100 Years of ASSOCHAM
What Did We Do

- Around 220 Tweets were done over the span of 12 days
- 18 videos were made and published
- 5+ hours of live was done on the day of the event with 7500 views
- 10,000+ Engagements
What Did We Do

- 2900+ followers gain in the last 12 days
- We were in top 10 India trending section
- We trended 3+ hours in India trends
- The hashtag registered trending
The Results

Your Tweets earned 676.4K impressions over this 11 day period.

Your current follower audience size is 5,010. That’s 3,136 more than the same time 30 days ago. You’ve gained around 105 new followers per day.
The Results

We were on India trends at no.7
The Results

We got organic traction from PMO, GSS Jodhpur and more
The associated keywords that the hashtags saw were all positive.

We trended with 99.43% of positive sentiment score.
The hashtag reached more than 93 million impressions.

It created more than 94 million impressions.
Top Posts

RTs: 4.7k
likes: 20.3k
Engagement: 1200

Impressions: 12541
likes: 202
engagement: 689
RTs: 161
Special Mentions

Piyush Goyal (@PiyushGoyal)

Spoke at the ASSOCHAM Centenary year celebration and Annual Conference and highlighted Govt's efforts towards engaging with the industry to resolve issues, implement schemes and encourage innovation for a better, more prosperous India.
youtu.be/U-K8llsSxkxE

Ravi Shankar Prasad (@rsprasad)

Addressed the annual conference of @ASSOCHAM4India and shared my views on the digital ecosystem and how it must empower every individual. Also shared vision in creating a vibrant and digitally empowered New India.
#100YearsOfASSOCHAM
Watch Smt @nsitharaman talk about the steps taken by the government to boost liquidity in the economy, at the Centenary Celebrations of @ASSOCHAM4India

Congratulations to @ASSOCHAM4India for completing 100 years. Growth of MSME is our priority and we have extended our support to them. Urged industry leaders to innovate in sustainable technologies to boost India’s trade and exports. We will achieve our goal of $ 5 trillion economy.

Participated in a panel discussion on ‘Role of Women in New India: A Roadmap to $5 trillion Economy’ at the day long Annual Conference of @ASSOCHAM4India. #100YearsOfASSOCHAM
Prime Minister @narendramodi addresses at the inaugural session of #100YearsOfASSOCHAM in New Delhi today, says the goal of achieving #5TrillionDollar Economy is achievable: tinyurl.com/ud9p4od
Prime Minister @narendramodi addresses at the inaugural session of #100YearsOfASSOCHAM in New Delhi today, says the goal of achieving #5TrillionDollar Economy is achievable: tinyurl.com/ud9p4od

Dr Harsh Vardhan @drharshvardhan

दिल्ली में @ASSOCHAM4India के महासभी समारोह को संबोधित करते हुए PM Shri @narendramodi जी ने कहा कि जब मैंने 5 ट्रिलियन डॉलर अर्थव्यवस्था के लक्ष्य की बात कहीं, तो कहा गया कि भारत ये नहीं कर सकता है, लेकिन शक्ति तथ्य हुआ हो आज उसको प्रायोजन करने का मन भी तैयार हो रहा है।
@PMOIndia

Special Mentions
On-ground Interactions

The guests were able to interact and see real time tweets about #100YearsOfASSOCHAM
• Prime Minister’s Office
• PM Narendra Modi
• Union Minister Nirmala Sitharaman
• Union Minister Piyush Goyal
• Office of Piyush Goyal
• Union Minister Ravi Shankar Prasad
• Office of Ravi Shankar Prasad
• Union Minister Dr Harshvardhan
• Union Minister Smriti Irani
• Union Minister Nitin Gadkari
• PIB
• MIB
• Ministry of WCD
• Ministry of Skill Development
• Ministry of Electronics and IT
• World Bank India
• Ministry of Finance and Corporate Affairs
• Welspun Group

• NITI Aayog
• Jairam Thakur, CM of Himachal Pradesh
• Vedanta Resources Limited
• Anil Agarwal, Chairman, Vedanta Resources Limited
• NSDC India
• Saroj Pandey, MP
• Pabhu Chawla, Editor, New India Express
• AIR News
• CNBC TV 18
• Amar Ujala
• JSW Group
• Zee Business
• DD News
• Money Control
• Times Now
• DD News Gujarati
• Punjab Kesari
• BW Business World
What Did We Do

