Udyami Bangla

MSME-Development Institute
Kolkata

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From the Desk of Director:

Both population growth and decline have their challenges and advantages. India faces a Herculean task providing basic amenities of life to its people—food, shelter, healthcare and education. Our record on eradicating poverty and providing greater equality has been abysmal. But the youth bulge, a feature of huge populations, has been advantageous giving India the workforce required for the development of the country.

We need to design activities and interventions for this. India must plan ahead in time, knowing that the country’s consumption will reduce and health care and social security expenditure will grow as the country ages.

Swachhta Action Plan is a milestone initiative in mainstreaming Swachhta elements across all sectors of the Government in an elaborate, accountable, and sustained manner to realize the Swachh Bharat of Prime Minister’s vision and Gandhiji’s dream.

However, as India grows older due to increasing life expectancy and falling fertility rates major challenges will emerge.

We are also looking at a triple whammy of climate change, overuse of underground water, and water-heavy lifestyle choices disrupting our water availability. We need urgent measures including mandatory rainwater harvesting, penalties for water wastage, disincentivizing water-intensive agricultural crops, and shifting to conservation tools.

I strongly believe our generation and future generation are working together to find out best solutions.

Ajoy Bandopadhyaya

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Editorial:

India has been the breeding ground for ideas and entrepreneurs in the recent past. Start-up activity is at an all-time high. Start-ups have mushroomed across markets and industries.

India needs 6 to 7 million jobs a year and global data shows that it is the MSMEs including start-ups, not large enterprises that create net new jobs in any country.

On World MSME Day observed on 27th June, we once again stress the fact that technological upgradation is a key force to move forward and incentivise growth in the times to come. Investing in technology and building economies of scale is the path ahead. For an improvement in technology as well as reduction in costs, both of these factors will translate into growth.

The past month was dedicated to Swachhta in MO mSME and we, as an extended MSME family once again proved to be the motivator for general public. We observed Yoga Day in this month too. The theme for IYD 2019 is Yoga for Climate Action. We are already in current warming trend which is of particular significance because most of it is extremely likely to be the result of human activity since the mid-20th century and proceeding at a rate that is unprecedented over decades to millennia.

This month we are in focus onto all these with regular features and activities

Debabrata Mitra
A different Success Story

OUTSTANDING AND INNOVATIVE ACTIVITIES - PART-1

by Ajoy Bandopadhyaya, Director MSME-DI, Kolkata

As a Central Government employee, I never imagined the opportunity I have fortunately ventured in my 30+ year’s life as MEME Officer (to be IESD cadre Officer) in different regions of my country, especially NER.

Thanks to my Ministries, my institutes, my Bosses, my colleague, my Development Commissioners, and my luck...

It’s my fortune that my first posting was given at HQ office, which was my stepping stone for understanding MSME (SSI in that time) and to chalk out strategies for MSME Development. Thanks to my first Director Mr. Chakraborty who believed in my potential and entrusted me the assignment of CDGI (CERAMIC TECHNOY CENTRE) Firozabad UP.

I got my extremely dynamic Team Leader, Sood Shab and my teacher-cum-mentor for formal official procedures, Rao Shab (TV Rao) and our efficient Stenographers and printing binding and cutting expert of DC office to complete the work in 15 days time for UN aided project and first time in my life I got a COMMENDATION CERTIFICATE from my Development Commissioner and that piece of paper boosted my moral with such positivity, that I always tried to work differently and with my imaginations and creative thinking, which I learnt in my School Hostel days at Ramakrishna Mission Vidyalaya, Narendrapur.

Various experiences and knowledge I have accumulated during my five years tenure at HQ office includes Study of pollution sources and energy saving modes by recuperating the waste heat and use of coal-gas as fuel for glass melting, Firozabad projects bestowed the opportunity to learn the technology for various glass items from high brilliance lead glass, opal glass, low expansion boro-silicate glass, coloured glassed, glass beads, bangles and decorative glass items for domestic and export market. Indian chandeliers and beads are the real export earners and have potential to become world leader in the Art based market segment globally.

Another opportunity also came up, when my proposal for a thorough Study of New-generation Ceramic Fibre lined Shuttle Kilns in Gujarat Ceramic SSIs was accepted and I was nominated as Team Leader for the Study with a team consisting of two Technical officers of my organisation, representative of one leading Ceramic unit and officer of West Bengal Ceramic Development Corporation. I was really proud of this mission due to my earlier association with this development as R&D Engineer of Hindustan Sanitary Ware Industries Limited, Bahadurgarh and the transformation of once polluting sector of ceramics, with the advent of this innovative “Jugaru” technology. This was unbelievable in those days, that the cutting edge technologies being imported from Developed Countries by large scale Industries could be equally applicable to suit the requirements of the small scale sectors’ affordability, by size redesigning and cost reduction, for Gujarat Sanitary ware and Tile clusters; and the credit goes to my HSIL colleague, Sharma ji, who was trained from Germany in this field.
Some other important assignments, those I was associated with during my New Delhi tenure, which I still cherish as my old memories, were as follows:-

a) Study of health hazard from asbestos based units as a member of the working group.

b) Preparation of Directory of ceramic industries, machinery manufacturers, raw material suppliers, technology provides and consultants.

c) Working as question setter and evaluator for DGE&T for various glass & ceramic trades.

d) Development of low temperature body and glaze for bone china and stoneware for Khurja pottery units with the help of CGCRI Khurja.

e) Study of float glass manufacturing and curtain coating technology for glass mirror to safeguard the interests of simple glass mirror manufacturing SSIs.

After working for five years from May 1988 to April 1993 at HQ, I was transferred in the same capacity to Durgapur where I got my first opportunity to work as head of an office as Assistant Director In charge and started learning all critical administrative issues and financial rules. Durgapur was my real learning ground for field work for providing assistance to Small Scale Units and understanding economic strategies of business development and management practices of this sector very closely by practical interactions with all Stakeholders in this eco-system.

Incidentally, I realised the need of enhancing my knowledge in understanding various financial disciplines and documents of business accounting and managerial decision-making, which was necessary for discussing and presenting fiscal and financial necessities of SSIs. And this burning need of mine helped me to decided to join Post Graduate Diploma course in Financial Management through IGNOU correspondence classes in New Delhi and after completing Diploma, I continued to pursue MBA in Marketing Management, which was subject of my interest, in my Durgapur tenure.

These theories and knowledge of my study was an eye-opener to work with Academic Business Knowledge and helped me to train potential and existing entrepreneurs with appropriate management techniques in various Training Programmes designed and implemented in Districts of Bardhaman, Bankura and Purulia under Durgapur branch office of DI-KOLKATA.

To be continued............
Inauguration of the MSME Day and International SME Convention 2019 by Hon’ble Minister of MSME, Shri Nitin Gadkari:

Swachhta Pakhwada at MSME-DI, Kolkata Campus:

Swachhta Pakhwada has been observed at the Institute from 16-06-19 to 30-06-19. Various Swachhta initiatives have been implemented during this period. The decked up campus is before you.

SME Convention by BCC&I

The Bengal Chamber of Commerce & Industry has organized a SME Convention on 7th June 2019 to explore the outline and dimension of the MSME Sector in 2030 and the role of the organization therein. Director, MSME-DI, Kolkata explained the plans and strategies undertaken by his office in the present year for the overall development of MSME Sector in West Bengal.

Gripr, a simple but excellent idea

The idea for his startup, Author Form, stemmed from Ronak Jangid's desire to solve a simple problem: typing a message on a touchscreen phone using one hand.

Interview with an Artisan name Subhas Kr. Chakraborty:

The traditional art form of Bengal; Kantha Stitch gets a new life in the hands of Shri Subhas Kumar Chakraborty. Let us have a look:
NORTH 24 PARGANAS

VISIT TO A CERAMIC CLUSTER

Shri A. Bhattacharjee, Assistant Director, MSME-DI, Kolkata visited a Ceramic & Pottery Cluster situated at 75/3, Hari Nath Sen Road, Barast, Kolkata- 700124 on 19.06.2019 to discuss in detail their hardships and other related issues. The cluster has already installed a CFC nearly eight years back with the help of Grant – in-aid received from Development Commissioner (Handicrafts), Ministry of Textiles to the tune of Rs. 90 lakhs. Out of this they are only able to utilize an amount of Rs. 50 lakhs till date. Currently, they are facing problem in marketing as they only supply their products to KMDA and HIDCO and the order is not regular. Further, they also require modern furnace to cope up the ever changing market scenario. 10-12 SMEs are working in the cluster generating a turnover of Rs. 30 lakhs approx. Detailed discussion was made on MSME schemes and how to reap the benefits.

