC&I (BCC&I – XYZ Limited Award Category Name as per the choice of the Platinum Partner	1 Award category to be named after sponsor along with BCC&I (BCC&I – XYZ Limited Award Category Name as per the choice of the Gold Partner	-	-	-
8	Post programme consolidated participant list to be shared in email	YES (plus MSME Committee list)	YES	YES	YES	YES	YES
9	Display Of Standees at the Venue	6	4	3	2	6	-
10	Post programme advertisement in BCC&I monthly news letter	1 YEAR (FULL PAGE)	6 MONTHS (FULL PAGE)	4 MONTHS (FULL PAGE)	3 MONTHS (FULL PAGE)	2 MONTHS (FULL PAGE)	1 MONTH (FULL PAGE)

KEY DELIVERABLES FOR PARTNERS

PARTNERSHIP DELIVERABLES	TITLE PARTNER: INR. 7,00000/- + TAXES	PLATINUM PARTNER: INR. 5,00000/- + TAXES	GOLD PARTNER: INR. 3,00000/- + TAXES	SILVER PARTNER: INR. 2,00000/- + TAXES	BRONZE PARTNER: INR. 1,00000/- + TAXES	ASSOCIATE PARTNER: INR. 50,000/-+ TAXES
Promotion of corporate AV through BCC&I social media	YES	YES	YES	YES	YES	YES
Opportunity to address At panel discussion/ technical session	YES	YES	YES	YES	YES	YES
Opportunity to address At the inaugural session with other dignitaries	YES	YES	-	-	-	-
One year complimentary subscription in our online directory	YES	YES	YES	YES	-	-

FULL PAGE ADVERTISEMENT OF YOUR PRODUCT OR SERVICES IN EVENT SOUVENIR:

INR. 10,000 + TAXES

FOR SINGLE STANDEE PLACEMENT:

INR. 7,500 + TAXES (with 2 COMPLIMENTARY Passes)

AWARD NOMINARION FEES:

INR. 5,000/- + TAXES (with 2 COMPLIMENTARY Passes)

DELEGATE FEES:

INR. 1,000/- (AI)

AWARD CATEGORIES

MSME OF THE YEAR AWARD

Tagline: Celebrating overall excellence in growth, governance, and impact.

EMERGING ENTERPRISE AWARD

Tagline: Honouring promising businesses shaping tomorrow.

EXPORT EXCELLENCE AWARD

Tagline: Applauding enterprises taking India to global markets.

GREEN MSME AWARD

Tagline: Championing sustainability and responsible growth.

WOMEN ENTREPRENEUR EXCELLENCE AWARD

Tagline: Saluting leadership, resilience, and enterprise.

YOUNG ENTREPRENEUR AWARD

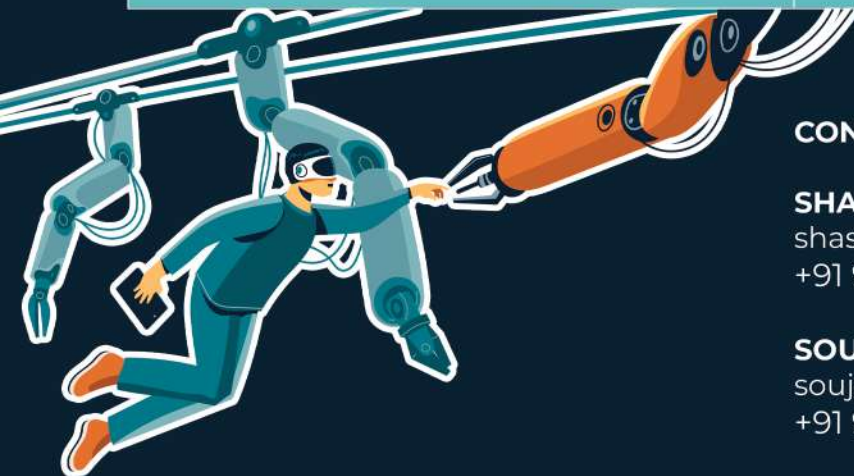
Tagline: Recognising the next generation of business leaders.

DIGITAL TRANSFORMATION AWARD

Tagline: Rewarding businesses embracing technology for growth.

EMPLOYMENT GENERATION AWARD

Tagline: Honouring enterprises creating jobs and livelihoods.



CONTACT DETAILS

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