98 posts were done over the span of 10 days

18 videos were made and published

1,900,000+ Engagements

We gained 23,000+ likes/followers
<table>
<thead>
<tr>
<th>Metric</th>
<th>24 November - 21 December</th>
</tr>
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<tbody>
<tr>
<td>Actions on Page</td>
<td>73</td>
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<td>Total actions on Page</td>
<td>▲1725%</td>
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<tr>
<td>Page Views</td>
<td>7,770</td>
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<tr>
<td>Videos</td>
<td>4,059</td>
</tr>
<tr>
<td>3-second video views</td>
<td>▲1011%</td>
</tr>
</tbody>
</table>
It was #ASSOCHAM's pleasure hosting the trailblazer PM Narendra Modi at its Annual Conference marking the #100YearsOfASSOCHAM.

His inspiring words were nothing short of ignition for the industry to charge towards achieving a $5 trillion economy.

Get more likes, comments and shares
Boost this post for ₹5,000 to reach up to 100,000 people.
In line with PM Narendra Modi's clarion call of a $5 trillion economy, #ASSOCHAM marked its centenary celebrations by providing a platform to policy makers & industry to deliberate and pave a roadmap to achieve the vision #100YearsOfASSOCHAM

See Translation
PM Narendra Modi was presented a noteworthy memento in the form of #StatueOfUnity by #ASSOCHAM President BK Goenka at the Annual Conference.

#100YearsOfASSOCHAM
What Did We Do

We gained more over 50 followers
Reached 554 accounts
Garnered 6000+ impressions
The results
What Did We Do

We gained more over 700 unique visitors

Reached 540 new followers

Garnered 19000+ impressions
<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Money</th>
<th>Committed</th>
<th>Achieved</th>
<th>Overachieved by</th>
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<tr>
<td><strong>TWITTER</strong></td>
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<tr>
<td>Followers campaign</td>
<td>INR 1,70,000</td>
<td>1100 – 1275 followers on Twitter</td>
<td>2450</td>
<td>192%</td>
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<td><strong>FACEBOOK</strong></td>
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<td>Page likes campaign</td>
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<td>9600 – 12000 likes on the page</td>
<td>22197</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>INR 2,50,000</td>
<td>--</td>
<td>Achieved</td>
<td>--</td>
</tr>
</tbody>
</table>
We acquired 23,197 more-page likes after starting campaign.

We acquired 2,947 followers after starting campaign.
100 years of refining, shaping, nurturing, promoting and advising India. Incl. #100YearsOfASSOCHAM

@PMOIndia @narendramodi @BKGoenka @N_Hiranandani @agarwalvaneet @Deepaksood69 @CimGOI @FinMinIndia

We are extremely proud as we mark the beginning of an incredible benchmark. #100YearsOfASSOCHAM

Kicking Off the Centenary Celebrations
20 December, New Delhi
ASSOCHAM @ASSOCHAM4India · Dec 11
We are delighted to share that Union Minister @nsitharaman will be joining ASSOCHAM’s centenary celebrations. #100YearsOfASSOCHAM

PMO India and 9 others

ASSOCHAM @ASSOCHAM4India · Dec 11
Union Minister @rsprasad will be joining ASSOCHAM in kicking off its centenary celebration! #100YearsOfASSOCHAM

PMO India and 9 others
ASSOCHAM @ASSOCHAM4India · Dec 11
We are elated that Union Minister @PiyushGoyal will be our esteemed guest at ASSOCHAM’s centenary celebrations! #100YearsOfASSOCHAM

PMO India and 9 others

ASSOCHAM @ASSOCHAM4India · Dec 11
We are glad to announce that Union Minister @nitin_gadkari will be a part of celebrating #100YearsOfASSOCHAM.

We look forward to your invaluable insights on the transportation sector.

PMO India and 9 others
ASSOCHAM @ASSOCHAM4India - Dec 11
Union Minister @smritiirani will be gracing us with her presence as we embark on the celebrations of #100YearsOfASSOCHAM.

