Udyami Bangla

MSME-Development Institute
Kolkata

Vol: III, February 2019
From the Desk of Director:

MSME-DI, Kolkata organised a meeting with MSME Associations on 04-01-2019 to explore new avenues for development of MSME enterprises and foster sustainable industrial growth with proactive support from the Associations. The focus of the meeting was on the new policy initiatives taken by O/o DC (MSME), New Delhi, major areas of action, interventions for cluster development and such other matters related to the crux of MSME issues/problems. The meeting was basically an interactive one, with members of various Industry Associations putting forward their views and suggestions to facilitate effective planning for implementation in the recent future. E Newsletter of MSME-DI, Kolkata for December, 2018 and January, 2019 were digitally forwarded to all Participants with the request to contribute articles of major importance/MSME issues for the forthcoming issues of E Newsletter and share their feedback.

We look forward to more such interactions and our E newsletter is expected to play a major role to disseminate the information for the benefit of all concerned associated with development of MSMEs in the state.

Ajoy Bandopadhyaya

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Editor : Sri Debabrata Mitra, Deputy Director (G&C)
Sub Editor : Sri Chitresh Biswas, Asstt. Director (Stat)
Cover Pic : NLVDP in progress at Park Circus Ground at Kolkata
Editorial:

MSMEs in our country face a number of challenges including technological obsolescence, supply chain inefficiencies, increasing global competition, uncertain market scenario, and lack of funding. Given these challenges, it is critical to build upon the digital literacy in MSMEs to ensure that they make optimal use of the technology-enabled platforms. With their inherent capabilities to grow, digital transformation could be a suitable solution to help truly realize the potential of this sector. MOU between O/o DC (MSME and CSC-SPV is an encouraging outcome that we share with you. Digital transformation could enable MSMEs to fulfill the following needs:

- Access to knowledge and international best practices
- Operational excellence across wider geographies through real-time insights and achieving resource conservation, energy efficiency & low carbon growth
- Financial prudence, decision-making and risk mitigation
- Targeted marketing reach and sales
- Efficient provisioning of products & services

With the introduction of our E- newsletter, we want to familiarize you with the digital world and share valuable inputs for a systemic change of mindset. We have started with Murshidabad as our focus district, taking you through Malda in the next issue and now presenting Nadia, the district of Five rivers- Bhagirathi, Churni, Mathabhanga, Ichamati and Jalangi. We are receiving your positive feedback and we look forward to your suggestions as well. In this newsletter you will also find our interesting story makers and visits to other districts by our officers for developmental activities. Kolkata as a district is the focal point taking care of National Level Vendor Development Programme, first ever in the country since the new scheme of PMS lunched. Soon we shall come up with more news on CLUSTER which is also key focal point in the State. Many issues and activities demand their due space in the cloud but we are restraining ourselves to limit our pages, lest we are lost in the plethora of information.

We could organize meeting with major Associations of the state and this will be done in a periodical manner. E-Newsletter publication of DI, Kolkata was itself news and we are overwhelmed with the responses from the readers. This enhances our spirit of reaching out to more people referred by you all.

Look forward to more lively discussion through digital media reading!

Debabrata Mitra
Dear Sir:

We are in receipt of both the December’18 and January’19 issues of Udyami Bangla E- Newsletter being published by MSME –DI Kolkata and it was a great pleasure in reading both the issues. The contents of the Newsletter are well chosen and we feel the success stories of different Entrepreneurs has given an extra merit to the Newsletter and this kind of information will boost the morale of other entrepreneurs.

The District information about the various activities of MSME-DI is definitely praise worthy. Moreover the information about various schemes for MSMEs was a very important insertion. Overall, the Newsletter will definitely become a very important and effective communication medium of the MSME-DI Kolkata for MSME sector and will prove very useful for them.

We wish every success of the great endeavour of MSME-DI Kolkata.

Thanks & regards,

A. K. SENGUPTA
SECRETARY, FOSMI
When Construction business is a MSME
BOSE ABASAN PRAKALPA

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Bose Abasan Prakalpa was established in the year 1996 in Midnapore, West Bengal. They are the Manufacturer and Supplier of the Hume Pipes, Precast Compound Wall Interlocking Pavers, Precast Roof, Open & Closed Precast Drain, Precast Septic Tank, Precast Door-Window Frames, etc. The enterprise has a team of skilled professionals to ensure the superior quality of our products. Known for their durability, the products are widely used and acclaimed in the national market. This has been possible due to the continuous efforts of their experts, who, with their in-depth knowledge of the domain, have helped to propel ahead in the domain. With their decisive and hard-working nature, they assure not falling short of the set benchmarks. Keeping themselves updated with the latest market trends, they have gained a large client base.

Bose Abasan Prakalpa (BAP) is the visionary project of Late Ganapati Bose. He was the pioneer in propagating Precast technology in this part of West Bengal. Apart from a successful business man he was a renowned social worker also. He is still remembered by the people of Midnapore for his noble heart and deeds.

BAP has a huge infrastructure, which is equipped with various machinery and tools. All these tools are featured with high production capacity to fulfill bulk of orders within decided period of time. It has separate units for manufacturing, quality checking, research & development, marketing & sales and logistic. It assures flawless production and timely delivery of products to the customers. All units are headed by experienced team of professionals to handle specific works in a smart way.
Shri V.C. Srikanthan, a Chartered Engineer, has been working in the field of bar Code system for about 20 years in different companies. He also served as a faculty on Bar Codes and its application in marketing in various training programmes conducted by MSME-DI, Kolkata and other Institutions for the benefit of entrepreneurs.

Idea clicked his mind to start his own enterprise in his own field of expertise. Incorporated in the year 2013, M/s A.R. Technologies now stands tall among the prominent manufacturer, supplier, exporter, importer and trader of Bar Code system, consumables, POS products, labeling system, card printers and other special products using top grade components and advanced technologies.

The Company has its office at Kolkata and network of dealers throughout the country. The primary competitive advantage of the enterprise are the following:

- Domain Expertise;
- Advanced Technology Products;
- Reliable After Sales service, Transparent Business dealing and maximum Customer Satisfaction.

They have engaged 15 nos. of employees in their organization.

They are working for developing innovative products for space saving device, rugged construction, simple operation and low maintenance cost.

They cater to needs of retail and e-commerce, logistics, automotive, pharma, RFID Solution, Health Care etc. besides these activities, the unit also has a wing of software development.
RDS TECHNOTIC SOLUTIONS LTD., a team of enthusiastic professionals with the fragrance of experience and strong educational background started their journey for manufacturing and working with led lights on 2015.

The company was incorporated on 20th August, 2015. At that time they hired a place and conducted trading of led lights with the brand name 'RDS'. RDS started their market survey as well as product development as per the requirements of various sectors of the market.

Thereafter they started assembling led lamps from the end of 2015 and maintained a continuous testing and research and development procedure till 2018.

In between they have noticed that for the manufacturing of led driver boards most of the companies are dependent upon a few manufacturers of circuit. RDS decided to manufacture all the parts of led light under a single umbrella and to create a scope of work in Bengal. They started the procedure and the District Industry Centre of North 24 pgs came forward to hand hold their effort. Finally at the end of 2018 they became able to complete the setup of manufacturing with some financial support of UCO bank.

Being from other field and background it was not so easy to start up such an unit and to sell and promote their products. MSME-DI, Kolkata rendered their share of help to RDS, assisting the marketing part of RDS.
Pabitra Shekhar Pramanick, proprietor of Laxman Group of Engineers (LGE), is a visionary entrepreneur. The journey of the company started from April, 2004. The Group is involved in manufacturing and exporting an array of Electrical & Electronic Lab Equipment, Automatic Sanitary Napkin Vending Machine & Incinerator etc.

The enterprise is a MSME, “CRISIL Rated- MSE -4 ” & ISO 9001 – 2008, ISO 9001:2015 & Quality certification (Compliance) CE and it has its own in-house well equipped test & calibration facilities. It has it’s own registered trade mark as “INVENTECH”.

We are supplying our products in different technical /educational institutions such as IITs, NITs, Universities, Engineering Colleges, Polytechnics, Schools & colleges in India and abroad.

Inspired by the “Swachh Bharat Mission” they have channelized their expertise towards production of Automatic Sanitary Napkin Vending Machine with smart technology for schools, institution & other places like Hospitals, Shopping malls, Railway stations & airports, Public toilets (pay & use )etc.

Menstrual hygiene continues to be amongst one of the most challenging development issues today. Not only do deep-rooted taboos, myths and misinformation create the illusion that menstruation is inherently shameful, gross and weird, but in countries like India, women & girls often lack access to hygienic sanitary materials and basic facilities.

