



JSW Steel | MSME Day Film Storyboard 1.0

Script

INDIA is changing
INDIA is dreaming
And it's building its own legacy
But how does this change come about ?
It happens because you re-imagine the possibilities
You open your eyes
And see the opportunities
You are the risk takers
Building dreams from scratch.
You are the artists
Painting a new story of hope
You open the doors
To new beginnings
You make the difference
As you craft the details
And because your business makes a larger impact
We are here to help you with the best tools possible
Providing you with world class materials
So that you can create the world of your imagination
So go ahead and dream
The world is your canvas !
JSW proudly supports the Micro, Small and Medium Enterprises (LOGO)

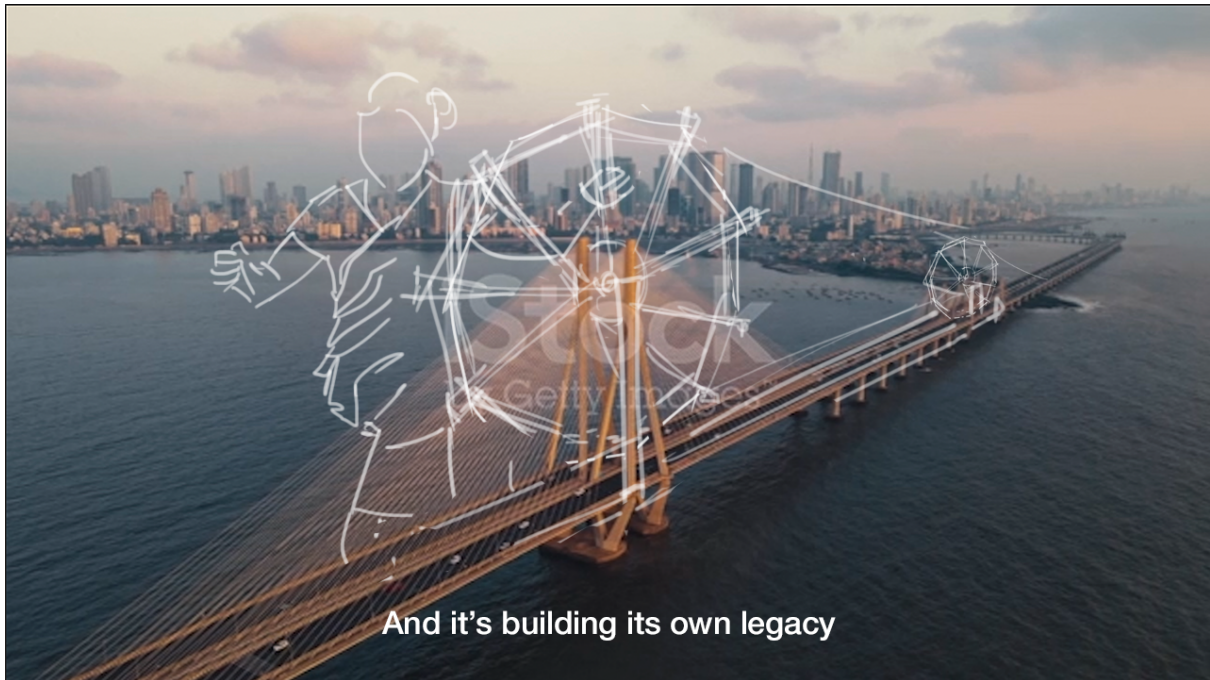
Storyboard



India is changing with high-tech transportation and infrastructure projects, the biggest of which MSME is the base.