WEST BARDHAMAN

INDUSTRY MEET AT M. M. SURI HALL, CSIR-CMERI, DURGAPUR

One Day Industry Meet at M. M. Suri Hall, CSIR-CMERI, Durgapur on 04.06.2019 was organized by CSIR-CMERI, Durgapur. This meet was organized to consolidate the various contributions by CSIR-CMERI in different fields namely Precision Engineering & Metrology, Material & Structural Evaluation, Condition Monitoring & Structural Analysis, Non Destructive Testing & Metallurgy and to showcase the technologies designed & developed by CSIR-CMERI, Durgapur. The following dignitaries were present in the Programme-

1. Prof. (Dr.) Harish Hirani, Director, CSIR-CMERI, Durgapur.
2. Shri Ajoy Bandopadhyay, Director, MSME-DI, Kolkata
3. Shri Susanto Kumar Som, Director in Charge, MSME-TC, Kolkata
4. Shri Pramod Kr. Swain, Sr. General Manager, The Supreme Industries Ltd. Durgapur
5. Shri Sudhir C. Swaiyan, Chief Mechanical Engineer, Chittaranjan Locomotive Works.

The Programme started with the welcome address by Dr. Anjali Chatterjee, Sr. Principal Scientist & HD. Business Development Group. Then Inaugural Speech and Presentation about CSIR-CMERI, Durgapur was given by Prof. (Dr.) Harish Hirani, Director, CSIR-CMERI, Durgapur and a lecture was given by Shri Pramod Kr. Swain, Sr. General Manager. The Supreme Industries Ltd. Durgapur gave a brief idea about the property and characterization of their
products. Further, a lecture was delivered by Shri Susanto Kumar Som, Director In Charge, MSME-TC, Kolkata about the different facilities available for the MSMEs at MSME-TC, Kolkata and also he emphasized on jointly work with CSIR-CMERI, Durgapur for the benefits of the MSMEs. Shri Ajoy Bandopadhyay, Director, MSME-DI, Kolkata said about the different DC (MSME) Schemes available for the new and existing entrepreneurs. He gave an overview of the DC (MSME) Incubation Scheme for the new business idea. He also stated that technology transfer from CSIR-CMERI, Durgapur to MSMEs is very important for the overall growth of the MSMEs. After that Presentation was given by the different Scientists from CMSA, NDTM, MSEG, PEMG and AdMac Department to consolidate the various contributions by CSIR-CMERI in different field viz. Precision Engineering & Metrology, Material & Structural Evaluation, Condition Monitoring & Structural Analysis, Non Destructive Testing & Metallurgy.

At the end of the day, Lab Visit was done by all the Participants. Director, MSME-DI, Kolkata also discussed with all the scientists regarding technology transfer of their innovative research works to the MSMEs for their business growth.

**COOCHBEHAR**

**PMEGP MEETING**

A district level task force committee meeting for PMEGP was held on 03rd June 2019 in the conference Hall of the District Magistrate Office, Coochbehar to finalise the PMEGP applications. The District level task force committee headed by Mr. Kaushik Saha, District Magistrate, Coochbehar approved 76 applications of DIC, 17 applications of KVIC and 372 cases of KVIB for further recommendation of cases to different Banks for consideration for financing.

Other dignitaries who attended the meeting were, Mr. S. K. Gurung, District Officer, KVIB, Coochbehar, Mr. Tapash Roy, General Manager, District Industries Centre (DIC), Coochbehar, Mr. Mahipal Oraon, Manager (EI), DIC, Coochbehar, Mr. Santosh Bhattacharya, Director, RSETI, Coochbehar, Mr. Keshar Singh Thapa, Lead District Manager, Coochbehar, Mr. G. Bhutia, Project Director, DRDC, Coochbehar, Mr. T. K. Banerjee, Assistant Director, Br. MSME-DI, Siliguri.

**DARJEELING**

**AWARENESS PROGRAMME & DISTRICT LEVEL HANDICRAFTS FAIR**

A district level Handicrafts fair under MSME & T. Deptt, Govt of West Bengal was organised by District Industries Centre, Gorkhaland Territorial Administration, Darjeeling from 4th June, 2019 to 12th June, 2019 at Capital Hall, Darjeeling. An Awareness programme was also organised during the Handicrafts Fair on 12.06.19 on the schemes for benefits of MSMEs.

Mr. T. K. Banerjee, Assistant Director, Br. MSME-DI, Siliguri made deliberation on the schemes of DC(MSME) during the awareness programme
and also requested participants to come forward to setup their units. Mr. Dipankar Chakraborty, Joint Director, Siliguri Zone, MSME, Govt of West Bengal, Mr. L. T. Bhutia, General Manager, DIC, Darjeeling, Mr. Prasun Nayak, Manager, DIC, Darjeeling and other officials of DIC, Darjeeling were present in the programme. Mr. L. T. Bhutia & Mr. D. Chakraborty also addressed the gathering. In the Handicraft fair 20 stalls and approximately 50 artisans from Darjeeling, Malda, Kalimpong, Uttar dinajpur, Jalpaiguri participated. At the concluding day, all artisans were awarded with a certificate of participation. The Fair was ended by vote of thanks by Mr. L. T. Bhutia , General Manager, DIC, Darjeeling.

**Awareness Programme Conducted During District Level Handicrafts Fair**

A district level Handicrafts fair under MSME & T. Deptt, Govt of West Bengal was organised by District Industries Centre, Gorkhaland Territorial Administration, Kalimpong from 17th June, 2019 to 24th June, 2019 at Marwari Bhawan (Hall), Lower Gumba Hatta, Mangaldham Road, Kalimpong. An Awareness programme was also organised during the Handicrafts Fair on 21st June 2019 on the schemes for benefits of MSMEs.

Mr. Ugay Bhutia, Assistant Labour Commissioner, Govt. of West Bengal, Kalimpong described various labour laws and also the schemes for the benefit of Labours/artisans etc. Mr. T.K.Banerjee, Assistant Director, Br.MSME-DI, Siliguri elaborated the schemes of DC(MSME) during the awareness programme and also requested participants to come forward to setup their units. In the Handicraft fair, 18 numbers of stalls and approximately 35 nos of artisans from Darjeeling, Malda, Kalimpong, Uttar dinajpur, Jalpaiguri district participated.

**JALPAIGURI**

**VISIT TO DIC, JALPAIGURI ON FINANCE CLINIC**

On 17th of June, Shri T. K. Banerjee from Br. MSME-DI, Siliguri visited District Industries Centre (DIC), Jalpaiguri to attend and take part in the Finance Clinic (FC), organised by GM, DIC Jalpaiguri. All DICs 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 FC to counsel and provide handholding support to 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.

In the meeting Mr. Bivash Dutta, Manager NCES, DIC, Jalpaiguri, Mr. Gaurav Ranjan Agarwal, Sr. Manager, Canara Bank, Main Branch, Jalpaiguri, Mr. T. K. Banerjee, Assistant Director, Siliguri Branch of MSME-Development Institute, Mr. S. K. Sarkar, Assistant Environment Engineer, West Bengal Pollution Control Board, Siliguri were present. Four 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 as three nos of entrepreneurs
were advised to apply through online in PMEGP scheme, one entrepreneur was advised to contact his home branch, the bank in which he is having a bank account and after that he may contact DIC. The entrepreneurs were interested in Plastic/Rubber Chappals making, Bike Garage/Two wheeler repairing shop and one in tailoring shop. They were advised to contact directly with Mr. Jagadish Biswas, IDO, DIC, and Jalpaiguri who is looking after the PMEGP on line application with all other assistance. The meeting ended with vote of thanks to the chair.

