From the Desk of Director:

The MSME sector in West Bengal is a highly vibrant and dynamic sector providing employment opportunities to millions and contributing a significant portion to the state’s GDP. This sector provides the highest employment after agriculture.

There are a large number of SMEs who have flourished under the umbrella of MSME-DI, Kolkata and its branches in the state. Many fascinating success stories are there. To showcase the stories along with the schemes and activities of Department of MSME, a new initiative to publish a regular journal has been taken by MSME-DI, Kolkata. I hope that this journal will be a source of inspiration to the new entrepreneurs of West Bengal vis-a-vis, a pull of knowledge for the SMEs of West Bengal.

I congratulate all the contributors to this initiative, especially the team working behind the publication to make it a success.

Ajoy Bandopadhyaya

Content

A. Director’s Message 01
B. Editorial 02
C. Success Stories 03
D. Schemes 10
E. From the Districts 12
F. Swachhta 18
G. Focus District - Murshidabad 21
H. Notice Board 26
I. Feature – Abasar 28

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Cover Pic : Abasar Sarbajanin Durgotsav Committee
Editorial:

As a field office under O/o DC (MSME), MSME-DI, Kolkata shares the vision: Strengthening India’s MSME sector to serve as the backbone of economic development of the country. We are excited about the new emphasis on Entrepreneurship Promotion and MSME Development strategies undertaken by our Ministry and HQ. The government stresses the need for providing various support and outreach programmes which are need based and demand driven. We are working towards simplifying access to finance, strengthening supply chains, fostering IT use in the sector, supporting R&D and innovation. As a maiden venture of the Ministry, Agro based enterprises, AYUSH and Social enterprises have also been given their due share as a part of the MSME ecosystem. Our readers might realize that these are the focus areas of the Ministry of Micro, Small and Medium Enterprises with a large network of partner institutions, thought leaders, business associations, financial institutions and eco-system players.

With this edition, we want to contribute to the current activities of MSME Development Institute in West Bengal and draw attention to some recent initiatives undertaken by us which have the potential to contribute to a systemic change in the industrial scenario of the state. In this newsletter you will hence read about our vision, our dedicated efforts to reach out to the district level and our comprehensive activities towards promoting inclusive growth in synergy with the State Govt. You will also read about various useful MSME schemes and policies with different approaches on enhanced collaboration between MSMEs, clusters and Associations. Similarly, our experiences and exchange of thoughts to recreate Success stories to boost the morale of New-Gen Entrepreneurs find place in this inaugural edition.

We will announce upcoming events and launch new initiatives. Let us know your feedback and suggestions. We are keen to be a partner for catalyzing change in the MSME sector in the state and look forward to working with you towards reaching the vision of a MSME driven economic growth in India.

Happy reading!

Debabrata Mitra
Ideology and conviction to be a Change Maker many a times surpasses the boundaries of personal gain or loss...

So is the story “Toilet - ek prem katha” is all about.

The movie might have instilled and inspired many in urban and rural equally but there is a man who has abandoned his lucrative corporate career to popularize Prefabricated toilets and Biotoilets and may be rightly named as “the toilet man of Bengal”. 

For him the storyline of the movie Toilet quite resembles his interaction with some remote village Sarpanch which he has narrated to many of his closemates in 2015 when he started this movement and today the movie no doubt gives him a moral boost too.

Dr Arijit Banerjee, who has served as an Administrative and Infrastructure leader in organizations like ITC Accesnture, Wipro and Reliance Capital in his 15 years of Corporate Career, is more lovingly known as “Dada” to most of his close mates and aquitances, has so far popularized and built 350 Biotoilets as his own initiatives and the making is on.

He has changed the conventional theory of modern toilet making and has pioneered in prefabricated toilet housings which comes is easily installable options.

In continuation to his service gesture he has been persuasive to install Biotoilets even in Govt Melas, Durga Pujas and Construction sites as a means to eco-friendly green initiative which has been well appreciated by many forums.

He has been even able to cross the state boundaries and install the concept successfully in Karnataka, Maharashtra, MP, Chattisgarh and the far off Rajasthan starting from his small cabin in Bhawanipur Kolkata.
Speaking to him is a listeners delight as he believes in achievable dreams...

A true dreamer of Swaachta in thought, process and deed... Dr Banerjee has a simple thought - installing Biotoilet instead of conventional toilet will leave at least some potable water for the generation next and may be he is right as the ground water contamination is soaring high daily.

Today his prefabricated toilet is getting popular not only in project wish list but also in to households who would rather not wait for the brick and mortar mess.

He has instilled Ramaesis RPL, as a Specialist in Prefabricated Toilet and Bio-toilets. The first such organization to get a ISO9001:2015 certification, recognized as Class A manufacturer of MSME and NSIC, he is all set to bridge dreams and reality..

Today Dr. Banerjee, Arpita Roy, Mr Surinder Singh alongside supports Artemis Fountain Foundation with a motto to build at least one toilet for the needy / community for every 3 toilet sold by them to clients. Beautifully enough they never do this for their own name sake. The gifted toilet beneficiary is always the clients who has been the contributor to the business process.

Ramaesis RPL’s dream project is to put one pay and use biotoilet beside every high footfall bus stands / passenger shades is still a dream - considering the number of people travelling, the ones diabetic, the aged and the women. Apart from a business initiatives they see this as a social cause and a way one can contribute to the society. The toilet will not only be a convenience, but will provide earning / job / livelihood to at least 2-3 people in the realm - A) Sweeper / CLEANER B) Caretaker C) Supervisor for keeping track of multi units which can be further connected to GPRS and so on in technicalities. The project as it is can be a revenue generator, as the 3 face of toilet will have enough scope of advertising if maintained professionally.
Neogi Technologies And Research Pvt. Ltd. (NTR Pvt. Ltd.) IMS certified company (ISO 9001:2015, ISO 14001:2015 & BIS 18001:2007), three times National Award Winner, winner of CII Industrial Innovation Awards for consecutive two years, winner of ICON Award organized by CII Institute of Quality and an ‘Emerging SME’ unit is the Solution Provider of Customer Specific Problems in Fuel Management Sector since 1971. NTR Pvt. Ltd. is manufacturing Flow Meters both Mechanical & Electronic (Preset & Non Preset) for dispensing fuels conceptualizing the idea of Mobile Dispensing Pump. The company has also manufactured Electronic Fuel Dispenser certified by Petroleum & Safety Organization (PESO), Govt. of India, unique of its type manufactured by any MSME unit ever in India.

NTR Pvt. Ltd. is practicising different tools and techniques for Lean Manufacturing System for last fourteen years and is leading the Cluster Movement in West Bengal along with other MSME units thus strengthening the MSME units of the state. The practice of Lean Manufacturing Techniques has helped the company to come out as the achiever of Gold Rated Certificate in ZED (Zero Defect Zero Effect), an endeavour of the Govt. of India.

Quality Council of India has chosen NTR Pvt. Ltd. as the representative unit for showcasing the mode of approach for ZED certification in MSME sector. The MSME Development Institute, Kolkata and Govt. of West Bengal has also taken up a series of awareness programme to make its senior officials aware of Lean Manufacturing Cluster in association with Indian Institute of Management and NTR Pvt. Ltd. has the privilege to share its knowledge base and experience about Lean Manufacturing Cluster in all these programmes.