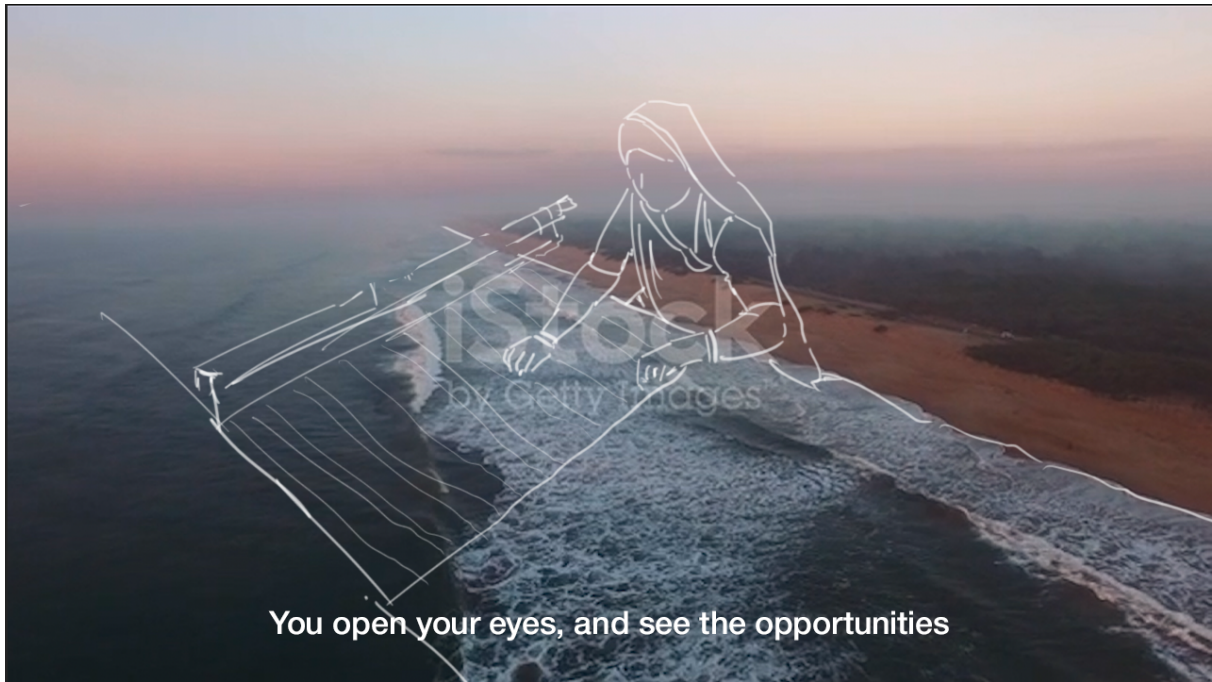
Youth are indeed the future of the country, dreaming about a bright future and science is India dreaming.



Charkha, It symbolises **self-sufficiency and freedom**. The charkha became the symbol of the swadeshi movement during the Indian freedom struggle. This is because the spinning of the charkha facilitated the development of the textile industry



It's the MSME people who help and boost the economy. The economy then can explore impossible possibilities, like space exploration.



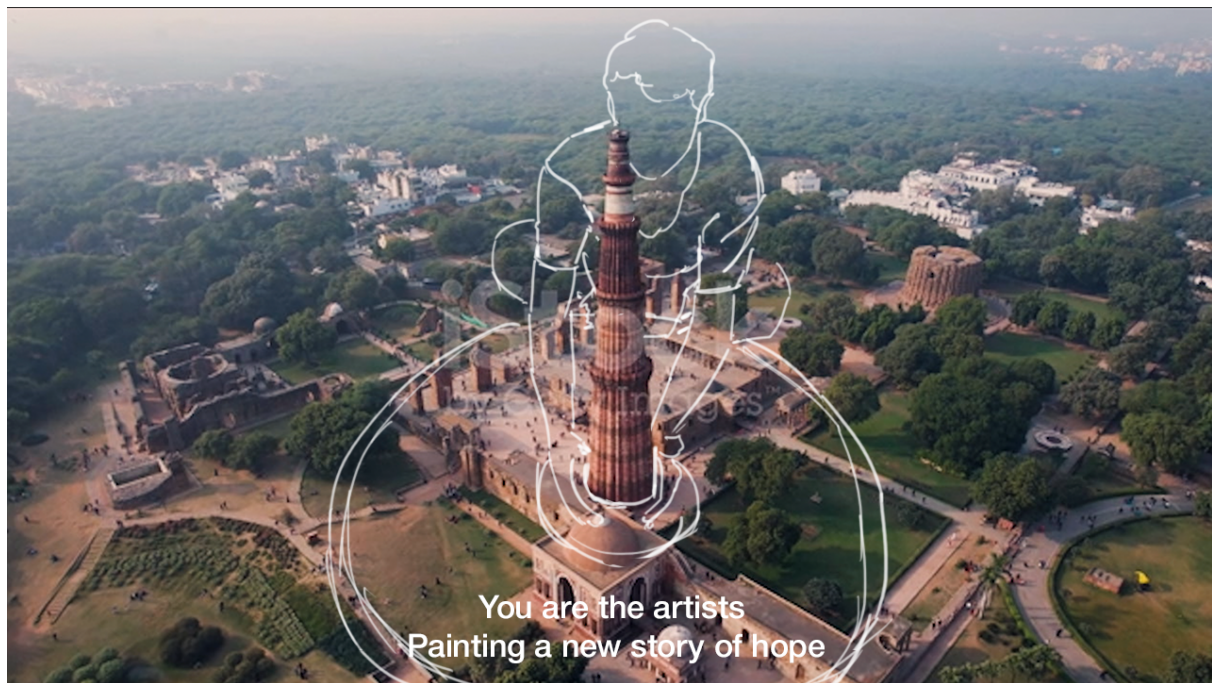
You open your eyes, and see the opportunities

