



Join the march of Growth & Enterprise

# ICAI MSME & STARTUP YATRA

27<sup>th</sup> June 2024 - 07<sup>th</sup> October 2024



## ICAI YATRA ARRIVES IN ODISHA

(25<sup>th</sup> July 2024 to 1<sup>st</sup> August 2024 )

### YATRA BUS PROGRAMME

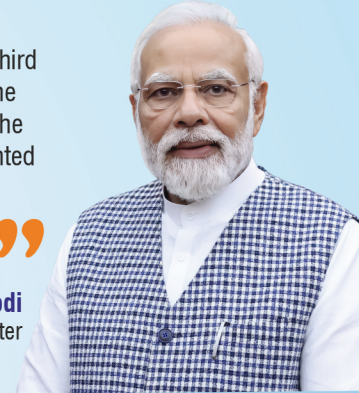
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| <b>Brahmapur</b><br>25 <sup>th</sup> July, 2024<br>Mob. 8260402217 | <b>Bhubaneswar</b><br>26 <sup>th</sup> July, 2024<br>Mob. 9658430773 | <b>Cuttack</b><br>26 <sup>th</sup> July, 2024<br>Mob. 7205131215   |
| <b>Sambalpur</b><br>27 <sup>th</sup> July, 2024<br>Mob. 6302783477 | <b>Jharsuguda</b><br>27 <sup>th</sup> July, 2024<br>Mob. 9938084178  | <b>Rourkela</b><br>1 <sup>st</sup> August, 2024<br>Mob. 9937569211 |

**Free of Cost** - Solution to the Problems of MSMEs & Startups at their doorstep

- ICAI is a statutory body set up by an Act of Parliament in 1949 for regulating and developing the profession of Chartered Accountancy in India. The Institute functions under the administrative supervision of the Ministry of Corporate Affairs, Government of India. With more than 9.85 lakh students and over 4 lakh members, today ICAI is the largest professional accountancy body in the world.
- ICAI MSME & STARTUP YATRA is an initiative to support, facilitate and respond to MSME needs. The yatra was flagged off on 29<sup>th</sup> June 2024 from Bengaluru to promote the spirit of entrepreneurship amongst MSMEs and support MSMEs in enhancing their portfolio by spreading awareness about the various State and Central Government Schemes, Subsidies and Incentives available thereof. The Yatra Vehicle will travel around 20,000 kms covering 22 states in the country. Eminent experts will provide doorstep solutions to MSMEs and also spread awareness about Financial and Tax Literacy amongst the masses.

“ Our MSME sector accounts for one third of India's economy. Empowering the MSME sector means empowering the entire society. Therefore, unprecedented emphasis is being laid upon the expansion of the MSME sector. ”

Shri Narendra Modi  
Prime Minister



**FREE MSME Udyam Registration**

Jointly organized by  
**Committee on MSME & Startup and Financial & Tax Literacy Directorate**