NTR Pvt. Ltd. believes in nurturing the innovative practices and in implementing the latest tools and techniques in order to exist and sustain in the business.
ASG Biochem Private Limited with its manufacturing plant at Ganganagar near Kolkata, West Bengal, India, is a bulk Active Pharmaceutical Ingredients (API) manufacturing company of New Delhi based diversified APEEJAY STYA GROUP. The unit acquired from AKZO NOBEL N.V., the Netherlands in 2004 is engaged in the synthesis of specialized APIs, in particular, hormones and intermediates.

The unit has global exports including intermediates / penultimates to the European Union apart from supply to internal Group companies. In addition, the plant also holds ISO 9001-2008 and ISO 14001:2004 certification from DNV, the Netherlands. The company expects to achieve several key international regulatory approvals for its APIs within a short period of time.

Built across 12 acres of land, the Ganganagar premises have three state-of-the-art world class plants dedicated to the production of APIs and intermediates.

These plants are capable of handling wide range of chemical reactions including but not limited to Acylation, Alkylation, Bromination, Hydrogenation amongst others.

ASG Biochem’s heritage has been its strong focus on process research for maintaining cost competitiveness and new product development. They have well developed Lab with scale-up facility for continuous improvement in existing process & finding better ways of synthetization.
A trusted and innovative MSME that branded its Products –

**BIRDMAN CHEMENG PVT LTD**

Regd. Office : Rajkamal Building - 3rd Floor, 13 Camac Street Kolkata - 700017, Phone: (033) 2283 2710 / 2821 / 2740.
Factory : S-8 Unit II, Baruipur Industrial Estate, Baruipur, 24 PGS (S) Pin - 743387, West Bengal
Website/Email : birdmancpl.com

BIRDMAN CHEMENG PVT LTD was established in the Year 1961 as a Partnership Firm, Trading in Transmission Line Hardware and Tools, was incorporated as a Private Limited Company in the Year 1972 and started its manufacturing activities in the same year.

Birdman is Pioneer in manufacturing Dynamometer in the Country as an import substitute product. Within a year of commencement of production, it came out with complete range of Transmission Line Erection Tools viz, Hyd. Compressors for Crimping ACSR, AAAC, AAC and Copper Conductors, Hyd. Crimper, Hyd. Cutters, Dynamometers / Tensometer for tensioning conductors etc. Immediately thereafter, Birdman introduced Power Operated (Diesel / Electric) Hyd. Compressors for use in up to 400 KV Transmission Line. Birdman’s next innovation has been Digital Electronic Dynamometer.

Birdman specializes in manufacturing Hydraulic and Mechanical Load Cells, Hollow Load Cells, Bearing Extractors etc. For Mines, Birdman makes Mining Load Cells, Roof Bolt Testing Devices, Roof Stitching & Jointing Machines. Birdman’s products in the Brand name of ‘YOTA’ have ruled the Indian market for over 4 Decades. State Electricity Boards, NTPC, Most of the PSU’s, Railways, DGS&D, DGNP, Port Trusts and Shipyards are some of Birdman’s valued customers who feel safe and are comfortable with YOTA range of products.

Recently, Birdman has developed Load Testing Machine for Testing 25 KV Porcelain & Composite Insulators meticulously following the R.D.S.O. recommended specifications.

Latest in Birdman’s armoury is Digital Electronic Dynamometers. The next innovation of Birdman is going to be a dedicated Bearing Mounting & Fixing Device, specially designed for Indian Railways.

Birdman has In-House Testing and Calibration facilities. Machine Accuracy is authenticated and approved by RTC (ER), Govt. of India.

Birdman has earned this reputation, faith and trust of the Industry through years’ of persistent, qualitative and honest Endeavour of excelling the bench mark. Birdman is continuously striving to improve its product quality and performance.

Birdman exported its products to Malaysia, Philippines, Thailand, Bangladesh, Nepal, Libya, Ethiopia and UAE. Nevertheless, Birdman survives on the support and patronage of its valued clients.
An Explosive MSME that serves Mining Sector –

**Black Diamond Explosives (P) Ltd.**

Factroy : At Village: Napara, P.O. & P.S. Baraboni, near dhabhaka more, Asansol, District Paschim Bardhaman, West Bengal, 713334
Website/Email : www.decopl.com

The Company was incorporated in 1989 by Mr. R.L. Mukherjee. He took the initiative of acquiring land for putting up the Explosives Manufacturing facilities. Explosives, by word itself, is very sensitive and so it requires number of statutory formalities. In the meantime, it was taken over by Mr. Sunil Saraogi, who obtained all the licenses & permissions. Trial production started in April’1994. After rigorous tests and trials, in August’1995, the products of the company were recommended by Govt. of India for use in commercial purpose.

Black Diamond Explosives (P) Ltd has diversified interest in Large Dia Explosives in all sizes, Site Mixed Emulsion Explosives and permitted Explosives. In addition to above products being manufactured BDEPL in all explosives and blasting accessories thus making everything available under one roof.

Black Diamond boosts a state of the art integrated plant with the infrastructure required to deliver quality products. Over the years the production facilities have been upgraded in a planned manner and the latest technologies have been incorporated to stay ahead in the market. This is what has made Black Diamond a force in Eastern India to reckon with Black Diamond Explosives Private Limited is only one Explosive Industry in West Bengal.
Journey of a first generation entrepreneur carried forward to second generation with innovation as a pathway –

J.P. Laminators & Corrugators

Website/Email : www.jplaminators.com

J.P Paper Coating was started in the year 1979 in a small piece of land in Dakshineswar by Mr. Parimal Kumar Aon, who was the 1st generation entrepreneur. Prior to this Mr. Aon had stayed in European Countries for over a decade studying and subsequently working as a Paper Technologist in various countries like Sweden, Germany and UK. On his return to India, in the early 70’s, Mr. Aon initially worked in different paper mills across India before starting his own concern in 1979.

J.P Paper even after being a very small concern, gained market confidence very early, engaged in manufacturing various bituminous waterproof paper products owing to Mr. Aon’s vast knowledge in the industry. However, almost after three decades of entrepreneurship, Mr. Aon felt sick with various health problems. The company under name of JP Laminators & Corrugators, Mrs. Jayasri Aon as a proprietor in a different area near Kalyani Expressway due to pollution and other issues. As a new company with the will to diversify, an extrusion lamination plant was set up other than the ongoing regular products. Other than lots of problems and issues which delayed the company’s incorporation by almost 6 years, even the machine bought was faulty.

By the end of 2012, Mr. Aon’s younger son Srijit Aon (BE in Engineering from US), took over the company in his own hand and with limited resources both financially and in other matters, single handedly turned in around. Over the last 7 years, Mr. Srijit Aon has been facing various hardships like power problems, labour problems dealing with a faulty machine and with the burden of bank loan. Even with all these odds, Mr. Srijit has been somehow been able to keep the factory running and at the same time making some important innovations in the packaging industry.