LGE developed RFID (Radio Frequency Identification) based Automatic Sanitary Napkin Vending machine, installed in different Schools, Colleges, institutes - completely digital microprocessor based RFID based technology eliminating discrepancy of Indian Coin (Size &
Volume) in same value (INR). The have solved this problem using smart card and promoting prepaid and cashless transaction to user and Immediate access to napkin anytime of the day to meet the menstrual emergencies. Self dispensing of the napkin on placing of the token or Card, protects from floating or unauthorized consumers and minimum maintenance i.e. there is no need for daily collection of coins.

Number of beneficiaries in the last year (2018) was estimated to students of 250 Schools i.e. more than 70,000 (Seventy thousand) students only in west Bengal and 28000 – 30000 of others women in different places got benefitted with the products of LGE.

It brings significant changes for girls and women in rural village and urban slums, through transformation in health and safety, comfort and confidence in social status. This leads to an increase in awareness about women’s health and other needs not just among women and girls but among male members. For school there are less numbers of absent or dropout due to menstrual problems.

There is a business opportunity for woman SHGs to supply low cost sanitary pads for schools, because large numbers of pads require regularly.

LGE’s initiatives has been awarded with the First prize in the category of “Outstanding effort in Manufacturing-2015” awarded by the ministry of MSME Govt. Of India. They are also awarded as “Entrepreneur of the Year-2018” by the BW-Business World.

The opportunities and resources provided by the organization allow women and girls to empower themselves in such a way that this change is spread throughout their families and communities. Due to low cost sanitary pad, along with our awareness programme significantly improves some of the biggest issues in Indian public wealth system, saving lives and preventing illness, disease and pain. Organization spreads awareness about better menstrual hygiene among rural and urban women. There is a business opportunity for woman SHGs to supply low cost sanitary pads for schools, because large numbers of pads require regularly.
1. Follow the link below to watch the inside story of Indian industry and how it moves forward to Industry 4.0, with Pallavi Joshi in Bharat ki Baat. She takes you to handloom city Varanasi and tells the story of Indian Industry.

https://m.youtube.com/watch?v=o5uncdLt2U&feature=share

2. The government in the month of November announced the Support and Outreach Initiative for MSME Sector. These reforms come in the background of rupee depreciation, IL&FS default on the repayments, shortage of liquidity in the market etc. The government aims to promote ease of doing business, availability of liquidity, access to market, technology upgradation etc. The video by BYJU’s discusses various issues associated with the MSME sector.

https://youtu.be/BQnbXkgke-sk

3. Some of the success story of ESDP trainings by Ni-MSME, Hyderabad: Case Studies of Self-Employment / Wage Employment under the scheme “Assistance to Training Institutions” with the partner Institute MITCON Consultancy and Engineering Services Ltd. Sponsored by National Institute for Micro, Small & Medium Enterprises (Ni-MSME), Hyderabad are showcased below in the following link:


4. Case Study of Successful Entrepreneurs by Ni-MSME, Hyderabad


5. 3D Printing identified as a Transformational Technology to Prepare Businesses for Industry 4.0. Manufacturing, Auto, Aerospace & Defence, Healthcare, and Education are among key sectors that are likely to see the highest use of 3D printing in India. For details follow the link:


6. IIT-Madras faculty to teach Artificial Intelligence to non-IITians through PadhAI portal. For details follow the link:


7. Libcoin and BHEL to build India’s first Lithium-ion Gigafactory. See the full report in the following link:

https://www.thehindubusinessline.com/companies/libcoin-and-bhel-to-build-indias-first-lithium-ion-gigafactory/article26050662.ece
Darjeeling

TOWN HALL MEETING BY RESERVE BANK OF INDIA, KOLKATA

A Town hall meeting was organised by Reserve Bank of India, Kolkata Region on 07.12.18 at Hotel Sinclairs, Siliguri. The various dignitaries like Chief General Manager, General Manager, Deputy General Manager of RBI and other banks, Mr. Kamal Kanta Tiwari, Head of Confederation of Indian Industries (CII), North Bengal & Sikkim Zone, ADM, Siliguri was seated on the dias. After the inaugural session the dignitaries addressed the gathering.

In the programme Mrs R. Chakraborty, AD(EI) and Mr. T. K. Banerjee, AD(Mech) was present from MSME-DI, Kolkata. LDM of Darjeeling district, all officers from Sub DIC, Siliguri and various other state govt officials took part in the meeting. Various issues related to MSME financing were raised by entrepreneurs in the meeting. Mrs. R. Chakraborty and Mr. T. K. Banerjee also spoke in the programme and elaborated the schemes of Ministry of MSME and in particular of DC(MSME). In the interactive session many issues of various entrepreneurs were raised regarding bank financing. All senior officers, LDM and other official replied to the queries.

UDYAM JYOTI AWARENESS PROGRAMME CUM UDYOG AADHAR REGISTRATION CAMP AT SILIGURI

One Udyam Jyoti Awareness Programme cum Udyog Aadhar Registration camp was organized on 02.01.19 at Sankari Bhawan, near Bagha Jatin Park, Siliguri in association with Siliguri Bodhi Bharati Vocational Institute and Sub DIC, Siliguri. Mr. T.K.Banerjee, Assistant Director, Br. MSME-DI discussed the schemes of Ministry of MSME and also about the DC(MSME) schemes in particular among the 24 participants in the programme. Mr. Soumya Sarkar, Ex.Project Officer, WEBCON, discussed in detail the banking procedure for availing bank finance. Mr.Tapan Bhaumik, Adviser of Siligur Bodhi Bharati Vocational Institute also had given a talk on enterprise building.

One Udyog Aadhar Registration camp was also organized on the same day at the same venue. Assistance for UAM registration were provided to all those units generated whose mobile number already linked with Aadhar number and having all information regarding Bank Account details, Pan number and other requisite details.

MEETING WITH SILIGURI INDUSTRIAL ESTATE DEVELOPMENT ASSOCIATION (SIEDA)

On 26th November 2018, a meeting was organised with Siliguri Industrial Estate Development Association (SIEDA) in the presence of Shri P. K. Das, Deputy Director In charge and Mr. T. K. Banerjee, Assistant Director, Br. MSME-DI, Siliguri at the association hall. In the meeting Mr. Salil Mukherjee, President, Mr.Ramesh Maheswari, Vice President and Mr. Utpal Sarkar, General
Secretary, SIEDA was present along with their other 7 members. Shri. P. K. Das discussed almost all the schemes of Ministry of MSME and in particular the DC (MSME) schemes for the benefit of association members and requested to avail the benefits out of these schemes.

**VISIT TO SILIGURI PINEAPPLE PROCESSING CLUSTER**

Shri P. K. Das, Deputy Director In charge and Mr. T. K. Banerjee, Assistant Director, Br. MSME-DI, Siliguri along with Shri Biswajit Goswami, IDO, Sub DIC, Siliguri visited Siliguri Pineapple Processing Cluster Industrial Co-operative Society, Bidhannagar, PS - Phansidewa, Dist - Darjeeling on 28.11.18. It is almost 45 Km away from Siliguri Town. Most of the units are located in their houses presently near to the pineapple growing field. They are at present making Pineapple Jam, Jelly, pickle, squash, juice, sauce, chips, wine (country process) etc. and every unit have their own small arrangement of equipments for making these items. It is known from the Secretary of the Society, Mr. Arun Mondal that at present many units are supplying their products to Patanjali in cut pieces as per the requirement. This cluster has more than 50% members belonging to ST category. The units have purchased 50% of the targeted land for the CFC in the name of Cluster and Uttar Banga Krishi Vishwavidyalaya, Pundibari, Coochbehar has been entrusted for making the DPR. Most of the members were advised to make Udyog Aadhar Registration with the assistance of Br. MSME-DI, Siliguri.

**FINANCE CLINIC AT SUB DIC SILIGURI**

All DICs Centres organise Finance Clinic in each district every month in West Bengal and on that day Banks, existing and prospective entrepreneurs and government officials assemble at an FC to counsel and handhold entrepreneurs. The FCs have been broad based by including various government offices and the district administration to cover statutory compliance-related issues, government incentives etc.

One such Finance Clinic, organised by Officer In charge, SUB DIC, Siliguri, was attended by officer of Br. MSME-DI, Siliguri on 14.01.19 at Sub District Industries Centre (DIC), Siliguri.
Six numbers of cases came in the Finance Clinic. All the cases were taken one by one and all the cases were handled and proper solution were given to the entrepreneurs after detailed discussion on every aspect all the entrepreneurs. They were advised to apply through online in PMEGP in their respective DIC.