PMO India and 9 others

#100YearsOfASSOCHAM
#100YearsOfASSOCHAM

**ASSOCHAM** @ASSOCHAMIndia · Dec 11

MSMEs play a vital role in shaping the economy of a country. ASSOCHAM takes pride that for 100 years it has helped in nurturing the Indian MSME ecosystem. #100YearsOfASSOCHAM

100 years of NOURISHING INDIA'S MSMEs

PMO India and 9 others

-Assessed

ASSOCHAM @ASSOCHAM4India · Dec 11

Growth only takes place when the youth of the country is encouraged to pursue its dreams and goals.

ASSOCHAM has provided a platform for startups to launch and contribute towards the Indian economy. #100YearsOfASSOCHAM

100 years of REVOLUTIONIZING THE STARTUP ECOSYSTEM

PMO India and 9 others
#100YearsOfASSOCHAM

ASSOCHAM have witnessed a leap of growth in India Inc. and is committed towards taking it even further.

In 100 years, there have been many leaders but one goal: to make the Indian economy flourishing.

#ASSOCHAM is a proud contributor towards furthering Government’s vision. #100YearsOfASSOCHAM
As an industry body, ASSOCHAM has always worked with various Government bodies and played an integral part in the policy formation of the country. #100YearsOfASSOCHAM

PMO India and 9 others

ASSOCHAM President @BKGoenka raises the bar of excitement as we enter our centenary year. #100YearsOfASSOCHAM

Stay tuned for more!
@N_Hiranandani @agarwalvineet @Deepaksood69
The great visionary recognized that the mixed economy is the only democratic and efficient instrument of economic progress, compatible with justice. In its 100th year, #ASSOCHAM is still guided by his core values of ASSOCHAM.

Addressing the 55th AGM at ASSOCHAM, #JRDTata expressed that the private sector needs to be conscious of their obligations towards community and country. #100YearsOfASSOCHAM
#100YearsOfASSOCHAM

Honorable President of India #PresidentKovind congratulates #ASSOCHAM on kicking off the centenary year.

His words have invigorated the spirit of #100YearsOfASSOCHAM.

#100YearsOfASSOCHAM

ASSOCHAM plays a significant role as one of the leading Chambers of Commerce in the country. I am sure that the centenary would mark a new beginning for ASSOCHAM and encourage its future endeavors.

President of India and 3 others

India is a part of the #ASSOCHAM growth story.

Senior Vice President @N_Hiranandani infuses the air with his infectious spirit and zeal.

With his leadership, the chamber is bound to reach greater heights.

@BKGoenka @agarwalvmeet @Deepaksooda99
Show this thread

ASSOCHAM  @ASSOCHAM4India · Dec 13
बादा किया तो निभाना पड़ेगा ! 😊

$5 trillion economy का सपना अब दूर नहीं 🚀

olkata जाते है जनता की राय !

@BKGoenka @N_Hiranandani @agarwalvineeet @Deepaksood69
One of the proudest moments for ASSOCHAM was when LalBhadurShashtri addressed the concerns of Government and industries at the chambers meeting in December 1964. #100YearsOfASSOCHAM

He believed that the harmony between consumers and business is to be of utmost importance. #100YearsOfASSOCHAM
Hon’ble Prime Minister @narendramodi sends across his good wishes for the #ASSOCHAM family.

We are proud to have the opportunity to host you at the centenary celebrations. #100YearsOfASSOCHAM

ASSOCHAM assumes a critical importance in economical reforms at an unprecedented speed, which has unleashed new economic opportunities. May the institution script greater success for itself and enhance its contribution to nation-building in the years to come.

Narendra Modi
Prime Minister of India
ASSOCHAM @ASSOCHAM4India - Dec 16

Here's to a 100 more! 🎉

Congratulations to the Chambers on their achievements is our proud and elated Vice President @aganvalvneet

@n_hiranandani @blgoenka @deepaksood69

The former President, R. Venkatraman believed that the one objective that connects us all is the improvement of the economy of the nation. And there is no difference of opinion on this between the chambers and the government. #100YearsOfASSOCHAM
Union Minister @nsitharaman will join the celebrations of #100YearsOfASSOCHAM on December 20 at Vigyan Bhawan, New Delhi!