One such innovation is a special biodegradable bag used to place concrete under water. It is a unique product and have been supplying to a US company for some time now for under water pipe line support. Mr. Aon feels that it could create a stir in the domestic market also, owing to the various different fields it could be used for. Other than under water concrete placement, it could work in areas of flood control, river embankments, land reclamation and other similar areas.

With the above in mind, Mr. Srijit wants to work closely under guidance from MSME-DI & MSME Department of West Bengal Government and evolve as a path breaking innovation in the specific field.
1. **Guideline on Cluster development**

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India (GoI) has adopted the Cluster Development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. A cluster is a group of enterprises located within an identifiable and as far as practicable, contiguous area and producing same / similar products / services. Visit the following link for details:


2. **Guideline for ZED scheme**

The ZED scheme is an integrated and holistic certification system that will account for quality, productivity, energy efficiency, pollution mitigation, financial status, human resource and technological depth including design and IPR in both products and processes. Visit the following link for details:


3. **Guideline for Digital MSME scheme**

Basic objective of the Digital MSME scheme is to sensitize and encourage MSMEs towards new approach i.e. Cloud Computing for Digital MSME adoption in their production and business process with a view to improve their competitiveness in national and international market. Another objective of the scheme is to adopt best practices to improve quality of products and services. This is beneficial to MSMEs in implementing technology quicker so that MSMEs will gain competitive advantage in the market. Visit the following link for details:

http://www.dcmsme.gov.in/Digital_MSME_ICT.pdf

4. **Guideline for Lean manufacturing scheme**

Under the Scheme, MSMEs will be assisted in reducing their manufacturing costs, through proper personnel management, better space utilization, scientific inventory management, improved processed flows, reduced engineering time and so on. LMCS also brings improvement in the quality of products and lowers costs, which are essential for competing in national and international markets. The larger enterprises in India have been adopting LMCS to remain competitive, but MSMEs have generally stayed away from such Programmes as they are not fully aware of the benefits. Besides, experienced and effective Lean Manufacturing Counsellors or Consultants are not easily available and are expensive to engage and hence most MSMEs are unable to afford LMCS. Visit the following link for details:

http://www.dcmsme.gov.in/schemes/Lean_Manufacturing.htm

5. **Guidelines for Procurement and Marketing support Scheme**

The Procurement and Marketing Support Scheme is meant for encouraging Micro and Small Enterprises (MSEs) to develop domestic markets and promotion of new market access initiatives. The scheme is to facilitate market linkages for effective implementation of Public Procurement Policy for MSEs Order of 2012 and to educate MSMEs on various facets of business development. The scheme also encourages MSMEs to create an overall awareness about trade fairs, latest market technique and other such related topics etc. Visit the following link for details:

6. Guideline for Entrepreneurship Skill Development Programme (ESDPs) –

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs, enhancing the capacity to develop, manage and organize a business venture while keeping in mind the risks associated with it. The whole point of entrepreneurship development is to increase the number of entrepreneurs. Visit the following link for details:

http://www.dcmsme.gov.in/ESDP_Scheme_guidelines_final.pdf

7. Guideline for Design clinic scheme –

Design Clinic scheme is to enhance industry understanding and application of design and innovation, and to promote design as a value adding activity and integrate it into mainstream business and industrial processes of MSMEs.

The scheme is to assist local enterprises with engaging external design expertise in the form of consultancy. Projects supported under the scheme should lead to new design strategies, and/or design-related products and must be impactful and effectively develop the capabilities of the local enterprise. Visit the following link for details:

http://www.dcmsme.gov.in/schemes/design_clinic.htm

8. Registration of MSMEs under Udyog Aadhaar Portal –

Udyog Aadhaar Memorandum is a one-page registration form which would constitute a self-declaration format under which the MSME will self-certify its existence, bank account details, promoter/owner’s Aadhaar details and other minimum basis information required. Based on the same, the MSME can then be issued online, at a minimum, a unique identifier, or Udyog Aadhaar. The same should be issued online on a time bound basis. Visit the following link for details:

https://udyogaadhaar.gov.in/UA/UAM_Registration.aspx

9. International cooperation Scheme guidelines –

Technology infusion and/or upgradation of Indian Micro, Small and Medium Enterprises (MSMEs), their modernization and promotion of their exports are the principal objectives of assistance under the International Cooperation (IC) Scheme. Visit the following link for details:


10. Marketing support to the SC/ST enterprises for enhancement of competitiveness and marketability of their products –

Marketing support to the SC/ST enterprises for enhancement of competitiveness and marketability of their products will be provided in different ways. Organizing Visit and participation to National and International Exhibitions/Trade Fairs/Seminars Abroad, Vendor Development Programmes, Organizing Workshops/Seminars/Awareness Campaigns. Visit the following link for details:

http://www.scsthub.in/SMAS.php

11. Digital Repository of all Central and State Acts –

It is a database of all Central enactments which are in force and their subordinate legislations made from time to time. With the help of this system, retrieving of any Central Act and its relevant subordinate legislations of one’s interest in an up-to-date form has been simplified and made extremely user-friendly and accessible at push of few buttons. It also contains Legislations enacted by the States and Union Territory Administrations along with their relevant subordinate legislations.

https://indiacode.nic.in/
Murshidabad

Awareness programme on Technology Upgradaion & Design Development

An Awareness programme on Technology Upgradation & Design Development and Udyam Jyoti Campaign for Steel Furniture Cluster, Berhampore was organized at DIC Conference Hall, Murshidabad District on 27.11.2018 with the help of DIC, Murshidabad District. The awareness Program was specifically designed on the request of cluster representatives for the technology upgradation and Design development of their product.

The Programme was inaugurated by Sri Niranjan Biswas, General Manager, District Industry Centre, Murshidabad District.

The Programme commenced with a Welcome Address given by Shri Sanjeev Azad, Assistant Director and District Nodal officer, MSME-DI, Kolkata and detailed the 12 points announcement by Hon’ble Prime Minister under a support and outreach programme of MSME’s towards Udyam Jyoti.

Consequently, during Technical Session of the Awareness Programme Shri T. Roy, Investigator (Mech.), MSME-DI, Kolkata explained the importance of CAD & CAM in the field of Almirah /furniture manufacturing to create 2D/3D designing and simulation to visualize the end product in real time. The process would also eliminate the wastage and would also help to cater the need of ever changing market.

Shri Sajal Sarkar, Consultant given demonstration of the CAD software and its usefulness to optimize business processes, from the first sketches to the final product, from the calculation to the offer and from the design to the CNC data generation With CAD/CAM. The benefit of CAD is to increase the Efficiency and safety in order to processing and production.

The participants were enthused by the effective training module and deliberations from the trainers.
Jalpaiguri

Awareness Programme on National SC ST Hub Schemes

An Awareness Programme on National SC ST Hub Schemes (For SC ST Category MSMEs) was organised by National SC ST Hub Office (NSSHO), NSIC Limited, Kolkata in association with MSME-Development Institute, Kolkata, District Industries Centre, Jalpaiguri & Dalit Indian Chamber of Commerce & Industries (DICCI) at District Industries Centre, Jalpaiguri on 09-10-2018. In the programme, senior officers from DIC, Jalpaiguri, Br.MSME-DI, Siliguri, NSIC Limited, Kolkata, were present. They discussed about the various schemes of Govt of West Bengal & Govt. of India for the benefit of MSMEs, especially for the benefit of SC ST category entrepreneur.