TOWN HALL MEETING AT HOTEL SINCLAIRS, SILIGURI ORGANISED BY RBI

A Town hall meeting was organised by Reserve Bank of India, Kolkata Region on 07.12.18 at Hotel Sinclairs, Siliguri. The various dignitaries like Chief General Manager, General Manager, Deputy General Manager of RBI and other banks, Mr. Kamal Kanta Tiwari, Head, Confederation of Indian Industries (CII), North Bengal & Sikkim Zone, ADM, Siliguri was present in the meeting.

After the inaugural session the dignitaries addressed the gathering. In the programme Mrs. R. Chakraborty, AD (EI) and Mr.T. K. Banerjee, AD(Mech) was present from MSME-DI, Kolkata. Various issues related to MSME financing were raised by entrepreneurs in the meeting. Mrs.R. Chakraborty and Mr.T. K. Banerjee also spoke in the programme and elaborated the schemes of Ministry of MSME and in particular of DC (MSME). In the interactive session many issues of various entrepreneurs was raised regarding bank financing. All senior officers, LDM and other official replied to the queries.

Paschim Bardhaman
CLEANLINESS DRIVE AT KULDIHA ADIBASI VILLAGE
One Cleanliness Drive was organized at Kuldiha Adibasi Village, Paschim Bardhaman from 27.12.2018 to 28.12.2018 by Branch MSME-DI, Durgapur. Cleanliness Drive Programme was divided in two parts. 1st day cleaning in the Kuldiha Adibasi Village area was done. Above forty people were present in the Cleanliness Drive. At first villagers were made aware about benefits of Swatchhta and also, they were motivated to keep themselves and their area clean to stay away from different kind of diseases. At first, they were given white caps, nose musk and hand gloves for the cleaning purpose. Dirty places of the area were identified. Everyone involved themselves in cleaning the area. The area became totally clean and all the villagers were motivated to keep their area clean always. On the next day (dated on 28.12.2018) Painting Competition on “Swatchhta” was arranged in Kuldiha Adibasi Primary School. Headmaster of the School and Shri Tarak Kansabanik, Assistant Director, Br. MSME-DI, Durgapur told the students about the benefits of keeping everything clean. After that, the Painting Competition started and every student were provided paper, pencil, eraser, sharpener and colour pencil for drawing. So many beautiful ideas came out from the students through their painting of “Swatchhta”.

Nadia

Visit to JIS Kalyani Engineering College & Narula Institute of Technology for the scheme “Support for Entrepreneurial and Managerial Development of SME’s through incubators”

JIS Kalyani Engineering College & Narula Institute of Technology has been approved as Host Institute/Business Incubator under the scheme “support for entrepreneurial and managerial development of SME’s through incubators”. These two newly approved HI/BI under the jurisdiction of MSME-DI, Kolkata have also signed the agreement for Utilization of Funds for this Scheme.

Hence to check the present status of development and sensitize the incubator team of these colleges two officers of this office Shri P.K Das Dy. Director and Shri Firoz Ahmed, Asstt. Director visited to the abovementioned colleges on 14.12.2018.

The team visited first to JIS Kalyani Engineering College and interacted with the Principal Dr Malay R Dave and the incubator team of the college with detailed discussion on implementation of the scheme at their college.

Principal Dr Malay R Dave explained about the present status of the incubation centre and requested to conduct a local selection committee meeting for the innovative ideas of their students.

Finally, the DI team visited to the core Incubation centre of the college to see the different prototype models and the work related to existing innovative
ideas of the students where we found 8 no. of prototypes almost ready for the commercialization and many more ideas under process for incubation.

The team of MSME-DI Officers visited to Narula Institute of technology Agarpara on the same day. Here we also interacted with the principal Prof. M R Kanjilal and the incubator team of the college with a detailed discussion on the present status of the incubation centre.

Dr. J.K Das and the principal informed that around eight no. of innovative ideas from different disciplines are ready for the scrutiny in local selection committee meeting and many more ideas are also being framed. The entire team of the college is eagerly waiting for the final approval of the up-scaled guideline for proper implementation of the scheme.

3-DAYS ENTREPRENEURSHIP DEVELOPMENT PROGRAMME FOR MINORITY BENEFICIARIES AT GHURNI

A three days Entrepreneurship Development Programme for Minority beneficiaries was conducted at Nadia Model Madrasah (English Medium), Paninala, P.O. Ghurni, Dist-Nadia from 01.12.18 to 03.12.18. This programme was a pilot project of West Bengal Minorities’ Development & Finance Corporation, Govt. of West Bengal who assigned this Institute to conduct this training programme for minority beneficiaries.

During 3-days of EDP, various inputs like activities of DIC, details of UAM, MSME Data Bank, DC(MSME) schemes, achievement motivation, details of PMEGP scheme, inputs on marketing management, working capital management, GST, project profile preparation, project selection, steps for setting up of industry etc. were dealt in elaborately by eminent faculties during this training programme.

Participants were taken to some small units for exposure visit and gathering knowledge for setting up of small enterprises. There were 84 candidates out of which 70 Minority Male and 14 Minority Women attended in this training programme.

Awareness Programme on Udyam Jyoti Cum Udyog Aadhar Memorandum camp held at Anishmali, Nadia

MSME – Development Institute, Kolkata organized an “Udyam Jyoti Awareness Programme Cum Udyog Aadhar Camp” for the benefits of minority handloom Weavers of Nadia District. More than 32 MSMEs especially handloom weavers participated in this programme.
Sri Rajarshi Maji, Assistant Director (Hosiery), MSME-DI, Kolkata highlighted the about the programme and briefed about initiatives of Udyam Jyoti awareness programme, role of MSME-DI, Kolkata for the development of MSEs, details of MUDRA schemes, MATU schemes, importance of UAM registration, MSE-CDP schemes, Lean schemes and other DC(MSME) schemes in his inaugural speech.

In the UAM camp, imparted training on “How to fill up Udyod Aadhar” followed by demonstration. Later on, the basis of data furnished by the participant, registration of UAM started. Total 22 numbers of Udyog Aadhar Memorandum have been registered on the spot by the official of MSME-DI, Kolkata in the camp.

Coochbehar

UDYAM JYOTI CUM UDYOG AADHAR REGISTRATION CAMP AT DIC OFFICE COOCHBEHER

An Udyam Jyoti Cum Udyog Aadhar Registration Camp was organized at District Industry Centre Coochbehar with the help of GM DIC and other staff of DIC office on 17.12.2018.

In this programme, different entrepreneurs / stakeholders were invited for their Udyog Aadhaar registration and discussion on its utility with awareness on Different schemes of MSME mainly on Lean/MSE-CDP and ZED Scheme. The different schemes of Loan like Mudra, PMEGP and CGTMSE were also discussed with the participants of this programme and a total of 12 No. of Udyog Aadhaar Registrations were made.

Jalpaiguri

NAMCABS - WORKSHOP ON CAPACITY BUILDING OF BANKERS FOR FINANCING OF MSME SECTOR ORGANISED BY RESERVE BANK OF INDIA

A NAMCABS workshop on capacity building of bankers for financing MSME Sector was organised by Financial Inclusion and Development Department, Kolkata Regional Office, Reserve Bank of India on 06.12.18 at Hotel Sinclairs Retreat, Chalsa. The Programme objective was to build capacities and aptitude for lending to MSMEs and create awareness about softer aspects of MSME lending such as entrepreneurial sensitivity, empathy and appropriate communication with entrepreneurs.

Mr. Imtiyaz Ahmed, DGM, RBI discussed behavioural perspective on MSME lending, Framework for Revival and Rehabilitation of Stressed Accounts. Senior official from SIDBI and other senior Bank officials also took the session on Certified Credit Counsellor, challenges, concerns and innovative
practices in credit management and monitoring. From MSME-DI, Kolkata Mrs. R. Chakraborty, Assistant Director (EI) & Mr. T. K. Banerjee, Assistant Director (Mech) took part in the workshop. Mrs Chakraborty detailed out the schemes of DC (MSME) and present status of various existing clusters in the state and present scenario of industrial development. Valedictory session was graced by Chief General Manager and General Manager, RBI, Kolkata.

Kolkata

NATIONAL CONFERENCE ON “EXCLUSION TO EMPOWERMENT”

A National Conference was organized by National Institute for the Empowerment of Persons with Intellectual Disabilities (NIEPID), Department of Empowerment of Persons with Disabilities (Divyangjan), Ministry of Social Justice and Empowerment, Govt. of India from 19th Nov., 2018 to 20th Nov., 2018 at Indian Statistical Institute (ISI), Kolkata. NIEPID has invited MSME-DI, Kolkata for active participation in the Conference.

Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata attended the inaugural session of the Conference along with other Dignitaries viz. Smt. Anuradha Dalmia, Director, NIEPID, Secunderabad, Dr. D. K. Menon, Former Director, NIEPID. Shri Basab Chowdhury, Vice-chancellor, West Bengal State University, Kolkata was the Chief Guest.

The dignitaries stressed the need for Skill Development and Employment of the Divyangjan. The following points were agreed upon during the Conference:

1) The appropriate Government shall formulate schemes and programmes including provision of loans at concessional rates to facilitate and support employment of Persons with Disabilities especially for their vocational training and self-employment.

2) The schemes and programmes shall provide for –
   a) Inclusion of person with disability in all mainstream formal and non-formal vocational and skill training schemes and programmes,
   b) To ensure that a person with disability has adequate support and facilities to avail specific training,
   c) Exclusive skill training programmes for Persons with Disabilities with active links with the market, for those with developmental, intellectual, multiple disabilities and autism.

Shri Bandopadhyaya in his session on the role of MSME-DI towards independent living of Divyangjans suggested that MSME-DI will work together with NIEPID for active links with the market. Shri H. K. Chowdhury, Asstt. Director, MSME-TR, Kolkata highlighted Skill Training and Job Avenues for the Divyangjans. Shri D. Mitra,
Dy. Director & Shri S. Banerjee, Asstt. Director visited the various stalls set by the NGOs at the venue and discussed further action plans with the following:

a) SIP ‘N BITE, a bakery and catering endeavor owned and managed by persons with disabilities.


c) Asansol Anandam, Dr. B C Roy Road, Kalianpur Housing, P O – R. K. Mission, Asansol

**DISTRICT LEVEL HANDICRAFTS COMPETITION AND VISIT OF DIRECTOR AT DISTRICT INDUSTRIES CENTRE, KOLKATA.**

District Industries Centre, Kolkata had arranged District Level Competition for Handicrafts Items on 28.11.2018 at DIC, Kolkata. In this Handicraft Competition Exhibition, there were 214 items displayed. The exhibits were from Batik, Kantha Stitch, Copper Repose items, Ceramic, Terracotta, Jute, Paper craft, Cane and many other handicraft items. Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata visited this exhibition; He had a look around the exhibits and expressed his satisfaction over the efforts taken by the District Industries Centre, Kolkata. He discussed with Sri S.S. Gupta, General Manager, DIC, Kolkata on various marketing initiative schemes and advised to link the beneficiaries with available govt. schemes to maximize the benefit of MSME sectors.

The exhibit items were also evaluated by the judges to choose 4 nos. each for 1st, 2nd and 3rd position which will in turn be exhibited in the State Level Handicrafts Competition organized by State Government. Judges are from Charukrit, Govt. Arts College, DIC, Handicrafts Department and MSME-DI. Sri S. Mukhopadhyay, Asstt. Director from MSME-DI, Kolkata evaluated handicrafts item as part of jury of the competition organized by DIC, Kolkata.

**Interactive session with Shri Sudhir Garg at BNCCI**

Bengal National Chamber of Commerce & Industry in association with National Small Industries Corporation Ltd. organised an interactive programme with Shri Sudhir Garg, IRS, CMD, NSIC Ltd and Joint Secretary, Ministry of MSME Government of India.

Shri Satyam Roychowdhury, President, BNCCI delivered the welcome address, mentioning a cordial relation with NSIC over the years. He lauded different schemes including National SC ST hub for promotion of SC ST entrepreneurs.
Participating in the deliberation Shri Ajay Bandyopadhyay, Director, MSME DI stated that DC MSME has redesigned many schemes from which MSME entrepreneurs can directly take benefit. He referred to Procurement and marketing Support Scheme to access promotion of new market initiatives, Digital MSME Schemes like adoption of cloud computing, lean manufacturing to reduce wastage and encouraged them to go for public private partnership.

In his maiden speech at BNCCI, Shri Garg stressed on marketing efficiency, technological adoption and quality consciousness to stick to competition. He explained that in India there is only one technology incubation and testing centre per 3 lakh MSMEs but in Western world such incubation centre exists per 33,000 MSME units. Admitting the gap Central government has sanctioned 6,000 crore for implementing 20 new technology centres and 5 active facilitation centres (in various segments like pump, mechanical, electrical, chemical and building). To improve marketing capability he advised to adopt lean manufacturing, design development and consequent waste reduction. i.e. zero effect and zero defect (ZED). He lamented that thousands of projects are being designed in Regional testing centres and institution of repute like CSIR but hardly it becomes beneficial for industry. To adopt proper marketing strategy finance is equally important. Keeping this in mind central government declared 59 minutes loan sanction plan. In addition to this there was a discussion in consortia and tender marketing scheme under which association can take benefit.

MEETING WITH INDUSTRY ASSOCIATIONS

MSME-DI, Kolkata organised a meeting with MSME Associations at the Conference Hall of the Institute on 04-01-2019 to explore new avenues for development of MSME enterprises and foster sustainable industrial growth with pro-active support from the Associations.

The focus of the meeting was on the new policy initiatives taken by O/o DC (MSME), New Delhi, major areas of action, interventions for cluster development and such other matters related to the crux of MSME issues/problems. The meeting was basically an interactive one, with members of various Industry Associations putting forward their views and suggestions to facilitate effective planning for implementation in the recent future.

The meeting was attended by 17 participants from 10 Associations along with 18 officials from MSME-DI, Kolkata.

Dakshin Dinajpur

FINANCE CLINIC AT DAKSHIN DINAJPUR

Officers from Br. MSME-DI, Siliguri attended one Finance clinic organised by General Manager, District Industries Centre, Dakshin Dinajpur. Representatives of GM, DIC, Lead Bank were present in the clinic. 21 entrepreneurs were assisted.
**Alipurduar**

**Udyam Jyoti Cum Udyog Aadhar Registration Camp at DIC Alipurduar**

In this programme, different entrepreneurs/stakeholders were invited for their Udyog Aadhaar registration and discussion on its utility with awareness on Different schemes of MSME mainly Lean/MSE-CDP and ZED Scheme.

The different schemes of Loan like Mudra, PMEGP and CGT-MSE were also discussed with the participants of this programme and a total of 13 No. of Udyog Aadhaar Registrations were made.

**South 24 Parganas**

**Awareness programme-Cum-Udyog Aadhaar Registration & Udyam Jyoti Campaign at Ashuti-II Gram Panchayat, Maheshtala**

An Awareness programme-cum-Udyog Aadhaar Registration & Udyam Jyoti Campaign for Handholding Support to the MSMEs was organized at Ashuti-II Gram Panchayat, Maheshtala, South 24 Parganas on 20.11.2018 with the help of DIC, South 24 Parganas, Lead District Manager, South 24 Parganas, Ashuti-II Gram Panchayat, Juki India Ltd. & Morgan India Ltd. Apparel Training & Design Centre, Kolkata.

The Programme was inaugurated by Sri Sunil Kumar Ghosh, Lead District Manager, South 24 Parganas and the programme commenced with the welcome address given by Shri Tapas Roy, Investigator, MSME-DI, Kolkata & District Nodal Officer, South 24 Pgs. District.

The programme was organized for inculcating awareness among participants about the online method of doing Udyog Aadhaar registration in respect of a micro, small and medium enterprise engaged in manufacturing products or rendering services and thereby providing handholding support to the entrepreneurs. Moreover, the awareness on various MSME schemes and the support rendered by MSME-DI, Kolkata and District Industries Centre were also covered during the programme. Altogether 100 Nos. of persons attended this camp mostly entrepreneurs engaged in various manufacturing activities in and around South 24 Pgs. District.

**Malda**

**Udyam Jyoti Awareness-Cum-Udyog Aadhar Registration Camp for MSMEs at Malda**

Udyam Jyoti Awareness-Cum-Udyog Aadhar Registration Camp for MSMEs was organised by MSME-DI, Kolkata in association with District Industries Centre on 28.11.2018 at the premises of
the DIC, Malda. In the welcome address, Shri G. Podder, Asstt. Director (IMT), MSME-DI, Kolkata explained in details the seven initiatives announced by the Hon’ble Prime Minister in respect of Support & Outreach Programme of MSMEs – Udyam Jyoti to the existing & prospective entrepreneurs. At the same time, the need for Udyog Aadhar registration & its benefit in the marketing aspects also reiterated to the participants. The other MSME schemes specially MSE-CDP for cluster Development activities, Marketing assistance etc also intimated to the participants to get market access of their products in MSME sector. While addressing the participant, the General Manager, DIC, Malda encouraged the participants to take the benefit of the Central as well as State Govt. to boost up the MSME sector in the district. He ensured that all sorts of assistance will be provided to the existing & potential entrepreneur of the district under MSME schemes.
The district of Nadia is situated in the heart of the Bengal delta held within the arms of the Ganga, namely, the Bhagirathi on the West and Mathabhanga on the North. The entire district lies in the alluvial plain of the Ganga and its tributaries. Most districts in West Bengal take their name from the headquarters station of the district, but Nadia district takes its name not from Krishnagar, the headquarters but from Nadia or Nabakrishnapur baulled by the memory of Lord Shri Chaitanya Mahaprabhu who was born here on 18th February, 1486. The British district of Nadia was formed in 1787. The present district of Nadia after partition was formed by Notification No. 545-GA dated 23rd February, 1948.

