

Government of West Bengal

Your unique idea
Our unmatched support

Inspired by
Mamata Banerjee
Hon'ble Chief Minister of West Bengal,
comes Bengal's first ever
business reality show- 'Egiye Bangla'

'Egiye Bangla' is an exclusive launchpad for your unique
startup business idea.
For more information on the show, visit www.myenterprisewb.in
'Egiye Bangla' will select the most innovative ideas that will
propel Bengal to a brighter future.
The wait begins for 'Egiye Bangla' to take Bengal forward.

Egiye Bangla
Where ideas meet the future

Brought to you by MSME & Textiles Department,
Government of West Bengal

Winners will get

- Recognition & fame
- Funding support
- Exclusive mentoring
- All kinds of assistance for idea establishment

Knowledge Partner
IIM CALCUTTA
INNOVATION PARK

8 September 2015
MSME&T Department
Government of West Bengal

EGIYE BANGLA - ENTREPRENEURSHIP PROPELLING BENGAL AHEAD

Background

Entrepreneurship is a dynamic process of vision, change, and creation. The idea of becoming an entrepreneur may arise from a product or service idea, special skills, discontent with paid work, a drive for self-employment or self-fulfillment. Whatever is the starting point, it takes courage, unwavering passion, and diligence, sense of ownership, perseverance and determination to be a successful entrepreneur

Micro, Small and Medium sector enterprises (MSMEs) have huge potential in contributing to Bengal's economy. Government of West Bengal is actively encouraging Entrepreneurship and has initiated Shilpa Abhiyaan with the theme 'Shilpa Korun, Bangla Gorun' in the last 2 years. To take this initiative to the next orbit and help evolve an eco-system that nurtures and grooms entrepreneurs, the MSME&T Department, Government of West Bengal, in partnership with IIM Calcutta, has launched 'Egiye Bangla', a TV reality show that would identify, recognize & reward the entrepreneurs having unique innovative start up ideas in both manufacturing and service sector.

Egiye Bangla is looking for Entrepreneurs who have the skills and initiative necessary to make the right and difficult decisions to translate ideas into successful economic ventures and generate growth. If you have a new innovative business idea and you want to start new venture, apply for Egiye Bangla .

Application: The first round

Online applications will be invited from entrepreneurs of the State having unique innovative start up business ideas who meet pre-set eligibility criteria. Applicant will have to apply online through an exclusive web portal that is being created for this reality show. Applicants will get all assistance in this regard from the MSME Facilitation Centres (MFC) located in each district and attached to District Industries Centers. All the applications will be scrutinized by experts and the best entries would be short listed. Details about date and method of application will be published shortly.

Reality show

Shortlisted applicants would be called for participating in Egiye Bangla TV reality show which is going to be telecast in series of episodes on a popular Bengali television channel. Applicant has to present his business idea in TV show and there will be on the spot evaluation by a jury of eminent personalities from the fields of business and Industry. Marks will be given after spot evaluation and best application will go to the next stage.

Award

Winner of each episode of Egiye Bangla TV Reality Show will get complete hand holding support in starting up the business including statutory compliances. Each winner will also get mentorship support for which he or she would be tagged with a big industrial house of the State. MSME & T department will also provide support to participants through MSME Facilitation Centers (MFC) in preparation of DPR, developing financial proposals and facilitating with bankers. Winners of final round will have high chance of getting equity fund from MSME Venture Capital Fund. Winners will also get post establishment support from the MSME & T Department to ensure that they overcome teething problems and initial bottlenecks.

District level wide publicity campaign will be organized in all districts through road shows, interactive sessions and entrepreneurs meet etc. Pl look for further notifications on this site for getting more details.