MSME businesses that depend on conventional art forms find inspiration from nature and with open eyes find opportunities.

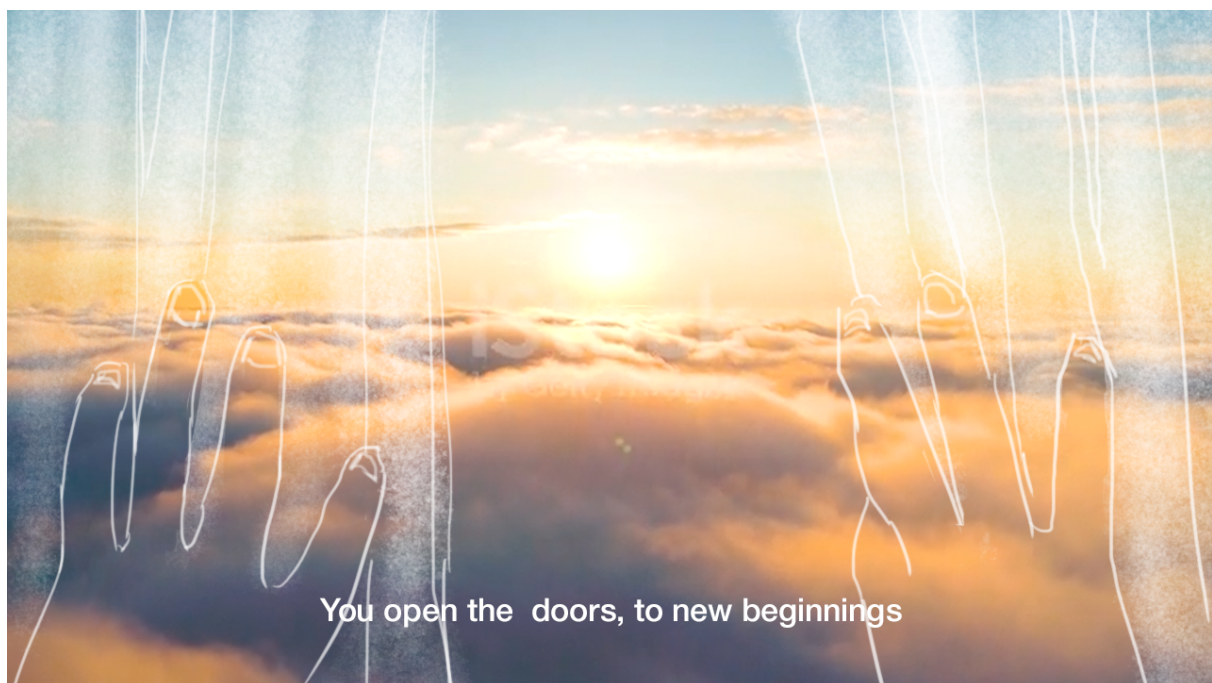


You are the risk takers, building dreams from scratch.

MSMEs often take risks in different ways, face economic reformities, and often work in difficult conditions.



Indeed, they are the individual pixels that make the whole beautiful painting when seen together.



Animation of hands opening the curtain to a new beginning, that is a sunrise.



You make the difference, as you craft the details

A merry-go-round around a machine spindle to show the happiness and difference that MSMEs bring to people's lives.



And because your business makes a larger impact

A young girl swinging on a swing along with the machine movement depicting how MSME businesses impact people's lives.



We are here to help you with the best tools possible

JSW logo appears on the helmet of an employee working hard in a factory to provide you with world-class material.



Providing you with world class materials
So that you can create the world of your imagination



So, with the happy ending of all this, a happy family walks towards a bright future.

End with LOGO and tagline.