

Synergy Siliguri – 2014

A two day Business Conclave of MSMEs – Synergy Siliguri -2014 to focus the Northern districts of West Bengal during 11 – 12 February, 2014 at Siliguri, Darjeeling was organized by Department MSSE & T, Govt. of West Bengal. MSME-DI, Kolkata was closely associated with the event. The programme was a unique and first time in the upper part of West Bengal and fully dedicated to the local entrepreneurs.

The programme was inaugurated on 10th February, 2014 by Sri Gautam Deb, Minister for North Bengal Development, Govt. of West Bengal in the presence of high level dignitaries and officials of State & Central Govt. and other agencies.

MSME-DI was allocated a special stall for Clinic-cum-Help Desk for budding and existing entrepreneurs. A team consisting of officials of the MSME-DI, Kolkata and Br. MSME-DI, Siliguri was engaged with the specific work. There were four Desks in which one Desk was for to address general queries, one special Desk was for Clinic to various specific remedies and tow Desks were for micro finance and training on entrepreneurship. The schemes for MSME sector were displayed in Bengali and English at the stall and prepared leaflets on various Schemes of MSMEs and displayed at the stall.



During the two days event, the stall of the MSME-DI received a huge response from the visitors and interacted at the general Desk on various schemes like Trade Fair, IPR, Design Clinics, CGTMSE, VDP, PPP, National Award, etc. and specific support was extended to local entrepreneurs in Clinic Desk related to innovative working (IPR) atmosphere, agro business, modern marketing techniques, Cluster Development Programme, CGTMSE, etc. and have been discussed in details. The visitors were attended at various Desks as below :-

1) General information Help Desk	-	136
2) Specific Clinic Desk	-	31
3) Micro-Finance Desk	-	82
4) Sign in Desk (local issues)	-	20