While discussion some schemes were briefly described like PMEGP and other credit support schemes, Technology upgradation and Quality certification, Marketing Promotion schemes, Entrepreneurship and Skill Development and Infrastructure development Programme, Public Procurement Policy 2012 etc. The nature of applicable assistance provided to SC ST entrepreneurs under the scheme guidelines were also discussed by the speakers. 28 entrepreneurs took part in the programme out of which 26 belong to SC category and 2 belong to OBC category and most of the entrepreneurs were Micro enterprises engaged in manufacturing of Handicraft items, wood craft, cane & bamboo products, embroidery etc.

An interactive session was also organised where the participants asked the questions in their mind and their queries related to participation in Tender under Public Procurement Policy 2012 and in domestic/abroad fairs/exhibitions. Queries were replied by Shri T.K. Banerjee & Shri Vivek Mangal. The programme concluded with vote of thanks by NSIC official.

Alipurduar

Awareness Programme on National SC ST Hub Schemes organised on 10th October, 2018 at Dooars Kanya, Alipurduar (For SC ST Category MSMEs)

An Awareness Programme on National SC ST Hub Schemes (For SC ST Category MSMEs) was organised by National SC ST Hub Office (NSSHO), NSIC Limited, Kolkata in association with MSME-Development Institute, Kolkata, District Industries Centre, Alipurduar & Dalit Indian Chamber of Commerce & Industries (DICCI) at Dooars Kanya, Alipurduar on 10-10-2018. In the programme Shri D. Chakraborty, Joint Director (DIC), Siliguri Zone, Shri Chandan Pal, General Manager, District Industries Centre, Alipurduar, Shri. T.K. Banerjee, Assistant Director, Br.MSME-DI, Siliguri, Shri. Vivek Mangal, Branch Head, NSSHO, NSIC Limited, Kolkata, Shri Prabuddha Dasgupta, Consultant, NSSHO, Kolkata, Shri. H.K. Saha, Accounts Officer, NSSHO, Kolkata, and a representative from Dalit Indian Chamber of Commerce & Industries (DICCI) were present.
Various Policies and schemes of Govt. of West Bengal were discussed in this programme for the development and promotion of MSME sector. Shri T. K. Banerjee has elaborately discussed about the various promotional schemes of the Ministry of MSME and given special thrust about the schemes particularly for the benefit of SC-ST category. He also insisted the entrepreneur for Udyog Aadhaar registration.

Shri Vivek Mangal, Branch Head NSSHO, NSIC Ltd, Kolkata described the NSIC Schemes and in particular National SC ST Hub (NSSH) Scheme. Shri D. Chakraborty, Joint Director (DIC), Siliguri Zone Suggested participants about the best quality mushroom cultivation as an alternative source of income and requested them to visit DIC office for assistance.

Representative from the DICCI motivated the participants and requested them to avail the benefits of various central and state govt policies and schemes and ensured their full cooperation in this field.

An interactive session was also held where the queries of participants were addressed. The programme concluded with vote of thanks by NSIC official.

**Bankura**

**Murlu Clay Tiles Cluster is ready to be operational**

Murlu is a very remote village under Saltora P.S. of Bankura District. Once upon a time, the place was famous for manufacturing Clay based Roof Tiles, manufactured by about 200 family based Micro units, by firing of clay products, mostly of Traditional Tiles, in conventional local kilns or ‘bhattis’, to cater the needs of surrounding backward districts including the States of West Bengal, Bihar, Jharkhand, Odisha etc.

In recent days, due to the competitive markets and increased demands of Decorative Roof Tiles, including the Traditional ones, need was felt to adopt improved production processes, in place of the most primitive conventional processes. In this context, for the mass Cluster based benefits and improved livelihood of people of Murlu, Ministry of MSME, Govt. of India came out with the scheme of MSE-CDP with a project cost of Rs. 2.72 Crore, where GOI, GoWB and SPV (Cluster Bodies) contributions become 70.55%, 18.55% and 10.90%, respectively.

**The Success Story:** In the year, 2017, 1st phase of GOI Fund contribution of Rs. 1.34 Crore has been released to facilitate the Cluster to procure Plant & Machinery, like, clay processing Ball Mill, Blunger, Cement Vats, De-airing Pug Mill, Pulverizer, Friction Screw Press, Shuttle Kiln etc. with needful Ceramic Laboratory set up.

To overcome the difficulties of cluster members by reducing the production cost mainly by firing, the Cluster CFC installed Shuttle Kiln has been made three trial run operations till date. Due to lack of proper knowledge and non-professional operation processes of the Cluster members, the 1st Shuttle Kiln trial run dated 26.09.2016 was mere a PROCESS OPERATIONALIZATION one, which could not fetch confidence among the cluster members towards firing development. Thereafter, 2nd Shuttle Kiln trial run was done on 29.05.2017 in presence of G&C Officers of both MSME-DI & TC, Kolkata. The 2nd Trial was done even with various process obstructions but with controlled monitoring of Kiln operation and fired at 860 0C. About 97.25 % products were found OK.

Gaining confidence by then, the SPV Members decided to manufacture products by using all the available facilities at the CFC itself, instead of depending on the outside
infrastructures. The 3rd Trial of Shuttle Kiln was thus planned on 20.09.2018 for all the CFC processed products following CFC processed Ball Milling, Cement VAT operation, Natural Drying, De-aired Pug Milling, Pulverizing, Mixing, FPS-Pressing and Shuttle Kiln Firing etc. With the intense monitoring and guidance of the MSME-DI, Officials, the third trial took place on 20.09.2018 and the kiln was fired at 950 °C (in place of 860 °C for the 2nd Trial). After unloading and sorting about 98.34 % products were found OK.

In the 3rd Trial, about 315 liters of Diesel was used in comparison to 350 liters used in 2nd Trial, though firing temperature was about 100 °C more in the 3rd trial (i.e. 950 °C vs 860 °C). Scope of further reduction in oil consumption is still there. Moreover, Shuttle Kiln firing rejection came down to 2% level from 15 % level of Traditional Kiln. As a result of which 50 – 60 % saving in operational cost with improved qualities are made possible to the Cluster members by this intervention of MSE-CDP scheme of Govt. of India being implemented by GoWB and with needful handholding technical support from MSME-DI, Kolkata. Further reduction of Firing Cost will be possible again by changing the fuel from DIESEL to FURNACE OIL or to GAS, in near future. Now it is understood that SPV members can easily utilize the available facilities at the CFC itself and can do their lab trials with new material compositions in advance, before firing of new products in Shuttle Kiln.

**Udyog Aadhaar Camp at Bena**

In line with the directives form Hon’ble Secretary, M/o. MSME, Govt. of India with regard to VC attended by Director, MSME, Kolkata dated 05.09.2018, an Special “Udyog Aadhaar” registration camp for MSMEs of Brass and Bell Metal Cluster of Bena, Bankura involved on manufacturing of Singing Bowl, was organized at District Industries Centre, Bankura dated 01.11.2018 by Br. MSME Development Institute Suri, in association with District Industries Centre, Bankura.