HOWRAH

NATIONAL CONFERENCE CUM WORKSHOP ON PROMOTION OF MARKET TRANSFORMATION FOR ENERGY EFFICIENCY IN MSME’s

A National Conference cum Workshop on Promotion of Market Transformation for Energy Efficiency in MSME’s was conducted at Howrah Foundry Association, Howrah on 14.06.2019 organised by EESL & DESL and supported by Howrah Foundry Association, Howrah.

During the programme, Shri Asoke Sinha Roy, GM, DIC, Howrah and Shri S. K. Mondal, Asstt. Director, MSME-DI, Kolkata delivered lectures on MSME schemes. PowerPoint presentations were also presented by the EESL & DESL.

KOLKATA

DISTRICT LEVEL TASK FORCE COMMITTEE MEETING

A DLTFC meeting was attended for the selection of PMEGP beneficiaries to forward to various banks under the chairmanship of Sri Debabrata Majumder, MMIC (SWM), on 19.06.2019 at 4.00 PM. General Manager, DIC, Kolkata, Lead District Manager, UBI, Kolkata and District Nodal Officers, MSME-DI, Kolkata attended this meeting.

Meeting was started welcoming with DLTFC members and chairman, who were apprised the applications received online from PMEGP portal by District Industries Centre, Kolkata. A total 123 nos. of applications in F.Y. 2019-20 were approved by the DLTFC, out of which 1 no. of application is proposed under PMEGP 2nd Loan. It was also apprised that during financial year 2018-19, a total 102 nos. of applications forwarded to banks for PMEGP sanction and 14 nos. of cases were sanctioned by various banks under the scheme. This is roughly 14% of the total applications and matter was also brought before of Lead District Manager, Kolkata.

NEO MSME SUMMIT

Bengal Chamber of Commerce and Industry, organised ‘Neo MSME Summit-2030: An MSME Odyssey’ on 7th June, 2019 at HHI, Kolkata. Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata addressed the Valedictory Session. The Bengal Chamber of Commerce and Industry has been taking proactive steps to spread awareness among the MSMEs to increase its commercial viability across the world and increase its global competitiveness. The ‘Neo MSME Summit’ is one such initiative to bring all stakeholders on a common platform & foster linkages.
The Summit focussed upon the desired reforms and creating support, collaboration and cooperation for the next decade across stakeholders, sectors and regions for the MSME sector.

PURBA & PASCHIM MEDINIPUR

MSME HELP DESK & WORKSHOP

A one day workshop & MSME help desk was organized on 30.05.19 by Merchant’s Chamber of commerce & Industry in collaboration with confederation of Purba & Paschim Medinipur District Chamber of Commerce & Industries at DCCI office premises. The opening session of the workshop was chaired by Shri Uttam Kumar Adhikary, Additional District Magistrate and District Land & Land Reform Officer, Paschim Midnapur. The other dignitaries present were Shri Debabrata Roy, General Manager, DIC, Paschim Midnapur, Shri Ritwik Biswas, Assistant Director & Nodal officer of Paschim Midnapur & Jhargram, Shri Dwibhujendra Sarkar, Lead District Manager, Paschim Midnapur, United Bank of India, Shri Rajkumar Middya, Joint Director, MSME, Govt. of West Bengal, Shri Ananda Gopal Maity, President, DCCI and others.

In the MSME help desk, discussion were made about the different problems of the existing as well as upcoming entrepreneurs. Shri Raj Kumar Middya, Joint Director, MSME, Govt. of West Bengal discussed different issues in respect of allotment of land for industries. Some specific cases were noted by the General Manager, DIC, Paschim Midnapur. Shri Ritwik Biswas, Asstt. Director & Nodal officer informed about the different schemes of Govt. of India through which the existing and new entrepreneurs can be benefited. He also discussed about the process of applying in the schemes. Shri Akhil Sonthalia, Co chairman, MCCI, Shri Sanjib Kothari, Co Chairman, standing Committees on foreign Trade and GST & Indirect Taxes, MCCI discussed about the issues related to GST and foreign trade. Lead Bank Manger discussed about the problems, facing by the entrepreneurs and noted down and promised to solve those.

Shri Ananda Mohan Maity described that the problems of the industrialists and traders of Midnapur district and was suggested to note down to MCCI and Jt. Director, Govt. of West Bengal for solution at their level.

Sri Debabrata Roy, General Manager, DIC, Paschim Midnapur noted the land issue of various entrepreneurs and assured them to
solve those problems, taking help of Shri Uttam Kumar Adhikary, Additional District Magistrate and District Land & Land Reform Officer, Paschim Midnapur. Shri Dwibhujendra Sarkar, Lead District Manager, Paschim Midnapur, United Bank of India noted down the existing loan issues of the members of DCCI and described the proper approach to bank for funds.

Smt. Moonmoon Banerjee, MCCI offered the vote of thanks at the end of the programme and expressed his pleasure to all the guests for being present in the programme and making it a grand success.

PURULIA
MSME BUSINESS CONCLAVE
A Business Conclave for the MSME beneficiaries was conducted on 22.06.2019 at Hotel Akash Saravor at 4.30 pm. The theme of the programme was MSME knowledge series where MSME schemes for access on credit was discussed. Nearly 80 participants were attended in this Business Conclave from various business fields like Rice Mill, Fly Ash Bricks, Small Business Traders, Real Estate Operators, etc. Associations like Udyog Bikash Mancha, Rice Mill Association, Fly Ash Bricks Associations and Marawari Morcha were attended this programme. Various bankers from field offices of HDFC banks were attended this programme.

Sri S. Mukhopadhyay, Asstt. Director, MSME-DI, Kolkata attended this programme as Chief Speaker on MSME schemes emphasizing on access to credit for MSME sector. Various financial schemes of MSME including CGTMSE were discussed during the conclave. HDFC bankers had presented their products before the unit holder. Meeting ended with fruitful interaction between MSME participants and the organizers.
The district Cooch Behar in its present statute was formed by an agreement dated 28th August, 1948 declaring cessation of full and extensive authority, transfer of jurisdiction and power from the previous princely rulers of feudatory Cooch Behar State to the Dominion of India. The Transfer of administration from the monarchal rulers to that of Indian Union took place in 12th September, 1949 and few months later in 19th January, 1950 the present district Cooch Behar of the State of West Bengal was officially formed.

Introduction: The Cooch Behar District (also known as Coochbehar or Koch Behar) lies in the North Eastern part of the state of West Bengal. Geographically, Cooch Behar district is surrounded by district Jalpaiguri to the North and West, State of Assam (Kokrajhar and Dhubri districts) to the East and International Boundary with Bangladesh towards South, South-East and South-West. The location of the district is spread over from 26° 32’20’’ N to 25° 57’40’’ N Latitude and 89° 54’ 35”E to 88° 47’ 40”E Longitude.

Brief History of the District:
The ancient history of the Cooch Behar is a pleasing amalgamation of proven history with the mythological stories and hyperbolic account of historical events. The present day Cooch Behar district has remained a part of the ancient Kingdom of 'Pragjyotish', which has been mentioned severally in texts of the Ramayana, Mahabharata.

Although the boundary of the kingdom varied from time to time, the area was alternatively formed part of the territories known as 'Lauhitya', 'Kamrupa' or 'Kamata'. And thus the early history of Cooch Behar is compounded in the history of 'Pragjyotish', 'Kamrupa', 'Kamata' or parts of present day West Bengal, Assam and northern Bangladesh.

During Sixth Century CE, portions of the Kamrupa dynasty, up to the bank of river Lauhitya was won by King Shashanka of Gauda of Bengal. However, following the death of mighty King Shashanka, the Kamrupa was won back by King Bhaskarbarma, the successor of the ancient Dynasty of King Bhagadatta of Pragjyotish. During the rule Devpala, the king of Buddhist Pala Dynasty of Bengal, Kamrupa (Pragjyotish) came under the dominion of the
Palas at around Ninth Century CE Subsequent to the fall of the Buddhist Palas, the kingdom of Kamrupa was ruled by local chieftains from the Koch and Mech tribes, who were Hindu by religion. Kshatriya Monk named Jitari and Raja Jalpesh of present day district Jalpaiguri are two important names during the period.