She will chair the session '$5 trillion would require India's own growth model'.

Strengthening Government-Corporate relations! McMahon

#Chhattisgarh Chief Minister @bhupeshbaghel sends across his commendation for the #100YearsOfASSOCHAM.

ASSOCHAM is a significant contributor to the emergence of new-age Indian corporates. I can definitely envision a long and productive future of this organization and members associated with it.

Bhupesh Baghel
Chief Minister of Chhattisgarh

#100YearsOfASSOCHAM
#ASSOCHAM held its first meeting on January 8, 1920 under the leadership of Viceroy Chlemsford. He talked about the lessons from World War 1 and the deficiencies they realized in the industrial sector and how they can be overcome. #100YearsOfASSOCHAM

Mazel tov! 🎉

Justice BR Gavai applauded #ASSOCHAM on all their achievements and success on kicking off 100 years of foundation! #100YearsOfASSOCHAM

@BKGoenka @N_Hiranandani @agarwalvineet @Deepaksood69
Leading with an example!

Gear up for a discerning session with Kavita Bhartia as she shares her journey with us during the session "Role of women in New India: A roadmap to $5 trillion economy". #100YearsOfASSOCHAM

It is our pleasure to announce @iam_juhi as one of the distinguished speakers at #ASSOCHAM's annual conference.

She will be sharing her thoughts on the theme 'Role of women in New India: A roadmap to $5 trillion economy'. #100YearsOfASSOCHAM
Ambitious, fearless, empathetic! 😊

Join us for a thought provoking session with @TheWelspunGroup CEO and Joint MD @DipaliGoenka at #ASSOCHAM’s annual conference.

You go, girl! 💪

3 days to go!

It’s all about crossing our T’s and dotting our I’s as we gear up for the D-day.

Stay tuned to catch all the updates from #ASSOCHAM’s 100 year celebrations! #100YearsOfASSOCHAM
Embracing the trailblazer!

@DoT_India Former Secretary Aruna Sundararajan will be gracing #ASSOCHAM’s annual conference and sharing her invaluable suggestions on building an inclusive ecosystem for the $5 trillion economy. #100YearsOfASSOCHAM

#Delhi Chief Minister @ArvindKejriwal shares his felicitations for kicking off #100YearsOfASSOCHAM!
Catalyzing India Inc's growth over the years!

#Kerala Chief Minister @vijayanpinarayi applauds #ASSOCHAM's efforts for ensuring consistent economic growth and development in the country.

#100YearsOfASSOCHAM
Cognizance from the expert!

@VedantaLimited Chairman @AnilAgarwal_Ved will be gracing the session ‘$5 trillion would require India’s own growth model’ at ASSOCHAM’s annual conference. #100YearsOfASSOCHAM

#Karnataka Chief Minister @BSYBJP sends across his best wishes for ASSOCHAM.

Contribution and synergies of all has helped us achieve successful #100YearsOfASSOCHAM!
Chairman RC Bhargava believes that #ASSOCHAM has an instrumental role to play for ensuring that the efforts of the Government and industry are synergized towards mutual benefit. #100YearsOfASSOCHAM

Union Minister @PiyushGoyal will chair the session 'Strengthening India’s global positioning' at #ASSOCHAM’s centenary celebrations! #100YearsOfASSOCHAM

Venue: Vigyan Bhawan, New Delhi
Date: December 20, 2019
#Haryana Chief Minister @mlkhattar congratulates the #ASSOCHAM family on kicking off its centenary celebrations! #100YearsOfASSOCHAM

ASSOCHAM is a professional industry body like no other. It has become a forward looking institution which has equipped itself to meet all aspirations of corporate India.

Manohar Lal Khattar
Chief Minister of Haryana

Union Minister @nitin_gadkari will join the celebrations of #100YearsOfASSOCHAM on December 20 at Vigyan Bhawan, New Delhi!

He will chair the session ‘Driving India’s growth engines – MSMEs and Infrastructure’.

#100YearsOfASSOCHAM
Justice Hari Shankar, Delhi High Court extends his compliments for the #ASSOCHAM family on kicking off #100YearsOfASSOCHAM!