**Introduction:** The district of Nadia is bounded on the north and north-west by the district of Murshidabad. On the south-east and east it is bounded by the Republic of Bangladesh. In the south and south-east the district is bounded by the district of North 24-Parganas. The shape of the district is irregular, lying North to South. The district is about 46ft. above the mean sea-level and the tropic of cancer divides the district into two parts.

**Brief History:** The district of Nadia is situated in the heart of the Bengal delta held within the arms of the river Ganga, comprising of the Bhagirathi on the west and the Padma on the east bordering Bangladesh. The district has been famous owing to a rich historical background and also for the presence of cottage and small-scale industries, particularly relating to hand woven textile. Nadia was also the last bastion of independent Hindu Kingdom of Bengal before it was annexed by the Muslim invaders from North India towards the end of the twelfth century A.D. The centres of Sanskrit learning situated across the district were well acclaimed throughout the country. Nadia district was the birth place of Sree Chaitanya, who was one of the foremost religious reformers of the country during the middle ages apart from being one of the principal preachers of the Bhakti movement.

The geographical area of the current district of Nadia in the ancient period is very difficult to ascertain. While it is almost certain that the currents of ancient Indian history had flowed through the geographical area which has derived its nomenclature during the modern era as Bengal or West Bengal but no connection can be established between the mainstream ancient history and the actual jurisdiction of Nadia in the ancient period. From the accounts of the writers in the early ancient period it can be ascertained that there was an existence of a country in this region by the name of Vanga. The Periplus of Erythraean Sea, Geographica Indika by Klaudios Ptolemaios, the Milinda-Panho and the Nagarjunikonda inscriptions offer accounts of Vanga from the period dating back to earlier centuries after Christ. From Periplus and Geographica Indika it can be ascertained that the very existence of a powerful state in the delta of Ganga in as early as the 4th century B.C. invoked awe in the otherwise indomitable spirit of Alexander, the conqueror from Macedonia. From the Nagarjunikonda inscriptions references of Vanga are available mentioning the missionary activities of the monks from Ceylon whereas in the Milinda-Panho lists, Vanga was among the maritime countries where ships congregated on regular basis for the purpose of trade. In all likelihood, the district of Nadia in ancient period constituted a part of the fabled Janapada (Area) Vanga. Also, from the Ptolemy’s map during the second century B.C. it is evident that the southern portion of the Ganges delta was isolated to such an extent through rivers and other water bodies thereby practically consisting of succession of islands. In all possibility one of those isolated islands constituted the modern-day Nadia. Since Nadia forms a part of the lower Ganges delta it is quite possible that a few scanty settlements of fisherman and boatman inhabited this marshy land area surrounded by rivers and other waterways.
From the works dating back to a later period, there exists a reference of another country by the name of Gouda whose localities as per the Puranic tradition were (1) Nabadwip (in Nadia district), (2) Shantipur (in Nadia district), (3) Maulapattana (in Hugli district), and (4) Kantakapattana (Katwa in Barddhaman district). As per the modern geographical area, the country by the name of Goudawould comprise of the present day Murshidabad district alongwithparts of Nadia, Barddhaman and Hugli districts of West Bengal. According to some works of later period, the territory of Gouda was situated between the counties of Vanga and Bhubanesh. The Vanga appears to be restricted to a smaller tract in the eastern part of the Gangetic delta during the rule of the Pal and the SenaDynasties. The inscriptions relating to the later period of Sena Dynasty rule shows that Vanga was divided into Vikrampurabhaga and Navya. Navya, which signifies accessibility by boat or ship, is an apt nomenclature of the south-eastern region of the Gangetic delta and in all likelihood was the possible location of the Nadia district of modern era.

The Sena Rajas (Kings) who were of Karnatic descent from South India annexed the territory ruled by the Varmans. The Varman dynasty had laid the foundation of their kingdom in the eastern part of Bengal around the period of the reign of Nayapal and had maintained their firm control over Vanga since then. It can be corroborated by the fact that the territory of the last Pal King Gobindapal, whose kingdom was annexed in 1162 A.D. was restricted only to a portion of Magadh. The last King of the Varman dynasty was Bhojvarman, who possibly lost his Kingdom to Vijaysen who was later succeeded by his writer-son Vallalsen, in 1158 A.D. Vallalsen has been credited as the author of two books, namely, Danasagara, which was a treatise on Smriti and Adbhutasagara, which was a book on Astrology. His son Lakshmansen succeeded him to the throne in 1179 A.D. The town of Nabadwip from which the name of the present district has been derived, is credited to have been founded by Lakshmansen. However, Nabadwip was not the permanent capital of the Sena Kingdom but from merely being a holy place on the banks of the river Ganga the city witnessed rapid growth during the SenaRule. But neither any fort nor any protective brick wall was erected to guard Nabadwip because any threat of land attack at that period existed from only the western side along the narrow pass of Teliagarhi near Rajmahal and was considered to be a remote possibility. This judgemental blunder by the Sena rulers who also did not concentrate their troops at Nabadwip resulted in the sudden raid of the city and capture of the palace by Muhammad-i-Bakhtiyar Khilji in 1200 A.D. which forever decided the fate of the last Hindu bastion of Bengal.

The attack on Nadia by Muhammed-i-Bakhtiyar however has been the subject matter of much controversy in the folklore as the story of raid of the city along with the capture of the palace with only 18 horsemen of Bakhtiyar Khilji coupled with the escape of Raja (King)Lakshmansen barefooted through the back door appears to be a fabricated and twisted affair suited to cater to the vanity of the Muslim invaders from the Sultanate of Delhi.

However, Bakhtiyar Khilji did not stay put at Nadia but headed towards Gouda. It is not clear what happened thereafter, but from the accounts of Tabaqat-i-Nasiriit appears that the Muslim Kingdom founded by Bakhtiyar included only a portion of Radh and a portion of Varendri but no portion of the territory of Vanga was occupied by the Muslims and the rest of Nadia, in all likelihood, had continued to remain under the Sena kingdom till 1255 A.D. However, the district was annexed by Sultan (Emperor)Mughisuddin Yuzbak thereafter, but the territory actually conquered by him included only the Northern and Western portions of Nadia. The Southern part of Nadia might have been under the jurisdiction of Danuja Madhava whose capital was situated at Vikrampur and who had claimed the title of ‘Goudeswar’ had been bestowed upon him by the grace of Narayan. A portion of Nadia district may also have been under the jurisdiction of the last Sena King Madhusen. It can also
be ascertained that the territory under jurisdiction of the present district of Nadia during the 15th century A.D. belonged to the independent Muslim ruler Khan Jahan. Pratapaditya ruled over the Northern portion of Nadia district in the later part of the 16th century and his kingdom included large tracts under Jessore and Khulna districts. The rest of the Nadia district was ruled by the local chieftains by virtue of holding their lands bestowed upon them by the Hindu kings. Among these chieftains, the Krishnanagar Raj (dynasty) appears to be of historical significance important as the history of this family has virtually become the history of the district.

The reign of this dynasty can be traced from Bhattanarayan, a Brahmin (holy man) who was well versed in Vedic lore from the team of Karnatic Brahmins who were patronised by Adisur, the King of Bengal between 1077-78 A.D. The succeeding 12 generations originating from Bhattanarayan ruled for the next 316 years at Krishnanagar. After that seven generations upto King Kasinath ruled for 198 years over the district. Kasinath was the contemporary of the Emperor Akbar. But as an act of utter misfortune he was killed at village Andulia near Bagwan by the imperial force. His wife who was hiding in the house of a small chieftain at that time gave birth to a posthumous son named Ram. Afterwards, four sons were born to Ram, of whom Durgadas alias Bhabananda Majumder succeeded in restoring the glory of Krishnanagar Raj. In 1611 he assisted the Emperor’s army to subdue Raja Pratapaditya and in return received the reward of 14 paraganas including the paraganas of Bagwan.