Before the invasion of the Muslim rulers at the end of Twelfth Century CE, Kamrupa was conquered by and regained several times from Hindu Sena Dynasty of Gauda the Hindu Palas of Kamrupa.

After the fall of Pala Kings of Kamrupa and Sena dynasty from Gauda, Cooch Behar was ruled by many tribal chieftains from the Koch, Mech, Garo, Kachari and Bhot tribes. However, the exact chronologies of the rulers are yet to be ascertained.

The princely state of Koch Bihar became a feudatory state under the subjugation of the British. Consequential to the Treaty, a Governor General’s Agent was appointed in 1822 upon whom the representation of the Koch Bihar was vested upon.

In the nineteenth century, during the feudatory rule under British dominion, one important king of Koch Bihar was King Nripendra Narayan, who ascended the throne in 1863 as an infant and upon attaining adulthood, married Sunity Devi, a notable queen of the dynasty and daughter of famous Brahma Dharma protagonist Brahmananda Keshab Chandra Sen. She was a benefactor of women’s education, established schools and colleges in Koch Bihar and introduced scholarships for the pupils. The modern day planned city of Cooch Behar Town took its shape during King Nripendra Narayan including construction of well-planned roads and different administrative buildings. The modern day Koch Bihar Palace was also constructed during his rule.

Nripendra Narayan was succeeded by Kings Rajarajendra Narayan (1911-1913 CE) and Jitendra Narayan (1913-1921 CE). King Jitendra Narayan’s son Jagaddipendra Narayan was the last ruling Maharaja of Koch Bihar.

Jitendra Narayan’s daughter Princess Gayatri Devi became the Maharani of Jaipur through marriage with Maharaja Sawai Man Singh II of Jaipur. Gayatri Devi was one of the most illustrious princesses of India and was a very successful politician. The transfer of territorial administration of the feudatory state of Koch Bihar to that of the Union Govt. of India was conducted by King Jagaddipendra Narayan.

GENERAL CHARACTERISTICS OF THE DISTRICT:

Cooch-Behar is one of the five districts of Jalpaiguri Division with an irregular triangle shape. The district occupies 12th position in the State in respect of its size. It lies in the south of Jalpaiguri district beyond the hilly terrain of Himalayan belt and geographically forming a part of Himalayan Tarai of West Bengal.
LOCATION & GEOGRAPHICAL AREA.

The district is surrounded by Jalpailguri District in the North, Goalpara District of Assam and Rangpur district of Bangladesh in the East and International Boundary of Bangladesh in South & West.

A short table showing the geographical location of the district of Cooch Behar is furnished below:

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<th>Latitude</th>
<th>Longitude</th>
<th>Latitude</th>
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<td>North 26° 32' 20&quot;N</td>
<td>East 89° 54' 35&quot;E</td>
<td>South 25° 57' 40&quot;N</td>
<td>West 88° 47' 40&quot;E</td>
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<td>North 26° 19' 86&quot;N</td>
<td>East 89° 23' 53&quot;E</td>
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Source: District Census Handbook, 2011

TOPOGRAPHY

The district being crisscrossed with a number of rivers and rivulets. Having been originated from Himalayan, these rivers are perennial in nature. The rivers are generally having shallow beds which becomes turbulent, fierce and spill over the banks after heavy precipitation in catchments areas. But no sooner rain stops the water level in the river falls sharply. The principal rivers of the district are Teesta, Torsa, Jaldhaka, Dharla, Mansai, Kaljani, Raidhak, Gadadhar and Sankosh. Among other small rivers are Sutanga, Khotamara, Gridari, Gilandi, Dudua, Dolong, Mujnai etc. The rivers of the district generally have a flow in a slanting course from North-West to South-East directions.

CLIMATE

A highly humid atmosphere and abundant rains characterize the climate of this district, with the temperature being seldom excessive. The Period from June to beginning-of-October is south-west monsoon season. October to mid-November constitutes post monsoon season. Cold season being November to February and hot season being March to May. January is the coldest month with temperature varying between 5°C to 28°C, April is the hottest month with mean maximum temperature of 31°C.

FOREST

The character of the forest in the district is a admixture of deciduous and evergreen forest. The forest in foothill areas is generally evergreen and the forest is gradually evergreen to admixture of evergreen-deciduous to deciduous from north to south. Although the pollution is still not severed like populated and industrial areas, it is increasing gradually decaying the forest. The forests are comprised of protected forest, unclassified forest and Khasmahal forests. As the forests are admixture of evergreen and deciduous, both hard and soft stem trees are available in these forests. Flora, fauna and herbs are also found insignificantly.

ADMINISTRATIVE SET UP.

<table>
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<th>Sub-Division</th>
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<th>C.D.Block / M.</th>
<th>Panchayat</th>
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<td>Sub-Div.</td>
<td>Mekhliganj</td>
<td>2</td>
<td>14</td>
<td>185</td>
</tr>
<tr>
<td>3</td>
<td>2/2</td>
<td>2</td>
<td>14</td>
<td>243</td>
</tr>
<tr>
<td>Mekhliganj</td>
<td>Mekhliganj(M)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>&amp; Kuchlibari</td>
<td>Haldibari</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mekhliganj</td>
<td>Mekhliganj(M)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(P)</td>
<td>Haldibari</td>
<td>1</td>
<td>6</td>
<td>73</td>
</tr>
<tr>
<td>(M)</td>
<td>Haldibari(M)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
## DISTRICT AT A GLANCE

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Particular</th>
<th>Year</th>
<th>Unit</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Geographical features</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A)</td>
<td>Geographical Data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Latitude</td>
<td></td>
<td></td>
<td></td>
<td>26°32'20&quot; 25°57'40&quot; N</td>
</tr>
<tr>
<td>ii) Longitude</td>
<td></td>
<td></td>
<td></td>
<td>88°47'40&quot; 89°54'35 E</td>
</tr>
<tr>
<td>iii) Geographical Area</td>
<td></td>
<td></td>
<td>Sq.Km</td>
<td>3387</td>
</tr>
<tr>
<td>(B)</td>
<td>Administrative Units</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Sub divisions</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>5</td>
</tr>
<tr>
<td>ii) Panchayat Simitis</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>12</td>
</tr>
<tr>
<td>iii) Nagar Palika</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>6</td>
</tr>
<tr>
<td>iv) Gram Panchayats</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>128</td>
</tr>
<tr>
<td>v) Revenue villages</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>1202</td>
</tr>
<tr>
<td>vi) Assembly Area</td>
<td></td>
<td></td>
<td>Nos.</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A)</td>
<td>Sex-wise</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Male</td>
<td>2011</td>
<td></td>
<td>Nos.</td>
<td>1451542</td>
</tr>
<tr>
<td>ii) Female</td>
<td>2011</td>
<td></td>
<td>Nos.</td>
<td>1367544</td>
</tr>
<tr>
<td>(B)</td>
<td>Rural Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Nos.</td>
<td></td>
<td></td>
<td>2819086</td>
</tr>
<tr>
<td>3</td>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.</td>
<td>Land utilization</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Total Area</td>
<td>2013-14</td>
<td></td>
<td>Thousand Hectre</td>
<td>331.57</td>
</tr>
<tr>
<td>ii) Forest cover</td>
<td>2013-14</td>
<td></td>
<td>&quot;</td>
<td>4.26</td>
</tr>
<tr>
<td>iii) Non Agriculture Land</td>
<td>2013-14</td>
<td></td>
<td>&quot;</td>
<td>65.23</td>
</tr>
<tr>
<td>v) Cultivable Barren land</td>
<td>2013-14</td>
<td></td>
<td>&quot;</td>
<td>253.26</td>
</tr>
<tr>
<td>4</td>
<td>Forest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Forest</td>
<td>2013-14</td>
<td></td>
<td>Ha.</td>
<td>4.26</td>
</tr>
</tbody>
</table>
### Livestock & Poultry

#### A. Cattle

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Cows</td>
<td></td>
<td>87647</td>
</tr>
<tr>
<td>ii) Buffaloes</td>
<td></td>
<td>3769</td>
</tr>
</tbody>
</table>