@BKGoenka @N_Hiranandani @agarwalvinea
@Deepaksood69

#ASSOCHAMMilestones In 1922, the two chambers joined forces for furthering the interests of India Inc. #100YearsOfASSOCHAM
#ASSOCHAMMilestones In 1964, #ASSOCHAM adopted its current name, writing it with golden letters in the history of Indian industry. #100YearsOfASSOCHAM
@ASSOCHAM4India has completed 100 glorious years since incorporation. As an apex chamber, they have the privilege & honor of being led by some of the illustrious names of the Indian industry. Be a part of their annual conference on 20th Dec 2019 at Vigyan Bhawan, New Delhi.

Developing, transforming and disrupting for the future of India!

@Facebook India MD and VP Ajit Mohan throws light on how ASSOCHAM has played an imperative role in shaping the Indian economic agenda, with focus on technology and digitisation. #100YearsOfASSOCHAM
Building the #NewIndia, together!

@TheJSWGroup Chairman @sajjanjindal congratulates #ASSOCHAM on the momentous occasion of kicking off #100YearsOfASSOCHAM.

@BKGoenka @N_Hiranandani @agarwalvineet @Deepaksood69

Gear up as #ASSOCHAM paves the roadmap for $5 trillion economy, furthering the vision of a #NewIndia.
We are gearing up for the inaugural session by Prime Minister @narendramodi.

Paving the roadmap towards achieving a $5 trillion economy.

Stay tuned for more updates! #100YearsOfASSOCHAM
ASSOCHAM

ASSOCHAM

@ASSOCHAM4India

LIVE: Special Plenary session with Union Finance Minister @nsitharaman. #100YearsOfASSOCHAM

ASSOCHAM

@ASSOCHAM4India

LIVE: Special Plenary session with Union Minister @PiyushGoyal on strengthening India's global positioning. #100YearsofASSOCHAM.
Today's annual conference will act as a knowledge sharing session for the industry and delegates of the #NewIndia: #ASSOCHAM Secretary General @Deepaksood69' kicking off the celebrations of #100YearsOfASSOCHAM.

#ASSOCHAM Secretary General @Deepaksood69 wrapped up the welcome address with inspiring lines. #100YearsOfASSOCHAM.
#Startup CEOs are creating new business and development opportunities. Today, we'd like to hear their expectations and vision for a #NewIndia:
#ASSOCHAM Secretary General @Deepaksood69.
#100YearsOfASSOCHAM

Prime Minister @narendramodi addresses at the inaugural session of #100YearsOfASSOCHAM in New Delhi today; says the goal of achieving #5TrillionDollar Economy is achievable: tinyurl.com/ud9p4od
LIVE: Special Plenary session with Union Minister @nitin_gadkari on driving India’s growth engines - MSMEs & Infrastructure. #100YearsOfASSOCHAM

#ASSOCHAM extends its proactive efforts to facilitate PM @narendramodi’s vision of a $5 trillion economy: ASSOCHAM President @BKGoenka, at the Annual Conference. #100YearsOfASSOCHAM
#ASSOCHAM extends its proactive efforts to facilitate PM @narendramodi's vision of a $5 trillion economy: ASSOCHAM President @BKGoenka, at the Annual Conference. #100YearsOfASSOCHAM

#ASSOCHAM President @BKGoenka commended the Government's initiative @makeinindia, which has led in increasing the industry's confidence. #100YearsOfASSOCHAM
LIVE: Special Plenary session with Union Minister @rsprasad on creating a vibrant regulatory system for NewIndia. #100YearsOfASSOCHAM

PM @narendramodi addressing the inaugural session of centenary celebrations of #ASSOCHAM in New Delhi

#100YearsOfASSOCHAM
This is a country of entrepreneurs, which will take risks. Whenever the #Government has trusted, it has delivered: @VedantaLimited Chairman @AnilAgarwal_Ved, during his session with @nsitharaman at ASSOCHAM’s Annual Conference. #100YearsOfASSOCHAM
LIVE: Role of women in #NewIndia: a roadmap to $5 trillion economy with Union Minister @smritiirani #100YearsOfASSOCHAM