**Kolkata**

**Management Development Programme on Quality in Healthcare Management**

A Five days Management Development Programme on Quality in Healthcare was conducted at Institute of Management Study between 27th and 31st August 2018.

With healthcare being the requirement of the hour, MSME-Development institute identified the need to develop quality among the workforce placed in various hospitals and healthcare units. With an objective of enhancing the need for quality in services provided, management professionals from different hospitals, along with a number of Hospital Management students were invited to participate in the five days programme.
The programme consisted of theoretical classes covering aspects of Healthcare Industry, current economic scenario prevailing in India and the state of West Bengal, Health Communication and Education, Total Quality Management, Quality Implementation Tools, Application of Data Science in Healthcare Industry, NABL and NABH Accreditation, Project Scheduling, etc. Participants were taken to Peerless Hospital for understanding the aspects of quality in a hospital. There were 29 candidates participated and certificates were awarded to all the successful ones.

CLUSTER MEETING CONDUCTED AT GEM & JEWELLERY EXPORT PROMOTION COUNCIL

A meeting was conducted on preliminary discussion for Gem & Jewellery Cluster formation conducted on 22.10.2018 at Gem & Jewellery Export Promotion Council, Vanijya Bhavan, Kolkata. Sri Ajoy Bandopadhyaya, Director and Sri S. Mukhopadhyay, Asstt. Director, MSME-DI, Kolkata along with Sri S. K. Saha, Chief Manager, NSIC, Kolkata attended the meeting. Nearly 100 participants from Calcutta Gem & Jewellers Welfare Association, Akhil Bharatiya Swarnakar Sangha, Gem & Jewellery Artisans Organisation, Akhil Bharatiya Swarnakar Vikas Parishad and Artisans from various Jewellery Processing Organization such as Bowbazar, Kolkata and Ankurhati, Domjur, Dist-Howrah were present in this meeting. Participants were aware of various MSME schemes. They were particularly motivated to form MSE-CDP and SFURTI cluster through this seminar. Few participants had given feedback on lack of credit flow in this sector and requested to assist techno-financial support to various associations present in this awareness programme.

Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata addressed the gathering and explained the benefit of Cluster Development Scheme. He advised GJEPC and other Associations Members to work out cluster mapping activity and possibility of formation of new cluster on Jewellery sector. He reiterated on registration under Udyog Adhaar Memorandum (UAM) to the artisan level and to identify the requirement of soft and hard intervention in this sector.
STATE MSME CONCLAVE (SYNERGY-2018)

A State MSME Conclave (Synergy-2018) was organized by Department of MSSE&T, Govt. of West Bengal on 20-21st August, 2018 at Biswa Bangla Convention Centre, New Town, Kolkata.

The theme of the conclave was “Taking MSMEs of Bengal to the Next Level!”. MSME-DI, Kolkata was requested to participate in the programme for creating awareness among the MSMEs in the State of West Bengal about the elevation of their state by implementing lean practices in their organization.

The conclave was inaugurated by the Hon’ble Chief Minister, West Bengal. The conclave was a multi dimensional event promoting interaction with MSE Stake Holders and offered customized services to the needs of MSME Business.

In this conclave, MSME-DI, Kolkata had set up a stall with displaying banners on various schemes of Ministry of MSME in local language also and the activities undertaken by MSME-DI, Kolkata for the development of MSMEs in the state of West Bengal. Success stories of Lean Clusters and other entrepreneurs benefitted under various schemes of Ministry of MSME were displayed in the big LED Screen.

The deliberation in the “Lean Manufacturing Practices’’ was given by Director, MSME-DI, Kolkata. In his deliberation, it has been highlighted that enhancing productivity and competitiveness are two crucial factors for sustainable development of MSMEs. For this, MSMEs need to re-engineer their business practices through various strategic interventions, the principal among them being Lean Manufacturing practices. Lean manufacturing is a set of techniques which have evolved over a period of time and are based on various minor and major strategies that help in reducing costs and increase productivity.
Swachhta Hi Sewa
Campaign and Cleanliness Drive

During the Quarter ending September 2018, MSME DI, Kolkata and its Branch Institutes have conducted several activities in connection with Swachhata.

MSME DI, Kolkata

1. Activities like maintaining day to day cleanliness inside the huge campus of the Institute was continued during the quarter. With the active co-operation of local Municipality, garbage pot has been introduced just outside the campus. Everyday garbage so gathered in and around the Institute and adjacent locality has been cleared by the Municipality and this office employees jointly.

2. Swachhata hi sewa Campaign was organised wef 15/09/18 to 30/09/18. During this period a Pledge taking ceremony was held at the conference hall of the institute on the inaugural day, chaired by Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata. Officers & staffs of the institute have participated.

3. Carrying forward the spirit of Swachhta, cleaning activities have been pursued in full swing in MSME-DI, Kolkata during the Swachhta hee Seva drive. On 19th September 2018, the Director of the Institute spearheaded the drive and lead the officers and staff of MSME-DI, Kolkata to take part in the weeding activities around the reclaimed pond embankments during Swachhta Pakhwada.

4. As a part of campaign, Shramdaan activities were continued and the bank of the pond and hedges here and there in the campus have been cleared.

5. Reporting of SHS (2018) activities on the portal of M/o Drinking Water and Sanitation was done.

Br. Institute Durgapur

1. Special efforts have been made towards maintaining of cleanliness inside and outside of their office campuses. Selection of old files, documents have been made for posterior weed out.
2. Plantation drive was also undertaken by the institute.

Br. Institute Siliguri

1. Cleanliness Drive was undertaken at Industrial estate, Siliguri.
2. A Pledge taking ceremony was held at the main entrance of the institute on the inaugural day, chaired by Sri M. Guha, Dy. Director I/c
3. Special initiatives taken towards maintaining of cleanliness inside and outside of office campuses. Selection of old files, documents have been made for posterior weed out.

Br. Institute Suri

1. A cleanliness activity at Suri Railway Station Platform No1 & its Shed was undertaken in association with Railways.
2. Renaming of all the almirahs and furniture was made
3. Cleanliness drive at Murlu Clay Tiles Cluster, Bankura was done.
4. Cleaning of public toilet done at Suri station
5. Cleanliness activities at Foot Over Bridge at Suri Railway Station done during Swachhata hi sewa Campaign

**Br. Institute Port Blair**

1. Special initiatives taken towards maintaining of cleanliness inside and outside of office campus
Murshidabad district is a district of West Bengal, in eastern India. Situated on the left bank of the river Ganges, the district is very fertile. Covering an area of 5,341 km² (2,062 sq mi) and having a population 5.863m (according to 2001 census), it is a densely populated district and the ninth most populous in India (out of 640). Baharampur town is the headquarters of the district.

It borders West Bengal's Malda district to the north, Jharkhand's Sahebganj district and Pakur district to the north-west, Birbhum to the west, Bardhaman to the south-west and Nadia district due south. The international border with Bangladesh Rajshahi Division is on the east.