#### B. Other livestock

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Goats</td>
<td></td>
<td>388720</td>
</tr>
<tr>
<td>ii) Pigs</td>
<td></td>
<td>17428</td>
</tr>
<tr>
<td>iii) Dogs &amp; Bitches</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Railways & Road

#### Railways

<table>
<thead>
<tr>
<th>Type</th>
<th>2013-11</th>
<th>Kms</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Length of rail line</td>
<td></td>
<td>122</td>
</tr>
</tbody>
</table>

#### Roadways

<table>
<thead>
<tr>
<th>Type</th>
<th>2013-14</th>
<th>Kms</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) National Highway</td>
<td></td>
<td>73</td>
</tr>
<tr>
<td>(b) State Highway</td>
<td></td>
<td>95</td>
</tr>
<tr>
<td>(c) Main District Highway</td>
<td></td>
<td>505</td>
</tr>
<tr>
<td>(d) Rural Roads</td>
<td></td>
<td>329</td>
</tr>
</tbody>
</table>

### Communication

<table>
<thead>
<tr>
<th>Type</th>
<th>2014</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Post offices</td>
<td></td>
<td>362</td>
</tr>
</tbody>
</table>

### Public Health

<table>
<thead>
<tr>
<th>Type</th>
<th>2014</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Medical Institutions</td>
<td></td>
<td>86</td>
</tr>
<tr>
<td>(b) Beds in Medical Institutions</td>
<td></td>
<td>2100</td>
</tr>
<tr>
<td>(c) Private hospitals</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

### Banking commercial

<table>
<thead>
<tr>
<th>Type</th>
<th>2013-14</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Commercial Bank</td>
<td></td>
<td>117</td>
</tr>
<tr>
<td>(b) rural Bank Products</td>
<td></td>
<td>56</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Type</th>
<th>2012-13</th>
<th>Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Primary school</td>
<td></td>
<td>1830</td>
</tr>
<tr>
<td>(b) Middle schools</td>
<td></td>
<td>297</td>
</tr>
<tr>
<td>(c) Secondary &amp; senior secondary schools</td>
<td></td>
<td>178</td>
</tr>
<tr>
<td>(d) Colleges</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>(e) Engineering / Medical / Technical Colleges</td>
<td></td>
<td>04</td>
</tr>
<tr>
<td>(f) Teachers’ Training &amp; Nursing Training Colleges</td>
<td></td>
<td>04</td>
</tr>
<tr>
<td>(g) Music Colleges</td>
<td></td>
<td>07</td>
</tr>
</tbody>
</table>

Source: DISTRICT STATISTICAL HANDBOOK 2014 Coochbehar

### INDUSTRIAL SCENERIO OF COOCHBEHAR DISTRICT

Chakchaka Growth Centre is the heart of the industrial activities in the district. As many as 70 MSMEs have been set up in this Centre. Most of them are manufacturing unit. A few of them are not only first of their type in North Bengal but the first in the Eastern India. The units are manufacturing Jute products, Steel Fabrication products, Plastic products, Food Products, Mustard oil, Flour and allied products, Biscuits and Bakery products, HDPE pipes, LDPEP sheets, potable water, Paper products, etc. Beside, some servicing units like Cold Storage, repairing and servicing of transformer, etc. have been established. Amongst the units, two units are medium enterprises and the remaining are MSEs.

Apart from the MSMEs in above Growth Centres, others are mainly traditional and micro enterprises. They are spread throughout the district. Sital Pati making is the main traditional activity in the district. The activity is concentrated in Cooch-Behar-I and Tufangunj-I blocks.
About 1000 families are engaged in the activities. The product is sold in local markets, Assam and neighboring districts. Forest based units like Saw mills, wooden furniture, Plywood, etc. are functioning. Bamboo products are found in Cooch-Behar and Kaliyani in Dinhata block. About 100 or more families engaged in these activities.

The other MSEs in the district are steel fabrication, ice slab, readymade garments, wheat grinding, paddy husking, mustard oil, cane furniture, cement products, nylon mosquito net, garbati, jute twine, plastic products, bread and biscuits, ice-candy, tea chest baton, exercise book, etc. Servicing activities like cycle rickshaw and cycle repairing, TV and PC repairing, automobile repairing and servicing, photocopy, data processing, etc., are found in every blocks of the district. There are 12 Cold Storages have been set up in the district.

Bhogramguri Shital Pati Industrial Cluster has been emerged naturally to cater the market need of Coochbeharr, Ramganj, Kumargram and other nearby places. Dependent mainly on the local resources, this cluster attracts a large number of artisans who eventually started demand driven work of all the products related to Shital Pati. As the units are located in a small area of nearly 5 KM radius, this cluster can be termed as a natural cluster which evolved based on time.

Daribash-II Sahjogi Readymade Garments Cluster, is situated in Gitaldah Dinhata-I Development Block in Coochbeharr District. Many readymade garment makers of this area used to work in different locations of the western India and now they returned back to their native place and are jointly working as a cluster for the local and pan India market requirement of their product.

Lankabar village is located in Cooch Behar I Tehsil of Cooch Behar district in West Bengal, India. It is situated 21.5km away from sub-district headquarter Ghughumari and 4.3 km away from district headquarter Cooch Behar. There are 87 units in the cluster worked across the year. In festive season, to meet the increasing demand of market, the number of units increased 10% to 15%. But those units closed just after the end of the season. So, it may be derived as a natural cluster with marginally seasonal business trends.

UAM Registered Units (AS on 4th July 2019)

<table>
<thead>
<tr>
<th>Udyog Aadhaar Regd.</th>
<th>Micro</th>
<th>Small</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>5319</td>
<td>5167</td>
<td>146</td>
<td>6</td>
</tr>
</tbody>
</table>

DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

<table>
<thead>
<tr>
<th>NIC CODE</th>
<th>TYPE OF INDUSTRY</th>
<th>NUMBER OF UNITS</th>
<th>INVESTMENT (Lakh Rs.)</th>
<th>EMPLOYMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Manufacture of Food Products</td>
<td>7</td>
<td>2101</td>
<td>180</td>
</tr>
<tr>
<td>12</td>
<td>Manufacture of Tobacco Products</td>
<td>4</td>
<td>148</td>
<td>722</td>
</tr>
<tr>
<td>13</td>
<td>Manufacture of Textiles</td>
<td>2</td>
<td>6052</td>
<td>1507</td>
</tr>
<tr>
<td>16</td>
<td>Manufacture of wood and products of wood and cork, except furniture: manufacture of articles of straw and plaiting materials</td>
<td>11</td>
<td>3086</td>
<td>359</td>
</tr>
<tr>
<td>20</td>
<td>Manufacture of chemicals and chemical products</td>
<td>4</td>
<td>43</td>
<td>51</td>
</tr>
<tr>
<td>23</td>
<td>Manufacture of other non-metallic mineral products</td>
<td>1</td>
<td>27</td>
<td>8</td>
</tr>
<tr>
<td>52</td>
<td>Warehousing and support activities for transportation</td>
<td>8</td>
<td>2041</td>
<td>293</td>
</tr>
</tbody>
</table>

Source: B.A.E.S., Govt.of W.B.

LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS

There is no large scale or public sector industry in the district.
MEDIUM SCALE ENTERPRISES

LIST OF THE UNITS IN COOCHBEHAR & NEAR BY AREA

1. Subline Agro Ltd.
2. Bhoraject Agro Pvt. Ltd., Sikharpur
3. T. B. Company Agro Pvt. Ltd., Jamalda
4. ESESEM Jute Twines,
5. Kamakashi Jute Industries,
6. ESS Plywood,
7. Deepa Castings Pvt. Ltd.
8. Poddar Food Products Pvt. Ltd.
9. S.A Plywood industry
10. Tirupati Plywood Industry

MAJOR EXPORTABLE ITEM

Plywood

SERVICE ENTERPRISES

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name &amp; Location of the Cold Storage</th>
<th>Sl.No</th>
<th>Name &amp; Location of the Cold Storage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sri Mahamaya Agro Industry (P) Ltd., Dinhata.</td>
<td>7</td>
<td>Sanali Agrotech (P) Ltd., Dewanhat</td>
</tr>
<tr>
<td>2</td>
<td>Sree Madan Mahan Cold Storage (P) Ltd., Sonary</td>
<td>8</td>
<td>Mahima Cold Storage (P) Ltd., Chakchaka.</td>
</tr>
<tr>
<td>3</td>
<td>Mathabhanga Agri Storage, Shokasadanga</td>
<td>9</td>
<td>Kaljani Himghar Khota</td>
</tr>
<tr>
<td>4</td>
<td>Tufangunj Samabay Himghar Samity, Tufangunj</td>
<td>10</td>
<td>Goswami Agro Storage (P) Ltd., Bairagarhat</td>
</tr>
<tr>
<td>5</td>
<td>Sree Rameswar Himghar (P) Ltd., Chamta, Tufangunj</td>
<td>11</td>
<td>Jay Taramas Cold Storage(P) Ltd., Patakhawa</td>
</tr>
<tr>
<td>6</td>
<td>Manasi Agro Industries(P) Ltd., Sitkibari, Nisigunj</td>
<td>12</td>
<td>Cooch-Behar Samabay Himghar Samity Ltd., Cooch-Behar</td>
</tr>
</tbody>
</table>

POTENTIALS AREAS FOR SERVICE INDUSTRY

Being the Agri. based district, Cooch Behar produces a good quality of potato, jute, tomato, chilly, carrot, cabbage, peas, pineapple, etc. Presently we are having 12 nos. of Cold Storage (potato):

1. Hence food processing industries like manufacturing of chips, sauce, jam, jelly etc. have a very good potential.

2. Surplus production is exported to outside the state upto U.P. & Delhi. Food processing units preparing tomato & chilly based products like sauce, puree, paste, pickles and dust can be set up here.

3. There is huge production of jute. Since the availability of raw materials are there, many other manufacturing units can thus be set up for jute yarn dying & bleaching, jute mat, other jute diversified products, jute particle board etc.

4. The annual production of tobacco and potato are very high compared to the demand of the district. Hence there is scope for setting up of more multi-purpose cold storage for storing of surplus production.

5. There is ample demand for plastic products like PVC casing, plastic sheets, plastic toys, PVC pipes, moulded plastic items, etc. So plastic based manufacturing units have ample opportunities in this area.
CHAKCHAKA WBIIDC GROWTH CENTRE

WBIIDC has acquired 131.0315 acres of land at Chakchaka at a distance of 4 kms. from the district town. Industrial area has the requisite facilities such as power, water inter-linked roads etc. A few industries which are setup in the district are not only first of their type in this area but some are the first in the North Bengal also which are sited below:

<table>
<thead>
<tr>
<th>Type of Industry</th>
<th>Total no. of units in operation at Chakchaka</th>
<th>Total Investment (in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Processing</td>
<td>08</td>
<td>514.73</td>
</tr>
<tr>
<td>Plastic &amp; HPCL Down Stream</td>
<td>07</td>
<td>284.77</td>
</tr>
<tr>
<td>Jute Based Gen. Engineering</td>
<td>02</td>
<td>528.25</td>
</tr>
<tr>
<td>Others (cold storage, herbal product, fertilizer, etc.)</td>
<td>03</td>
<td>57.37</td>
</tr>
</tbody>
</table>

POTENTIAL FOR NEW MSMES

The MSE sector in the district concentrated in Coochbehar –I & II, Toofanganj-I, Dinhata-I and Mathabhanga-I blocks. Most of them are micro enterprises and engaged in production of food products, wood products and metal products. Some micro enterprises are engaged in repairing and servicing activities. Apart from it, traditional enterprises are functioning scattered in the other blocks of the district. The lion share of the existing enterprises are resource based like food products, wood products, jute products, etc. and the remaining are demand based like plastic products, chemical products, paper products, metal products. The latest servicing enterprises like Cyber Cafe, repairing and servicing of Mobile Phone, PC, TV, motor bike, electronic and electrical gadgets, etc. are functioning across the district concentrating in the district Headquarters and Sub-Divisional Towns. Besides, the hospitality services viz. hotels, restaurants, nursing home, etc. are also functioning well in district and sub-divisional towns.

MAJOR PROBLEMS FACING MSME SECTOR

The district is basically agrarian but modern agricultural techniques have not been adopted on a large scale. Hence, this sphere needs special attention. Although the district has a well knit banking network with all major commercial banks operating in the district, credit facilities are not smoothly available to the MSE sector.

PLANNING FOR INDUSTRIAL DEVELOPMENT

DIC prepares an Annual Plan for overall development of MSE sector in the district. Their plan includes upgradation of skilled through various training programme like Entrepreneurship Development Programme (EDP), Skill Development Programme (SDP), credit to the artisans through various incentives schemes, exhibition for handicraft artisans, appraisal of project report, issue of EM, etc.

PLAN OF ACTION FOR INDUSTRIAL DEVELOPMENT

The District Industries Centre (DIC), Cooch-Behar under the overall supervision of Director of Micro and Small Scale Enterprises, Govt. of West Bengal is working in the district. DIC, Cooch-Behar headed by General Manager is looking after the promotional work. DIC has Manager in various trade, Industrial Development Officers (IDO) are expert in various fields like project preparation, credit, economic investigation and statistics, etc. DIC, Cooch-Behar is engaged in the promotional work of MSEs in the district. Besides DIC; KVIB, DRDA, District Handloom Office, District Textile Office, Sericulture, Horticulture, Handicraft, Financial Institutions, Forest Deptt., NGOs, etc. are also engaged for the promotion of industries in their respective fields.
DIC and other promotional agencies chalk out their promotional activities every year under the supervision of District Planning Department in District Magistrate Office.

Apart from that MSME-DI, Kolkata and Br. MSME-DI, Siliguri also promote MSEs through its various programmes. For any queries regarding MSMEs in Cooch Behar, feel free to contact:

Janab Firoz Ahmed  
District Nodal Officer,  
Cooch Behar  
Assistant Director (L&F)  
MSME-DI, Kolkata  
+91 9831796138  
firoz29@dcmsme.gov.in
ABCDEF:

After the grand success of the Awareness Programme organized in Dinhata, Coochbehar, under ABCDEF project (Art Based Cluster Development & Enterprises’ Festival), MSME-DI’s next day long Awareness Programme will be held at Rabindra Bharati University on 16th July 2019 for the interested artisan of Kolkata and neighbouring areas. The interested artisans and entrepreneur are requested to register fast for limited seats. Registration for the programme is completely free.

There are other such programmes scheduled for Howrah, Hooghly and North 24 Parganas too during the month August and September 2019. The participants of the Awareness Programme will be given preference in forthcoming gala trade fair, which will be organized in Kolkata.

Mega Food Park/Food Park

The Scheme of Mega Food Park aims at providing a mechanism to link agricultural production to the market by bringing together farmers, processors and retailers so as to ensure maximizing value addition, minimizing wastage, increasing farmers’ income and creating employment opportunities particularly in rural sector. The Mega Food Park Scheme is based on “Cluster” approach and envisages creation of state of art support infrastructure in a well-defined agri / horticultural zone for setting up of modern food processing units in the industrial plots provided in the park with well-established supply chain. Development of food processing industry in the country is accorded top priority by the Government of India as it is one of the most critical links in the agri value chain. A Special Fund of Rs.2,000 crore was allocated to NABARD for providing direct term loans at affordable rates of interest to Designated Food Parks (DFPs) and food processing units in the DFPs. There are 11 designated MFP/FP in West Bengal as on 28/3/2019.

Education Conclave

Bengal National Chamber of Commerce & Industry, is organising Education Conclave on the theme: “Technological transformation – Changing Road-map for Higher Education & Skill Development” on 25 July 2019 at Sister Nivedita University, Kolkata.