The most famous king belonging to this dynasty was Maharaja Krishnachandra who ascended throne in the year 1728 and ruled upto 1782 AD. During his reign significant changes were witnessed in the history of Bengal. Taking full advantage of the reign unleashed by the weak successors of Aurangzeb, Murshid Kuli Jafar Khan, the reigning Governor of Bengal, became practically independent of Delhi and proclaimed himself as the Nawab (King) of Bengal. From the time of ascent of Jafar Khan alias Nawab Murshid Kuli Khan till the advent of British rule, the Bengal Nawabs functioned with complete independence. During that time the Kings of Krishnanagar used to pay an Annual Revenue to the Nawabs. However, from 1765 when the Emperor granted a farman (royal decree) by virtue of which the East India Company became the Diwan (Prime Minister) of Bengal, Bihar and Orissa, the annual revenue was paid by the kings to the Company.

In 1787 as per order of the British council Mr. F. Redfearn took over the charge of the first Collector of Nadia alongwith Mr. G. Cherry as his assistant. Up till 1854, Nadia district was under the Jessore Division. Till partition the boundaries of the district maintained more or less a uniform pattern and jurisdiction until it was split into two separate entities by the Radcliffe Award of 1947. By virtue of the Award the district lost Kushtia, Chuadanga and Meherpur to East Bengal. The district therefore had a new beginning from 1947.

**Administrative Setup:** For administrative convenience Nadia district is divided into four Subdivisions – Krishnagar Sadar, Ranaghat, Kalyani and Tehatta. The district has an area of 3927 sq kms having a population of 46,04,827 as per Census 2001. Out of that SC & ST population are 13,65,985 and 1,13891 respectively. The district has 17 Panchayat Samities consist of 187 Gram Panchyats and 8 Municipalities. Total number of Police Stations in the district is 19. The density of population in this district is 1173 persons per sq km. Nadia district has 950 females as against 1000 males. The majority of the people of the district speaks Bengali followed by Hindi, Santali and other. Religion wise about 73.75% are Hindus and 25.42% are Muslims. In the district of Nadia, the percentage of literacy by sex is 72.30 (Male) & 59.60 (Female) as per Census 2001. The important rivers of the district are Bhagirathi, Churni, Mathabhanga, Ichamati and Jalangi.
Climate: The climate of Nadia district is characterized by an oppressive hot summer; high humidity all the year round and well distributed rainfall during the south west monsoon season. The cold season is from about the end of November to the end of February.

Krishnanagar is the most important town of this district, as it is the district headquarter of Nadia. It is on the bank of river Jalangi. The palace of Nadiaraj (Rajbari) built here is a prominent place of tourist attraction though the remnants of the past glory have been eroded and only a dilapidated structure of the exquisite places with carving on its inner walls exists today. Krishnanagar is famous for world-class clay models & terracotta works. It can claim a proud tradition for the sweets- Sarpuria & Sarbhaja.

Kalyani is another important town of this district and sub divisional headquarter. It was identified (and named) by Dr. B. C. Roy, Ex Chief Minister of West Bengal and act as an alternative to the city of Kolkata, from which it is about 50 km away. Two Universities (Gen & Agri) are situated in this sub division. Two Engineering Colleges and newly established Medical College have added a laurel to its crown.

Ranaghat is one of the most important towns of the district on the bank of river Churni and the sub divisional headquarter, situated 74 kilometres north of Kolkata.

Tehatta is another important sub divisional town. It is the newest subdivision in the district of Nadia.

District at a Glance:
1. No. of villages: 1367
2. No. of households/population: 5168488 (As per Census)

Industrial Scenario of The District:
Industrial scenario such as present infrastructure for industrial development, present industrial structure and resources in the district (indicate art-based enterprises and other sectors separately):

Present Industrial Structure:
Kalyani Industrial estate Phase I, Phase II, Phase III,

Art based Enterprise:
Mitrika Silpa of Ghurni
Clay & Fibre Doll of Krishnagar

Natural resources available in the district: Nil

Major items produced: Rice, Flour, Jute Fibre, Papad, Tant Saree, Silver Ornaments, Cotton Than from Power Loom, Brass & Bell metal.

Concentration of MSEs in any particular industry: Silver Ornaments, Power Loom, Brass & Bell metal, Conch Shell, papad, Clay & Fibre Model, Jewellery Box, Artificial Flower, Jute Twine, Readymade Germents, Bag Mfg., Steel Furniture etc.
- No. of micro, small and medium enterprises existing in the district: 8920
- No. of enterprises rendering services: 1650
- No. of clusters and number of units in each cluster: 12

**Existing Cluster:**

<table>
<thead>
<tr>
<th>Sl</th>
<th>Name of the Cluster</th>
<th>Location</th>
<th>Products</th>
<th>No of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MATIARY BRASS AND COPPER PRODUCT MFG.CLUSTER</td>
<td>Vill+P.O.-Matiary, P.S.- Kaliganj, Block-Kaliganj, Dist-Nadia</td>
<td>Brass &amp; Copper Based Metal Utensils</td>
<td>200</td>
</tr>
<tr>
<td>2</td>
<td>JAFARNAGAR SILVER ORNAMENTS CLUSTER</td>
<td>Vill-Jafarnagar, P.O - Halalpur, P.S. - Ranaghat, Block-Ranaghat-II, Dist- Nadia,</td>
<td>Silver Ornaments Mfg.</td>
<td>500</td>
</tr>
<tr>
<td>3</td>
<td>CHAKDAHA PLASTIC PROCESSING CLUSTER</td>
<td>Chakdaha Municipality, P.O.-Chakdah,</td>
<td>Plastic Clip</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>CHAKDAHA READYMADE GARMENTS CLUSTER</td>
<td>Chakdaha Municipality &amp; Saguna, Madanpur-II Gram Panchayats under Chakdaha Block,</td>
<td>Mfg. of readymade garments</td>
<td>200</td>
</tr>
<tr>
<td>5</td>
<td>CHAPRA OIL MIL CLUSTER</td>
<td>Chapra-I, Chapra-II, Hatishala-I &amp; Hatishala-II Gram Panchayats under Chapra Block,</td>
<td>Mfg. of Oil</td>
<td>35</td>
</tr>
<tr>
<td>6</td>
<td>KARIMPUR -II STEEL FURNITURE CLUSTER</td>
<td>Rahamatpur, nandanpur, Natidangal &amp; Natidanga-II, Murutia Gram Panchayats under Karimpur -II Dev. Block</td>
<td>Steel furniture mfg.</td>
<td>30</td>
</tr>
<tr>
<td>7</td>
<td>PLASSEY AUTOMOBILE REPAIRING &amp; SERVICING CLUSTER</td>
<td>Gabindapur &amp; Plassey under Kaliganj Block</td>
<td>Repairing and servicing of Automobiles</td>
<td>30</td>
</tr>
<tr>
<td>8</td>
<td>HARINGHATA READYMADE GARMENTS CLUSTER</td>
<td>Nagarukhra-I, Nagarukhra-II, Kasthadanga-I &amp; Kasthadanga-II, Fatepur under Haringhata Dev. Block</td>
<td>Readymade Garments mfg.</td>
<td>250</td>
</tr>
<tr>
<td>9</td>
<td>SAKTINAGAR READYMADE GARMENTS CLUSTER</td>
<td>Saktinagar area under Krishnanagar Municipality &amp; adjoining Dogachhi Gram Panchayat under Krishnanagar-I Block</td>
<td>Mfg. of readymade garments</td>
<td>500</td>
</tr>
<tr>
<td>10</td>
<td>RANAGHAT SUB DIVISION GOLD AND SILVER JEWELLERY CLUSTER</td>
<td>Ranaghat Sub-Division</td>
<td>Gold and Silver jewellery</td>
<td>450</td>
</tr>
<tr>
<td>11</td>
<td>MURAGACHHA BRASS &amp; BELL METAL CLUSTER</td>
<td>Vill. &amp; P.O-- Banirgachi, P.S - Nakshipara, Block- Nakshipara</td>
<td>Brass and bell metal utensils</td>
<td>200</td>
</tr>
<tr>
<td>12</td>
<td>NAKSHIPARA STEEL FURNITURE CLUSTER</td>
<td>Vill+PO:Bethuiaadahari under Nakshipara Block</td>
<td>Steel Furniture</td>
<td>30</td>
</tr>
</tbody>
</table>
• No. of technical training institutes available: 24
• No. of skilled people available in the district: Approx 357920 person are skilled.
• No. of SHG/NGO/Community based organization (If some livelihood project is already working in that district and if so, in which areas): Approx 35240 numbers of self-help groups working in the different block of the districts.
• Name of potential products/services which can enhance the livelihood and sustainable economy:
  a. Jute Charcoal,
  b. Aroma Oil,
  c. Banana Fibre
  d. Sanitary Napkin from Jute Pulp
  e. Syringe
  f. Saline Bottle from Plastic
  g. Modern Bakery
  h. Automobile body Building
  i. Electricals appliances
  j. Electronics gadgets repairing