Brief history of the district
The history of Murshidabad district can be traced back to ancient times. The geographical area of Murshidabad district can be broadly divided into two parts. The eastern part of the district which lies to the east of the river Bhagirathi is known as Bagri derived from perhaps Bakradwip and the western part of the district which lies to the west of Bhagirathi is known as Radh. During the 5th century AD some portion of the modern Murshidabad district i.e. Northern Radh and Bagri belonged to the Territory of Gupta Empire. In the 7th century AD King Sasanka ruled over the whole of Radh including some portions of Vanga like Bagri. The capital city of King Sasanka’s empire Karnasubarna is now connected through Karnasubarna (formerly Chiruti) railway station which is the part of Kandi Sub-Division of the district and located at the Katwa-Azimganj Railway line under the Eastern Railway. Yuan Chwang (Hiuen Tsang), the legendary Chinese pilgrim had given a detailed account about this old city alongwith that of the entire kingdom. After the death of Sasanka a state of anarchy (Matsyanaya) prevailed in Bengal which lasted for almost a hundred years. Elevation of Gopal as the King of subjects ended the reign of anarchy prevailing in Bengal thereby laying the foundation stone of the Pal dynasty. Dharmapal succeeded his father Gopal in around 770 AD. According to the Khalimpur copperplate-inscription, one of the mandals, Vyaghratatimandal, was included in Pundravardhana-bhukti. Vyagharatati-mandal has been identified with the Bagri portion of Murshidabad, Nadia and North Twenty Four Parganas by Alexander Cunningham. The decline of the Pal dynasty begun during the reign of Madanpal who ascended the throne in 1144 A.D. The Karnat ruler of Mithila along with his ally Vijaysen was instrumental in ending the rule of the Pal dynasty. The father of Vijaysen was a feudatory chief or a vassal of the Pals in northern Radh [Birbhum district of the present day]. Madanpal was defeated on the banks of river Kalindi in Maldah by the joint army of the Karnats of Mithila and Karnat-Kshatriya - Sens of Bengal. From the several historical evidences it can be found that Vijaysen took hold of the Pal territories in whole of Radh (western Murshidabad) and Bagri (eastern Murshidabad) and had subsequently extended his territory to the whole of the central and southern Bengal. Vijaysen ruled over the entire district of the present day Murshidabad till the invasion of Bakhtiyar Khilji.

Invansion of Bakhtiyar Khilji laid the foundation stone of Sultanate rule in Bengal. Bakhtiyar Khilji. The Radh portion of modern Murshidabad district was brought under the domination of Bakhtiyar Khilji in 1206 AD. The whole of Northern Radh was under control of the next Sultan Ghiyasuddin Iwaz Khalji (circa AD 1213-27) who wrested the last citadel of Hindu rule in Northern Radh. Bagri portion of the modern Murshidabad district was brought under Delhi Sultanate after Lakhnauti in 1259 AD was captured by an official of the Delhi Sultan. Bengal witnessed several types of political upheavals during the next three hundred years. After the culmination of the Sultanate rule there was a brief era of rule by the Shahi dynasties.
accompanied by a brief Hindu interregnum (Raja Ganesh). Two most famous dynasties of this period are the dynasties of Illyas Shahi and Hussain Shahi. Thereafter Bengal witnessed a brief reign of Sher Shah Suri. Mughal rule in Bengal began after Emperor Akbar’s General Munim Khan’s move from Bihar towards Bengal and the capture of Bengal’s capital Tanda (near Goud) without a fight in 1574. During the reign of Jehangir, the Mughal administration assumed a concrete shape and covered almost the entire Bengal.

The political history of Makhsudabad city along with that of the whole of the modern district of Murshidabad witnessed a phenomenal change in 1700 AD with the appointment of Kartalib Khan, alias Jaffar Khan alias Murshid Kuli Khan, as the Faujdar of Makhshudabad and the Diwan of Subah Bangla by Emperor Aurangzeb. The name of Murshidabad, where the provincial revenue headquarters was shifted from Dhaka in 1704 by Murshid Kuli Khan, the Diwan of Bengal was derived at that juncture.

After death of Murshid Kuli Khan his son-in-law Shuja-ud-daulla (1725 - 39) succeeded him as the Subedar of Bengal and Orissa. There were more changes in administrative set-up in his tenure. Shuja-ud-daulla was killed during the battle with Alibardi Khan at Giria. After Shuja-ud-daulla, Alibardi became the Subedar and Nawab of Bengal, Bihar and Orissa and his tenure lasted between 1739 and 1756. During his reign an era of good administration had prevailed. He had to encounter the invasion of the Barge or Marhatta. After Alivardi died in 1756, his grandson Siraj-ud-daulla succeeded him as Nawab of Bengal and Bihar. Siraj-ud-daulla became the victim of the joint conspiracy between Mirjafar and Mr. Watts of the British East India Company. Siraj was captured near Rajmahal and was murdered by Miran, the son of Mirjafar on 2nd July, 1757. The battle of Plassy (Palashi) in 1757 ushered in phenomenal changes in the administrative set up of Bengal including changes in jurisdiction of several districts. After the battle of Plassy in 1757, Mirjafar became the Nawab of Bengal in the form of a puppet in the hands of the East India Company. Mirjafar bribed his way to the ‘Masnad’ and then shifted his capital from Murshidabad to Monghyr. Mir Jafar Ali Khan was appointed as the Naib Nizam (Deputy Governor) of Murshidabad while Mirkasim took away all the elephants, horses and treasures including gold and silver decorations of the Imambara to Monghyr. Mirkasim’s revolt against the Company and his subsequent defeat in the battle of Buxar in 1764 resulted in the anointment of a series of puppet Nawabs to the “Masnad”.

With the grant of the Diwani in 1765, the revenue management of the whole of Bengal was handed over to the East India Company. In 1765, the Council of the Company in Calcutta became the supreme revenue management authority and the centre of power in Bengal shifted from Murshidabad to Calcutta. This event led to the relegation of the status of erstwhile capital city of Bengal since the reign of the Mughal Subah, Murshidabad into that of a district town. The famine of 1770 coupled with the transfer of Diwani office to Calcutta in 1772 marked the beginning of an era of rapid decline of Murshidabad.

The modern district of Murshidabad came into existence in 1787 following certain jurisdictional interchanges with the Birbhum district though the units in the district were finalized in 1879. Since 1879, the present set up of the district remained same along with the boundaries.

As per “3 June Plan” or “Mountbatten Plan”, after the partition of India in August, 1947, by mistake Murshidabad was supposed to come under the jurisdiction of East Pakistan. However after the declaration of Radcliff award the district became a part of West Bengal. It is remarkable to note that for 3 days Murshidabad unofficially remained a part of East Pakistan although it was officially a part of West Bengal.
Geography

It borders Malda district to the north, Jharkhand’s Sahebganj district to the north-west, Birbhum to the west, Bardhaman to the south-west and Nadia district due south. The international border with Bangladesh’s Rajshahi division is on the east.