CII Delegation on Intellectual Property Rights to Japan & South Korea

Chairman of CII National Committee on IPR will be leading a CII Delegation on Intellectual Property Rights to Japan & South Korea, from 5 August – 9 August 2019. The main objective of the mission would be to familiarize Indian Industry directly with the IP eco systems and also encourage an industry level consultation with IP driven industries of Japan and South Korea.
SWACHHTA PAKHWADA OBSERVED BY MSME-DI, KOLKATA
During 16th June to 30th June 2019

Anup Mishra, 1st, Group A
Aurnika Pradhan, 2nd, Group A
Aditya Singh, 3rd, Group A
Debayan Nath, 1st, Group B
Bikram Rabi Das, 2nd, Group B
Rahul Barua, 3rd, Group B
Arijit Atta, 1st, Group C
Anurima Das, 2nd, Group C
Naina Kumari, 3rd Group C
Swachhta Pakhwada has been observed at the Institute from 16-06-19 to 30-06-19. Various Swachhta initiatives have been implemented during this period. The major innovative and major steps taken during this period are summarised below:

**MAJOR ACTIVITIES & INNOVATIVE STEPS**

1) **Situation Analysis:**

On 16th June 2019, at the start of Swachhta Pakhwada, the head of Institute, the Director, along with his team of officers, visited the Institute premises to oversee the present conditions and meeting with Swachhta Team and other officials to evolve strategy for swachhta activities.

2) **Swachhta Pledge:**

On the second day of the Swachhta Pakhwara, i.e. 17.06.2019, being the first working day of the week, the Swachhta Pledge taking ceremony was organised wherein officers and staff of MSME-DI, Kolkata took the Swachhta pledge in hindi and english and vowed to maintain cleanliness in daily activities.
Plantation drive was undertaken in the office lawns and gardens spreading over an area of more than 2 lakh sq. ft. on various days during the Swachhta Pakhwada period. Dead plants, weeds, dry barks of trees etc. were uprooted and nearly 250 saplings of various kinds including large and shady type of trees were planted.

4) Weeding of old files in office:

On the 4th day of the Pakhwada (19.06.19) Swachhata Abhiyan continued in the o/o MSME-DI, Kolkata. Weeding of old files was undertaken in two phases and a total of 87 files were finally weeded. Another 55 files weeded out afterwards. Digitalization of records were also initiated.
5) Renovation of office toilet:

On 20.06.2019, MSME DI Kolkata took up toilet cleaning activities in its office premises. Ladies and gents toilets (6 nos. in total) were cleaned and disinfected using chemicals, bathroom cleaners, acids, bleaching powder and other cleaning agents.

Action was also initiated for converting conventional ladies toilets into bio-toilets through installation of bio digester septic tanks. M/S Ramaesis, a MSME unit engaged in the manufacturing of bio-toilets, inspected the toilet sites and suggested steps that could be implemented for installation of the same.

6) Pond Cleaning:

MSME-DI, Kolkata celebrated International Yoga day at its campus on 21.06.2019 with great enthusiasm & positivity. Yoga Trainers from Patanjali Yoga Centre had been invited for deliberating upon the benefits of Yoga and giving practical demonstrations on the various forms of Yoga and their adoption as a part of daily life.

Swachhata activities were also undertaken on the sixth day of the Pakhwada (21.06.2019). The pond in the DI campus which approximately covers an area of 14,400 sq. ft. was
disinfected using chemicals like alum, lime, potash etc. Water hyacinth was removed from the pond using nets. On an experimental basis, fish breeding was initiated last year, which has proved to be successful. Though the fish growth is not up to the mark hitherto, but the pond has become ready for further piscicultural activities. This will be helpful in maintaining the pond and its ecosystem. These steps have been taken with a view towards Water harvesting and ground water recharging.

7)  
Awareness campaign on wet & dry waste:

The message of Swachhta was carried to the masses by MSME-DI, Kolkata through an Awareness Programme on segregation of Dry Waste and Wet Waste organized on 22.06.19 at Kusthia area of Kolkata. The local people enthusiastically participated in the programme to understand the difference between different kinds of wastes and their methods of disposal which were hitherto unknown to them.

Officials of the Institute explained the need for waste segregation and the positive benefit of such activities on society in general. Proper waste segregation and its disposal would promote a healthy and green atmosphere which will ensure sustainable growth for our future generation.

8)  
Painting competition for school children:

To encourage the adoption and practice of Swachhta activities amongst children who constitute the future of our society, MSME-DI, Kolkata organized a Sit & Draw Art Competition on Swachh Bharat Abhiyan on 23.06.19 in association with Prayaas Art Centre, a MSME registered unit of Sreedhar Roy Road, Tiljala, Kolkata.
The theme of the competition was Swachhta/Swachh India. A total of 165 students participated in the event in the age group from 6-8 yrs, 9-11 yrs, and 12 - 15 yrs. The participating children exposed their vision on Swachhta through their vivid and colourful paintings, with Swachhta as the focal point of their painting. Prizes would be awarded for all the three categories.

9) **Plantation drive in public place:**

MSME-DI, Kolkata undertook a plantation drive on 24.06.2019 at Topsia area of Kolkata in Government vested land to inculcate amongst the public a sense of cleanliness and motivate them to protect our Mother Earth and nature so that we can gift our future generation a healthy, clean & green atmosphere where they can breathe safely.

"Plant a tree, save a life" - this was the message of the day. Young children were explained about the causes of pollution and how an impending climatic disaster can be averted by planting and nourishing trees.

People and children of the locality joined hands with MSME-DI, Kolkata officers to plant
about 30 trees in the locality and volunteered to water and nurture them. The young saplings were placed within bamboo fences to protect them from being uprooted.

The spirit of the nationwide campaign to clean India was fully supported and realised by the local people.

10) Installation of Dust Bins:

On 25.06.19 MSME-DI, Kolkata continued its campus cleaning drive through various activities like trimming of lawns and gardens, removal of weeds, cleaning of the pathways and entrance roads, clearing of the dense undergrowth consisting of shrubs and bushes in the backyards, cleaning of dustbins and installation of new ones and such other related activities.

30 new dustbins were placed in the various corners of the office campus and building. The dustbins were coloured separately in blue and green to identify and segregate dry and wet waste respectively. Officers and staff were explained about the various types of waste and the need for segregation.

11) Seminar on Low Cost Technologies for Waste Management:

MSME-DI, Kolkata organized a One Day Seminar on Development of Low Cost Technologies for Agro Based Industries Waste Management under Swachhta Pakhwada in association with Faculty of Agriculture, Bidhan Chandra Krishi Viswa Vidyalaya (BCKV) at BCKV Campus, Mohanpur, Nadia on 26th June 2019. Prof. Dr. D.D. Patra, Vice Chancellor, BCKV and Shri
Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata inaugurated the programme. Some useful deliberations took place during the sessions.

12) Cleanliness Drive in local area near office:

MSME-DI, Kolkata organized Cleanliness Drive in the local area adjoining its office campus on 27.06.2019. The lanes and by lanes were cleaned. Saplings were distributed to the local people with the objective of spreading the message of maintaining a clean and green environment. They were also explained the benefits of waste segregation and the methods of recycling bio degradable waste.

The office building was given a facelift with mural art works and decorative paintings on the walls. The entrance gates and workshops were also brightly painted with decorative designs.
The theme of the murals and paintings was nature and its resources, the gifts of nature and the need to preserve them. Water based latex paint was used to paint the tree trunks and disinfect them. Tree trunk painting helps to protect the young trees from fungus and minimize insect damage and protect the slender barks from the burning sun rays.

The workshop premises were also cleaned, weeds removed from their surroundings and the pathways cleared of garden wastes. The exterior walls were whitewashed and decorated with ornamental paintings and illustrations depicting nature’s bounty which needs to be restored and protected.

13) **Prize Distribution Ceremony & Awareness campaign at Industrial Estate:**

A grand prize distribution ceremony was organized by MSME-DI, Kolkata on 28-06-2019 to acknowledge the contributions made by young children in the Sit & Draw competition on Swachhta Abhiyan organized on 23-06-2019. Prizes and Certificates were awarded to the successful participants in three categories/age groups. Cash Prizes and mementoes were also awarded to the winners in the Slogan Competition on Swachhta organized amongst the officers & staff.

Sri Anjan Pal, local Councillor of Baranagar area graced the occasion and distributed prizes to the successful participants. The prize distribution ceremony was followed by a plantation drive wherein about 200 trees were planted in the office campus and surrounding localities. Bio-fertilizers and compost were extensively used during tree plantation to spread the message of conservation of nature. Various kinds of trees like coconut, mango, guava, sabeda, litchi and such other trees were planted on the occasion.