For any queries regarding MSMEs in Nadia, feel free to contact:

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Assistant Director (Hos.)
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rajarshi.maji12@gmail.com
BULLETIN BOARD

FOLLOWING PROGRAMME ARE PLANNED DURING FEBRUARY, - MARCH 2019

<table>
<thead>
<tr>
<th>SL</th>
<th>Name of Event</th>
<th>Name of partner Organisation</th>
<th>Duration of event</th>
<th>Tentative Venue of event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Awareness Programme on Intellectual Property Rights</td>
<td>BANGABHUMI CLUSTER OF REFRACTORIES ASSOCIATION</td>
<td>1 Day (To be Announced)</td>
<td>POOLSIDE HALL, ASANSOL CLUB LIMITED, ASANSOL</td>
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<tr>
<td>2</td>
<td>Awareness Programme on Intellectual Property Rights</td>
<td>Jalpaiguri Siliguri Plastic Engineering Center</td>
<td>1 Day (To be Announced)</td>
<td>JDIOWA conference Hall</td>
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<td>3</td>
<td>SEMINAR ON AGRO AND AROMATIC ENTERPRISES</td>
<td>Confederation of Purba and Paschim Midnapur DCCI</td>
<td>05-03-2019</td>
<td>VIDYASAGAR HALL, MIDNAPUR TOWN</td>
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<tr>
<td>4</td>
<td>Seminar on Need-based Support to AYUSH ENTERPRISES</td>
<td>Laghu Udyog Bharathi</td>
<td>08-03-2019</td>
<td>Swabhumi</td>
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<tr>
<td>5</td>
<td>Seminar on Innovation in Cluster</td>
<td>Murshidabad District Chamber of Commerce</td>
<td>28-02-2019</td>
<td>Hotel Fame</td>
</tr>
<tr>
<td>6</td>
<td>Awareness program on Green Environment</td>
<td>Friends Management Group</td>
<td>03-03-2019</td>
<td>Spring Club, Kolkata</td>
</tr>
</tbody>
</table>
National Level Vendor Development Programme (NLVDP) at Kolkata

Bengal National Chamber of Commerce & Industry (BNCCI), the oldest indigenous Chamber in India was established on 2nd February, 1887. Its history is closely interwoven with India’s struggle for independence. It is pioneer in championing the cause of Indian industries in pre-independent days. It has an immaculate record of service to the business community of eastern region in particular and India in general spanning over more than a century.

BNCCI actively plays a leading role in policy debates that are the forefront of social, economic and development of industry, trade & commerce. Over the years, the Chamber has diversified in activities and grown in strength.

BNCCI conducts out various types of activities on regular basis, such as promotion of entrepreneurship, organizing trade fairs, integrated development of rural areas, protection of environment, growth of industrial infrastructure, promoting international business relations, & promotion of indigenous enterprise. Over the years, BNCCI has been associated with the National Level Vendor Development Programmes organized by MSME – Development Institute, Kolkata.

The ladies wing of BNCCI “Pragati” actively plays a pivotal role in welfare of the downtrodden women of the society. The Chamber has set up Enterprise Development Institute (EDI) for promoting entrepreneurship & career development and also a Sub Contracting Exchange for marketing assistance to the Micro & Small Enterprises.

The National Level Vendor Development Programme (NLVDP) – cum Exhibition has been envisaged to be organized by MSME-DI, Kolkata at the 31st Industrial India Trade Fair (IITF), Park Circus Maidan, Kolkata from 28.12.2017 to 30.12.2017. The NLVDP – cum Exhibition was conducted within the MSME – Pavilion constructed within the 30th Industrial India Trade Fair (IITF) organized by Bengal National Chamber of Commerce & Industries (BNCCI) from 22.12.2016 to 01.01.2017 at Park Circus Maidan, Kolkata.
In recognition to the importance and contribution of the MSME sector towards the economic development of our country and its vital role as a driver of our economy by promoting entrepreneurship, innovation and making inroads in the far flung and untouched territory of nation through its products and services, the Government of India is firmly committed to give focused attention to the interest of MSMEs by ensuring better marketing opportunity to this sector, thereby fostering their growth and prosperity. In the area of marketing, among various support measures taken by Government, the Vendor Development Programme (VDP) is an important component under the Marketing Assistance & Technology Upgradation (MATU) Scheme of the Government.

The Government has notified a Public Procurement Policy for Micro & Small Enterprises (MSEs) effective from 1st April, 2012 (Modified in 2018). The Policy mandates that 25% of procurement of annual requirement of goods and services by all Central Ministries/Public Sector Undertakings will be from the Micro and Small enterprises (MSEs). It is expected that the policy will definitely help the MSEs by improving their market access and competitiveness through increased participation by MSEs in Government purchases and encouraging stronger linkages between MSEs and PSUs/Govt. organisations.

The National Level Vendor Development Programmes (VDP), both in the State Level as well as in the National Level, are frequently being organized by MSME- Development Institutes throughout the country with a view to render marketing support to the MSEs by way of establishing a long-term rapport with the PSUs/Govt. Organisation. This is a forum where sufficient emphasis is given to create market access to the MSEs in the PSUs/Govt. Organisation by motivating the later to procure their requirements of components, spares, sub-assemblies, tooling services etc. from the MSEs. Thus, both the sectors derive mutual benefit from such events leading to the economic prosperity of our country through better utilization of spare capacities, technology up-gradation, import substitution, creating the scope for more employment generation and the last but not the least improvement in the overall productivity of both the sectors.

A total of 63 Nos. of MSME units who applied for participation in this NLVDP were selected by the Screening Committee. Altogether 12 Nos. of Public Sector Units (PSUs)/Central Govt. Departments, such as, NTPC Limited, Coal India Limited, Metro Railway, Chittaranjan Locomotive Works (CLW), Hindustan Aeronautics Limited (HAL), Garden Reach Shipbuilders & Engineers Limited, Indian Oil Corporation Limited, Power Grid Corporation of India Limited, NHPC Ltd, Balmer Lawrie & Co. Ltd, Damodar Valley Corporation (DVC) and MSTC Ltd actively took part in this NLVDP. Apart from the above CPSUs/ Govt. Departments, Coir Board, MSME-TC, MSME-Tool Room and National SC ST Hub (NSSHO) also took part in this NLVDP at Kolkata.
THE TASTE OF BENGAL

Jaynagarer Moa

Jaynagarer Moa is a seasonal Bengali Sweetmeat delicacy made with Nolen Gur (jaggery made from date palm tree extract with exquisite taste and aroma), Kanakchur khoi (a form of popped rice made from a special variety of aromatic rice), Ghee (clarified butter made from cow/ buffalo milk), Elaichi (cardamom), Khoa (a dairy product), and Dry fruits (Cashew Nut & Raisins). Both Nolen Gur and Kanakchur rice are winter products (available around November to Mid February) and hence Jaynagarer Moa is available during this period only.

This variety of Moa originated in Jaynagar city of South 24 Parganas district in the State of West Bengal. Currently there are over 250 sweetmeat shops around Jaynagar city which produce Jaynagarer Moa. It is now a popular sweet, being produced in Kolkata and elsewhere, sometimes with cheaper ingredients and chemical flavours. Jaynagarer Moa was given a Geographical Indication tag which enables the product to be protected from unauthorized uses and piracy.

Recipe

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Ingredient</th>
<th>Weight (in gm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Khoi of Kanakchur Paddy</td>
<td>175</td>
</tr>
<tr>
<td>2</td>
<td>Nalen Gur / Molasses</td>
<td>325</td>
</tr>
<tr>
<td>3</td>
<td>Sugar</td>
<td>124</td>
</tr>
<tr>
<td>4</td>
<td>Cashewnut (Kaju)</td>
<td>80</td>
</tr>
<tr>
<td>5</td>
<td>Raisin (Kismis)</td>
<td>35</td>
</tr>
<tr>
<td>6</td>
<td>Khoya Kheer</td>
<td>75</td>
</tr>
<tr>
<td>7</td>
<td>Ghee</td>
<td>60</td>
</tr>
<tr>
<td>8</td>
<td>Jaggery</td>
<td>125</td>
</tr>
<tr>
<td>9</td>
<td>Cardamom (Elaichi)</td>
<td>1</td>
</tr>
</tbody>
</table>

Manufacturing Process:

1. One third of total Nalen Gur along with sugar and some water is boiled and cooled. (Syrup)
2. The warm syrup is then added to Khoi and mix well so that the syrup form a layer on Khoi.