Landscape, Rivers and Vegetation

The district comprises of two distinct regions separated by the Bhagirathi River. To the west lies the Rarh, a high, undulating continuation of the Chota Nagpur plateau. The eastern portion, the Bagri, is a fertile, low-lying alluvial tract, part of the Ganges Delta. The district is drained by the Bhagirathi and Jalangi rivers and their tributaries. Bhagirathi is a branch of the Ganges, and flows southwards from Farakka barrage where it originates from the Ganges. It flows southwards through the district and divides it into more or less equal halves. Dwarka River flows through kandi and meet with Ganges.

Most of the land is arable, and used as agricultural land. Commonly seen trees are Neem, Mango and Jackfruit.

Economy

Most of the people depend on agriculture for their livelihood. There are some silk farms and some weaving machines, but they are losing out fast against the modern industries. Murshidabad is famous for the high quality silk produced here. Beedi industry is also there. Many of the India’s major beedi companies are from this district.

Trade and business are conducted primarily with Asansol, Burdwan and Kolkata. There were some discussions between India and Bangladesh to open an internal water transport link between Dhulian and Rajshahi but it has not materialized yet.

In 2006 the Ministry of Panchayati Raj named Murshidabad one of the country’s 250 most backward districts (out of a total of 640). It is one of the eleven districts in West Bengal currently receiving funds from the Backward Regions Grant Fund Programme (BRGF).

Agriculture

Rice, jute, legumes, oilseeds, wheat, barley, and mangoes are the chief crops in the east; extensive mulberry cultivation is carried out in the west. The district is known for the quality and diversity of Mango produced. However, Mango is not a major produce of the Murshidabad district, unlike the adjoining district of Malda.

Ivory and Silk

The Ivory and Wood craft industry dates back to the time when the Nawabs of Bengal had their court at Murshidabad. As this industry was fully dependent for its prosperity on the support of a luxurious court and wealthy noblemen, it had to face a crisis when the Nawabs lost their power and their court disappeared.

Indian Cork (Shola)

Sholapith is a milky-white sponge-wood which is carved into delicate and beautiful objects of art. Shola is a plant which grows wild in marshy waterlogged areas. The biological name of shola is Aeschynomene Indica or Aeschynomene Aspera (bean family) and it is a herbaceous plant. The sholapith is the cortex or core of the plant and is 1 ½ inch in diameter.
The outer harder brown skin is removed by expert hands to reveal the inner soft milky-white and spongy material, almost similar to “Thermocol”, artificially produced in a laboratory. However, sholapith is much superior to thermocol in terms of malleability, texture, lustre and sponginess. Artisans use it for making artefacts used for decoration and ornate head-wears of bridal couple.

In Murshidabad the shola crafts are flowery designs, decorative head-wears of gods and goddesses, garlands, intricate figurines like faces of gods and goddesses, elephant-howitzs, peacock-boats, palanquins and so on are made of sholapith.

**Bell Metal Works**

Bell-metal and brass utensils are manufactured in large quantities at Khagra, Berhampore, Kandi, Baranagar and Jangipur. They are exported as well as sold in the local markets. Locks and betelnut cutters of a superior kind are made at Dhulian and iron chests at Jangipur. The problem of getting raw materials for the brass and bell-metal artisans of the district is, however, acute. While delay in getting raw materials owing to the complicated procedural formalities involved in the submission of applications for raw materials has been almost a constant factor, the industry has also been affected by the change in consumers demand in favour of stainless steel, plastic and ceramic goods and crockery.

**Heavy Industries**

The District is having the largest Power Plant at Sagardighi 12 km from Raghunathganj, it also having a Central power plant at Farraka NTPC Generating 1600MW power. A Hydropower project is upcoming in the district. The District is the largest manufacturer of Bidi and many women from the district are involved in manufacturing Bidi.

**Silk and Sari**

The Baluchari sarees are figured silk saree produced in the town of Baluchar in Murshidabad district. Baluchar sarees essentially have a silk base with silk brocaded designs with respect to their colours, where in spite of a rich composition, the Baluchar bootidars almost avoid strong contrasts. Each pattern is treated in a colour which harmonises with the ground on which it is laid. The most popular colours used are red, blue, yellow, green and scarlet. The Baluchari sarees have large floral motifs interspersed with flowering shrubs. Traditionally the Muslim community was also known to produce these Baluchars with figured patterns depicting court scenes, horse with a rider, women smoking hookah. The Kalka design or the cone motif is often surrounded with floral borders.

Bengal had a nourishing silk industry in the past and Murshidabad long enjoyed a special reputation in this respect. The Bengal silk manufactures formed one of the important exports of the English East India Company to England, and these were exported also to the markets in the Asiatic countries. After the establishment of English factories at Malda and Cossimbazar, the English Company’s trade in Bengal silk manufactures began to increase, and their use became common among the people in England because of their good quality and cheapness. In the mid-eighteenth century the country round about it (Cossimbazar) was very fertile, and the inhabitants remarkably industrious, being employed in many useful manufactures. About 1663 AD, the Dutch in their Cossimbazar factory sometimes employed 700 silk weavers, and the English and the other European nations smaller number. There was considerable demand for Bengal’s raw silk in England’s markets as the Continental System occasioned an entire cessation of the customary importations of the Italian raw silk. Murshidabad has always had a high reputation for its quality of silk and that was one of the
primary exports that the English East India Company made to England. Murshidabad has had a long association with the silk industry particularly during the times of the English East India company, which saw the emergence of two English factories to spruce up the production of silk as there was a growing demand in England owing to the cheaper prices and superior quality, particularly during a time when the Italians started charging additional cess.

At present, Murshidabad is a hub for sericulture and handicrafts.

List of Identified Clusters in Murshidabad:

<table>
<thead>
<tr>
<th>Name of Block/ Municipality/ Corporation</th>
<th>Name of the Cluster</th>
<th>Location</th>
<th>Trade</th>
<th>No. of Unit</th>
<th>Empl</th>
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<tr>
<td>Raghunathganj I</td>
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<td>Gate Grill Fabrication, Bharatpur-II</td>
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<td>Gate Grill</td>
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</table>

For any queries regarding MSMEs in Murshidabad, feel free contact:

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NOTICE BOARD

The Prime Minister has launched a historic support and outreach programme for the Micro, Small and Medium Enterprises (MSME) sector. As part of this programme, the Prime Minister unveiled 12 key initiatives which will help the growth, expansion and facilitation of MSMEs across the country.

