



4U

Sharod Samman – 2019

Udbhaboni Udyog Utkarsho Utsav Sharod Samman For Art-Based-Creative – MSEs

Organized by

MSME-Development Institute, Kolkata

111 & 112 B.T. Road, Kolkata 700 108

This is a Competition of Art Based Creative MSEs to unveil their Innovation & Creativity for the potential Buyers in India & Abroad

Who can participate in the 4U Sharod Samman?

**Any Entrepreneur Registered in ‘Udyog Aadhaar Memorandum’ (UAM)
& more than 18 years of age**

(UAM can be Registered online at <https://udyogaadhaar.gov.in/> This is FREE OF COST. For any assistance regarding registration under UAM, please feel free to connect to WhatsApp No. 8442884355 on weekdays only, 9:30 AM - 6:00 PM)

How to Register for 4U Sharod Samman?

Participation by Online Registration at

<https://docs.google.com/forms/d/e/1FAIpQLScIfnOkcBCJIhSajs0U5csFU6cuUX0mkRrigb4pYw-pxHKpOg/viewform?vc=0&c=0&w=1>

The link is also provided in the website and Facebook page of MSME-DI, Kolkata.

When to register for 4U Sharod Samman?

Registration Starts from 23.07.2019.

Registration Closes on 16.09.2019

(If any applicant is unable to upload online registration, may send message in WhatsApp No. 8442884355 - through **WhatsApp** only on weekdays, 9:30 AM - 6:00 PM)

What are the Categories for 4U Sharod Samman?

Category	Eligibility Conditions
Gift Items	Gift items mostly made of bio-degradable materials. All inclusive MRP to be mentioned.
Designer Outfit	Khadi or Handloom Textile to be used. All inclusive MRP shall not exceed Rs. 2000/-
Costume Jewelry	Items mostly made of bio-degradable materials. All inclusive MRP to be mentioned.
Green bags	Eco-friendly & bio-degradable material. (With social and environmental message). All inclusive MRP as low as possible, not exceeding Rs. 50/-.

1. **How to Submit Products:** *A participant may submit only one entry in each category. However he/she may submit entries for more than one category. Participants should submit their products in proper package by 16/09/2019 along with the samples of raw-materials used, the list of tools and machines used for manufacturing the product with an **undertaking about the authenticity of the material used as per eligibility conditions** laid down in the above mentioned table.*
2. *The submitted products will be in possession of MSME-DI, Kolkata up to 31st October to show case in the Trade Fair. The products to be collected by the entrants or his/her authorized representative from 1st November 2019 to 31st March 2020 from MSME-DI, Kolkata office with prior intimation to WhatsApp No. 8442884355.*
3. **Any clarification:** *The applicants may WhatsApp in No. 8442884355 for any assistance on weekdays, 9:30 AM - 6:00 PM. The participants may also attend the **Awareness Programme on 13th August 2019** (Please follow www.msmedikolkata.gov.in or follow the official facebook page of Institute: www.facebook.com/msmedikolkatanews for further details) for necessary support to be given by MSME-DI officers.*
4. **Awards:** *Best Ten Creative MSEs Entrepreneurs in each category will be awarded with **Trophy & Certificate of Appreciation**.*
5. **Judgment:** *A panel of Experts / Judges Panel selected by an Executive committee, MSME-DI, Kolkata will verify the Products, its design, creation and also the raw materials; to select the Best Ten entries from each category. **Judges decision will be final. No canvassing or effort of manipulation in any form will be entertained.***
6. **Who cannot participate:** *Employees of MSME-DI, Kolkata and their family members; owners or employees of the partner organizations and their family members and the family members of the Jury.*
7. **Handholding assistance:** *Publicity of Best 10 entries in each category will be done by MSME-DI, Kolkata through Facebook page & Udyami Bangla E- Magazine & other social & digital Media & Export Promotion Agencies/ Councils.*
8. **Market Assistance:** *A Trade Fair to be arranged and free stalls for the best 10 entrepreneurs of each category will be given.*
9. *MSME-DI , Kolkata is a promotional agency for growth of Creative Industries and hence the participants will be debarred from approaching any court of law in case of any dispute, except to use govt. portals to address their grievances , if any.*