3. Keep for some time to dry.

4. Add another one third of warm Nalen Gur to coated Khoi and mix well.

5. Keep for some time to dry.

6. Add another one third of warm Nalen Gur to coated Khoi and mix well.

7. Keep aside the whole mixture for 3-4 hours for cooling until the Khoi absorb Nalen Gur and become soft.

8. Mix Elaichi powder, Nalen Gur, Cashew Nuts, Raisins, Khoya Kheer and Ghee thoroughly with the mixture till a consistency to form round balls (laddu).

9. Make laddu of the mixture and polish it with some ghee.
10. Garnish with grated khoya kheer and dry fruits as per liking.

Challenges

- The popularity of the dish has led in recent years to sweetmeat makers all over West Bengal, particularly Kolkata, producing large quantities of Jaynagarer Moa using cheaper ingredients flavoured with chemical aromatics and marketing them as Jaynagarer Moa. After getting GI Tag this issue is taken care of.
- Date palm jaggery is becoming harder to come by due to the decrease in the number of date palms in West Bengal and the shift of members of the Shiuli community, traditional producers of “Nolen Gur” from date palm juice, to other professions.
- Kanakchur rice is a local variant which grows only in winter and through traditional fertiliser-free techniques only.
- The shelf life of Moya is not more than 5 days under normal condition which limits its marketability.
SHELF LIFE OF JOYNAGAR MOA

<table>
<thead>
<tr>
<th>Packaging Material</th>
<th>Standard Condition of 27 ± 2°C &amp; 65 ± 2% R.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ordinary Pack</td>
</tr>
<tr>
<td>Polyvinyl Chloride / Ethyl Vinyl Alcohol / Low Density Polyethylene (PVC / EVOH / LDPE) – 400 µ</td>
<td>12 days</td>
</tr>
<tr>
<td>Polyethylene Terephthalate / Low Density Polyethylene (PET / LDPE) – 350 µ</td>
<td>21 days</td>
</tr>
</tbody>
</table>

Further Area of Work

- Moa is manufactured by the artisans (Karigar) in open environment making it highly prone to microbial contamination. The artisans should be trained about personal hygiene and Food safety norms. Hazard Analysis Critical Control Point (HACCP) principles may be adopted to ensure the safe food production.

- As the whole production process is cold, automatic production line with minimal human contact may be introduced to produce the final product in aseptic conditions.

- As the storage life of khoa (one of the ingredient) is only two to three days, under ambient conditions, and 15-20 days under refrigerated conditions, methods to increase storage life of khoa may be explored like using different types of food preservatives and antimicrobial agents.

- The packaging material as suggested by IIP, Kolkata may be finalized i.e. PET / LDPE – 350 µ.

- Further value addition can be explored in the area of Production Process, Packaging Method, Storage and Distribution Channel for increasing shelf-life of Moa.

- Suggested packaging technology:
  a) Vacuum pack, normal storage condition
  b) Individual Quick Freezing (IQF) + Gas Flush pack + Cold Storage
  c) Individual Quick Freezing (IQF) + Vacuum pack + Cold Storage
Think Wise GE-WISE

Ranoj Mukherjee
Director, Friends Management Group & Secretary, Friends In Need & Deed (a registered NGO)
Co-Founder & Organizer of The Fit Expo
Also known as “Fitness Evangelist of the East”

Entrepreneurship is all about taking risk with an objective of business excellence – profit earning & employment generation. Startup, on the other hand, can be summarized as an innovative technology driven entrepreneurship with high sustainable scaling aspirations. Both of these concepts like Startup & Entrepreneurship has been conceived by the youth & student community as disruptive & ambitious engagements – which are encouraging signs of course.

Most importantly, growing trend of Social Entrepreneurship is seen as futuristic not only because they are looking forward to provide solution to the perennial problems in the society – they are also looking forward to community development & integration. The Social Entrepreneurs are actually the group of Change makers who have the capability of making a difference with their positive approach towards the challenges of the society – faced by the society.

Most of the premier academic institutions of the country including IITs & IIMs are focusing on grooming & promoting of social entrepreneurship in a big way – regular startup meet ups & Championship series are rolled out by these elite institutes of India throughout the year now-a-days. Moreover, Social Entrepreneurship covers a huge ambit – may be Health Care, Solar & Renewable Energy, Agrotech & Organic farming, Hygiene & Sanitation etc., so the scopes of work are ever increasing. Social entrepreneurship is defined as the use of start-ups and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues.

As an individual, I had been a serial social entrepreneur & had been working on Wellness projects for last 4 years or so – where my area of interest has been Health & Fitness. Fitness had been basically an unstructured industry, especially at Eastern part of India when I initiated the community development & stakeholder aggregation program namely The Fit Expo <www.fitexpo.in> which gradually became a huge event in itself – and with sponsors & support from some endorsing brands, the Fit Expo became the biggest Fitness & Wellness Festival of Eastern India. Being the Co-founder & organizer of such an unconventional startup, I earned a unique title for myself as “Fitness Evangelist of the East” from my friends & well-wishers from the community.

After regularizing the trend & habit of health & fitness as well as initiating the fitness community development, our disruption came towards another alarming issue of our society – Environment & Pollution. According to recent ratings, our beloved City of Joy Kolkata has been declared as the Polluted most city of India – which is very much hazardous for the citizens. At the same time, an urgent requirement is felt to enhance the magnitude of mass awareness about hygiene, cleanliness & sanitation in order to promote healthy living & green environment.

Keeping this in mind, a group of social entrepreneurs like us have come together & created a common umbrella with our nonprofit societies & trusts namely Artemis Fountain Foundation, Green Earth Foundation & Friends in Need & Deed to promote Green Environment – Wellness Initiatives & Social Entrepreneurship (GE-WISE). Even, it’s been a privilege for our team as a premier business chamber based at Kolkata namely Merchant’s Chamber of Commerce & Industry (MCCI) has come forward & making us a part of their upcoming Mega Awareness Program on Pollution Control & Green Environment namely Green Earth Conclave – Kolkata (GEC-K) which is scheduled on the date of World Environment Day i.e. 5th June 2019 & 6th June 2019. The theme of GEC-K is planned as Nurture Nature, Go Green, Live Long (N2G2L2) & will be a major shout out where our team will be promoting GE-WISE amongst social influencers from all walks of life for maximum reach out.

As the pre – celebration of GEC-K, another 1 day orientation program has been planned on 3rd March 2019, presented by Merchant’s Chamber of Commerce & Industry (MCCI) which will be a student – startup meetup on GE-WISE, where we wish to identify Green Ambassadors & Green Volunteers within the said student – startup community who will be our extended arms for mass awareness on GE-WISE. We will be looking for mass participation for the program.
KHASJUNGLE INDUSTRIAL GROWTH CENTRE – A SUCCESS STORY

The 1st phase of Khasjungle Industrial Growth Centre is a great success of Paschim Medinipur District Administration. It is a dream project of District Administration came true for all the associated with the idea and progress of MSME sector. Now it is a model not only of the District but also of the State. This model has the potential of creation of enormous employment and entrepreneurship development for the next generation.

On August 2003, Dr. M.V. Rao, former District Magistrate initially motivated by the local young energetic engineers and unemployed youths and set up an Industrial Growth Centre on 13.59 acres of land at Khasjungle in close association of the Chamber of Commerce, District Industries Centre, Banks, Land Deptt., WBSEDCL and Entrepreneurs.

Now 36 SSI units are running and about 3000 employment opportunities created direct and indirect in the sphere of production, marketing, transportation etc. Khasjungle products like Mosquito net, PVC pipe, Double Cool Ice cream, Sun Chocolate, Milk Plus, Polythene pipe, Electrode, Bearing, Fiber glass, Cycle spoke & spare parts, Nail, Glass silvering, Automobile servicing, Fuel Coke, Tyre retreating, Almirah & Wooden furniture, Aluminum utensil, RCC Product, Washing Powder, Glass Silvering, Polythene sheet, Plastic sutli, Poultry & cattle food, Embroidery, Paints, Sal leaf plate making, G.I. pipe, Hosiery products etc. have achieved good reputation in the market. Khasjungle Mosquito Net is being exported to different countries. Entrepreneurs set up an Association for arrangement of securities, meet up local disturbances and to look after the smooth running of all the units. The Association is arranging “Industrial Fair” regularly in close cooperation and guidance from District Administration.

Initially District Administration arranged all the infrastructural facilities for the 1st phase. Then entrepreneurs took over the remaining works with the help of DIC, BANK, WBSEDCL, and CHAMBER OF COMMERCE. District Administration played a supporting role.
Dignitaries visiting the stalls of Trade Fair on NLVDP at Kolkata

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