Important Highlights:
1. First initiatives: Loans amount up to Rs. 1 crore can be granted in-principle approval through this portal, in just 59 minutes. Link to this portal will be made available through the GST portal.
2. Second initiatives: 2 percent interest subvention for all GST registered MSMEs, on fresh or incremental loans. For exporters who receive loans in the pre-shipment and post-shipment period, there is an increase in interest rebate from 3 percent to 5 percent.
3. Third initiatives: All companies with a turnover more than Rs. 500 crore, must now compulsorily be brought on the Trade Receivables e-Discouting System (TReDS).
4. Fourth Initiative: Public sector companies have now been asked to compulsorily procure 25 percent, instead of 20 percent of their total purchases, from MSMEs.
5. Fifth Initiative: Out of the 25 percent procurement mandated from MSMEs, 3 percent must now be reserved for women entrepreneurs.
6. Sixth initiative: All public sector undertakings of the Union Government must now compulsorily be a part of GeM. They should also get all their vendors registered on GeM.
7. Seventh initiative: 20 hubs will be formed across the country, and 100 spokes in the form of tool rooms will be established.
8. Eighth initiative: Clusters will be formed of pharma MSMEs. 70 percent cost of establishing these clusters will be borne by the Union Government.
10. Tenth initiative: The establishments to be visited by an Inspector will be decided through a computerized random allotment.
11. Eleventh initiative: An entrepreneur needs two clearances namely, environmental clearance and consent to establish his/her businesses.
12. Twelfth initiative Social security schemes should be launched for the MSME sector employees. This mission will be launched to ensure that they have Jan Dhan Accounts, provident fund and insurance.
NOTICE BOARD

❖ West Bengal’s Silpa Sathi has recently come under the Single Window Act:

A Single Window System will provide single window service under the various applicable Acts, Rules, Policies and Schemes. This Single Window System will also provide all facilitations and handholding supports to the investors intending to start a business or operating a business in the State of West Bengal.

For details see - https://www.silpasathi.in/

❖ Government of West Bengal has taken up the Cluster Development approach as the main strategy for enhancing productivity, competitiveness and capacity building of MSMEs with collective efforts and initiatives of individual units.

For details see - https://wbmsme.gov.in//cluster-dev-prog

❖ The Reserve Bank of India (RBI) launched a survey on India’s startup sector

RBI initiative is an endeavor to create a profile of the startup sector in India and provide dimensions relating to turnover, profitability and workforce. This would also throw light on the problems faced by the startup sector. The survey schedule is placed in the Bank’s website www.rbi.org.in under the head ‘Forms’ (available in the ‘More Links’ at the bottom of the home page) and sub-head ‘Survey’.

https://rbidocs.rbi.org.in/rdocs/Forms/PDFs/INDIANSTARTUP27112018.PDF
The industrial scenario of West Bengal is characterised by the pre-dominant presence of the MSME sector. In fact, ever since the introduction of the UAM registration of MSMEs from September, 2015 onwards, West Bengal has always ranked high in terms of number of UAM registrations and is currently ranked 11th at the national level. Looking at the industry-wise classification of MSMEs in the State, the major sectors prevalent are engineering goods, leather, tea processing, chemical industry, textiles and readymade garments, gems & jewellery, jute diversified products and handicrafts.

MSME-DI, Kolkata has always endeavoured to provide support and strength to the MSME sector with special emphasis on the handicrafts sector as well. In its journey to preserve and protect the traditional skill of the artisans in the handicrafts sector, the Institute has taken proactive steps and emphatic initiatives not only to provide training and knowledge on skill upgradation to the artisans but has also provided marketing support and assisted in UAM registration so that the artisans can become successful entrepreneurs and market their products both at the national and international level.

Last year, in our effort to promote art-based enterprises, our Institute in collaboration with CDGI, Firozabad had provided training to the artisans in the glass sector and used their by-products (cullets) to decorate Durga Puja Pandals in Kolkata, thereby popularising the use of glass utility products for interior decoration.

This year also our Institute has joined hands with ABASAR, a NGO engaged in socio-cultural activities to showcase the skill of terracotta artisans of West Bengal. Terracotta has been the art-form practiced in the erstwhile Bengal Province since a few hundred years. The temples of Bishnupur (in Bankura district of West Bengal) dating back 500 years, bear this art-form till today and has been a place of tourist attraction for the state of West Bengal. West Bengal has a rich tradition of art and craft and terracotta is one of them. In fact, rural areas of the state are a treasure trove of finely crafted terracotta pots, figurines including those of handsome horses and other items, small and large, practical as well as decorative. Some of the well known areas for Terracotta art form are Kumartully, Murshidabad, Digha, and Hooghly. The art form came to this state in the 16th century with the influence of Vaishnavite movement which found expression in Terracotta sculpting on Krishna temples built by them. Terracotta artisans of West Bengal use a mix of two or more types of clay taken from river beds and pits and their patterns are usually traditional or community-related. The fuel used for firing is firewood, dry leaves, and twigs which are available locally. The molded items are baked in traditional kilns at temperatures of 700°-800°C. Both men and women participate in the process with the women responsible for working the wheel and giving the upper part of the pots or the necks a round shape. Other items like dolls, figures, jewelry, wind chimes, and toys are cast in burnt clay moulds. This vintage art form is being revived and promoted by MSME-DI, Kolkata by design-development and technical upgradation. Micro Enterprises doing business of terracotta and artisans engaged in this art-form are duly recognised and
the benefit of MSME schemes have been extended to the target groups by this Institute. As a result, Murlu Roofing Tile Cluster has been developed in the district of Bankura under the patronage of MSME-DI, Kolkata with the funding from Ministry of MSME, Govt. of India & Department of MSME&T, Govt. of West Bengal. DI, Kolkata also has a Common Facility Service (CFS) & Ceramic Workshop, which served as nucleus for the development of Micro Ceramic Units and benefited the entrepreneurs in & around Belghoria area.

Durga Puja is the biggest festival in the state of West Bengal and MSME-DI, Kolkata has always tried to utilize this event to promote art-based Micro Units & artisans for Pandal decoration and thereby enhancing the marketability of their products. Sri Subrata Banerjee, Asstt. Director (EI) & Industrial Designer designated has worked with the terracotta artisans of Bankura and trained them with technical knowledge and guidance in the manufacturing of terracotta handicrafts. These items produced by the artisans have been used to beautify and decorate the entire Puja Pandal of ABASAR at Bhawanipur, Kolkata to highlight the exemplary skill and techniques of terracotta artisans of West Bengal and is visited by lakhs of people from India and abroad.

One of the major attractions of this year’s Durga Puja Pandal of ABASAR has been the installation of huge terracotta deities and sculptures (above 6 ft.) which have been fired at low temperatures in manual brick furnace. Decorative tiles, in all shapes and designs, manufactured by the artisans of Murlu Clay Roofing Tiles Cluster (developed under MSE CDP) at Bankura have been extensively used in the Pandal. Ceramic saggers have been developed in the Ceramic Workshop of the Institute and installed in the Pandal. Other terracotta items manufactured by the artisans of Panchmura in Bankura have also been showcased in the Pandal in support of the theme of “Urban Forestation/Plantation” and to spread the message of the benefits of using terracotta in architecture and buildings as terracotta is not only cheap but is also environmental friendly and heat resistant.

The Pandal was inaugurated by Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata on 12th October, 2018. Officers of the Institute were also present during the inauguration ceremony. Some photographs in this context are given below:
INAUGURAL CEREMONY OF DURGA PUJA PANDAL
ON 12-10-2018

It is worth mentioning that this Puja Mandap has been judged as Best in South Kolkata in this year by Parle-Anandabazar “Sharad Arghya” Award. MSME-DI, Kolkata and its officers have been awarded with a Certificate of Appreciation by the DC, MSME for this special effort.

[Image of certificate]
“A man is but the product of his thoughts. What he thinks, he becomes”

- Mahatma Gandhi