If I were to invest in #India, I would certainly focus towards the #WomenEntrepreneurs because that's where the growth is: @WorldBankIndia Country Director Junaid Ahmad #100YearsOfASSOCHAM
Banks have been given assurance and ability to define their decision making process: Union Finance Minister @nsitharaman, at ASSOCHAM’s Annual Conference. #100YearsOfASSOCHAM

#NBFCs across the country have gone through high trajectory. We are aiming to bring liquidity in the economy for achieving stabilization: Union Finance Minister @nsitharaman, at ASSOCHAM’s Annual Conference. #100YearsOfASSOCHAM
If we decrease our import and that money is pumped into our economy, then you all can imagine the investments, job opportunities and development that will enter the Indian economy: Union Minister @nitin_gadkari, at ASSOCHAM Annual Conference.

#100YearsOfASSOCHAM

We are looking to modernize the railway infrastructure with help of private partnerships: Union Finance Minister @PiyushGoyal, at ASSOCHAM’s Annual Conference. #100YearsOfASSOCHAM
Every challenge is an opportunity!

The Government and industry have to work as partners and equal stakeholders towards the common goal of a $5 trillion economy: Union Minister @PiyushGoyal, at #ASSOCHAM's Annual Conference. #100YearsOfASSOCHAM

It's a full house at the session on 'Role of women in NewIndia: a roadmap to $5 trillion economy' with Union Minister @smritii and @iam_juhi.

The session is being coordinated by @CNBCTV18Live Managing Editor @ShereenBhan.
IT (Information Technology) + IT (India’s Talent) = IT (India’s Tomorrow)

Union Minister @rsprasad while sharing his vision to create a vibrant and digitally empowered #NewIndia, at ASSOCHAM’s Annual Conference.
#100YearsOfASSOCHAM

India has become the second largest smartphone manufacturer: Union Minister @rsprasad, highlighting that digital ecosystem must empower every single individual, at ASSOCHAM’s Annual Conference.
#100YearsOfASSOCHAM
A panel chaired by @smritiirani with esteemed panelists of the session; @DipaliGoenka, @iam_juhi, @ShereenBhan, @SarojPandeyBJP, @navneetravirana and Kavita Bhartia shed light on - Role of women in NewIndia: a roadmap to $5 trillion economy.

#100YearsOfASSOCHAM

PM @narendramodi was presented a noteworthy memento in the form of #StatueOfUnity by ASSOCHAM President @BKGoenka at the Annual Conference today.

सबको ले चले साथ, प्रगति की ओर ! #100YearsOfASSOCHAM
Stamping a mark for a progressive #NewIndia!

At #ASSOCHAM's Annual Conference today, PM @narendramodi launched a postal stamp marking the #100YearsOfASSOCHAM.

It was #ASSOCHAM’s pleasure hosting the trailblazer PM @narendramodi at its Annual Conference marking the #100YearsOfASSOCHAM.

His inspiring words were nothing short of ignition for the industry to charge towards achieving a $5 trillion economy.
Watch Smt @nsitharaman talk about the steps taken by the government to boost liquidity in the economy, at the Centenary Celebrations of @ASSOCHAM4India.

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youtu.be/U-K8Il5kxE

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Congratulations to @ASSOCHAM4India for completing 100 years. Growth of MSME is our priority and we have extended our support to them. Urged industry leaders to innovate in sustainable technologies to boost India's trade and exports. We will achieve our goal of $5 trillion economy.

With initiatives like Pradhan Mantri Awaas Yojna, Jan Dhan Yojana, @PMUjjwalaYojana, @swachhbharat and @AyushmanNHA, the Government has ensured inclusive growth in the country: #ASSOCHAM President @BKGoenka, at the annual conference. #100YearsOfASSOCHAM
Union Minister @nsitharaman will join the celebrations of #100YearsOfASSOCHAM on December 20 at Vigyan Bhawan, New Delhi!

She will chair the session ‘$5 trillion would require India’s own growth model’.

#100YearsOf ASSOCHAM

Strengthening Government-Corporate relations! 🤝

#Chhattisgarh Chief Minister @bhupeshbaghel sends across his commendation for the #100YearsOfASSOCHAM.
धन्यवाद!