As a part of pond renovation, fish feed was provided to promote fish farming in the campus pond.
A publicity road show was also organized on the same day. Officials of MSME-DI, Kolkata and the participants of the Sit & Draw competition took out a procession in the nearby locality to spread the message of cleanliness and Swachhta. A colourful tableau containing messages of Swachhta and emphasizing the need to protect our planet was put up on a mobile van and accompanied the procession in the locality.

MSME DI KOLKATA carried forward the Swachhta mission on 28.06.19 through organizing a one day Swachhta campaign cum Seminar on Waste Management at the office premises of Howrah Foundry Association, Dasnagar, Howrah. The activities undertaken were pledge taking, PPT on solid waste management based on vermin-compost, PPT on solar roof top panel, tree plantation, cleanliness drive and cleaning & bleaching of toilets & urinals.

14) Coordination with local Municipality:
A discussion was held with the authorities of Baranagar Municipal Corporation on 29.06.19 regarding maintenance of the entrance roads of the Institute, disinfecting of the office pond
to prevent growth of mosquito larvae and identification of land in the office campus for adopting rain harvesting methods.

On the same day, an Awareness Program on eradication of open defecation was also organized in a nearby slum area to explain the need for maintaining overall hygiene and cleanliness, thereby preventing the spread of diseases in society. Extensive use of handwash before & after meals and also in the toilets & bathrooms was also stressed upon.

15) Planting of trees and painting of tree barks

After observing various events in support of GOI”s Swachhta mission during the Swachhta Pakhwara period, MSME DI Kolkata celebrated the valedictory session of the Pakhwara on the concluding day (i.e 30.06.2019) in a befitting manner.

An extensive cleanliness drive was organized in the office campus wherein the entire office campus was swept and cleared of wastes, fish feed was provided in the office pond, the dustbins were cleaned, office toilets disinfected with bleaching powder and chemicals, trees nourished with bio fertilizers and such other related activities. To spread the message of adoption of hygienic habits, use of hand wash was emphasized during the cleanliness drive.

In conclusion of the Swachhta Pakhwara Program, a valedictory Program was organized on 30.06.19 at MSME DI Kolkata wherein a summary of all activities undertaken during the said period was deliberated upon.

The program concluded with the prize distribution ceremony to all Swachhta workers who had contributed whole heartedly to the Swachhta Pakhwara 2019.

Vision

i. We want to turn the office premises in to a green belt with plantation, preservation of water bodies, pisciculture etc.

ii. We propose to install bio-digester in phases for all the toilets available in the office premises.

iii. We propose to submit a future action plan for rain water harvesting and contribute our part towards replenishing the fast depleting ground water.

iv. Various wall painting and murals will come in a big way to add colours to the campus.
CELEBRATION OF INTERNATIONAL DAY OF YOGA
BY MSME-DI, KOLKATA & MSME-TC, KOLKATA

International Yoga Day is celebrated every year on June, 2019 to raise awareness worldwide about the benefits of Yoga in daily life. Yoga brings balance between body, soul and mind. It helps us to understand the purpose of life and how to survive in the ever changing environment. On the eve of 21st June, 2019, our Hon’ble Prime Minister, Shri Narendra Modi at Jharkhand capital Ranchi urged people “We should make efforts to take yoga from cities to villages and tribal areas. Yoga is above religion, caste, colour, gender and region, it is above everything.”

Yoga is an ancient practice which brings together physical, mental disciplines to achieve a peaceful body and mind. Yoga is a form of exercise that is performed through diet, breathing and physical posture. Since five years, International Yoga Day is celebrated annually.

The word ‘yoga’ is derived from Sanskrit and means ‘to join’/to unite’. On 11th December, 2014, United Nations General Assembly declared to celebrate International Yoga Day on 21st June every year. It was declared by the call of Indian Hon’ble Prime Minister, Shri Narendra Modi when he addressed United Nation General Assembly on 27 September, 2014 and asks for adopting 21st June as an International Yoga Day to get all the benefits of yoga to the people around the world. No doubt in an Indian history, the declaration of International Yoga Day is a great moment of pride. To join the call of the nation, the International Yoga Day was celebrated on 21st June, 2019 jointly by MSME-DI, Kolkata & MSME-TC, Kolkata at MSME-DI, Kolkata campus to bring peace, harmony, happiness and success to every participant. A total of 88 nos. of participants attended the Yoga classes. This was a great opportunity to imbibe the value of discipline. Yoga is a mental, physical and spiritual practice that needs to be carried every day.

The programme started with a brief inaugural function with the Welcome Address given by Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata. He expressed his happiness for being present in this Yoga classes and appreciated the participants for taking part in the programme. Expert faculties for Yoga classes from Patanjali Yoga Samiti, Kolkata were invited for demonstration of Yoga and its usefulness in everyday life. Shri Bindalal Jaiswal from Patanjali Yoga Samiti displayed hands-on demonstration on how to perform Yoga and what are the best techniques. Participants got the chance to know how yoga embodies unity of mind and body. Different yoga postures like Vrikshasana, Uttaanaasana, Trikonaasana, Bhadrasana, Shashankaasana, Bhujangasana, Pawana Muktaasana were demonstrated and finally ended with Pranayama and meditation. Prayers were recited before and after the programme.
MSME-DI, Kolkata has embarked upon a new venture to promote the diverse artforms, artifacts and handicrafts of West Bengal through an innovative project named ABCDEF ne Art Based Cluster Development Enterprises' Festival.

The project envisages to highlight the exemplary skill and techniques of the handicrafts, art based and terracotta artisan of the state, upgrade their knowledge through intensive skill training, showcase their products in the Durga Puja pandal and stalls in Kolkata, Howrah, Hooghly, Cooch Behar and North 24 Parganas, provide them marketing support through organizing a state level trade fair cum exhibition and finally conducting a regional level seminar on design development at Kolkata. An elaborate action plan culminating all these phases of activities has been drawn up to ensure effective implementation of the project. It has been proposed to initially take up the project in five districts of West Bengal viz. Kolkata, Howrah, Hooghly, Cooch Behar and North 24 Parganas.

As the first step of implementation, an Awareness Programme on ABCDEF was organized by the institute on 12.06.2019 at Dinhata, Cooch Behar in association with Madan Mohan Bari Sarbojanin Durga Puja Committee.

A team of officers from MSME-DI, Kolkata reached Dinhata, Cooch Behar on 11th June 2019 to initiate preparatory work for the awareness programme scheduled to be organized on the next day.

On 12th June 2019, a ceremonial inauguration of the project by the Director through Khunti Puja at the Durga Puja Mandaps of Madan Mohan Bari Sarbojanin Durga Puja Committee (MMBSDPC) and Dinhata Gosani Road Adarsha Club Durga Puja Committee (DGRACDPC). This was followed by Nagar Bhraman (Publicity Road Show) with the rhythmic beats of Dhaak, Bengal's traditional drum.

The main programme was at Nripendra Narayan Pathagar, Dinhata, Cooch Behar. The programme started with the welcome address by Sri D. Mitra, Dy. Director, MSME-DI, Kolkata.
He explained the objective; scope and purpose of ABCDEF project and highlighted the role of the MSME Sector in employment generation in the state.

On behalf of the associating partner of the programme, Sri Nilambar Sarkar, Vice President of Madan Mohan Bari SDPC welcomed the participants and expressed his gratitude to MSME-DI, Kolkata for taking this innovative initiative.

The keynote address of the programme was delivered by Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata. He focused upon the various activities undertaken by the Institute for the promotion of the MSME Sector and the new innovative proposals which have been planned for the year 2019-20.

The programme was graced by the presence of the Chairman of WBFDCL, Sri Udayan Guha, Hon’ble MLA of Dinhata. He formally inaugurated the programme by lighting the ceremonial lamp along with the Director, MSME-DI, Kolkata and Sri D. Mitra, Dy. Director, MSME-DI, Kolkata.
During his inaugural address, Hon’ble MLA opined that the MSME sector plays a crucial role in tackling the problem of unemployment in India. Hence, this project is of immense importance in the state and praised this innovative initiative, wishing it a grand success.

After the tea break, the technical session started with the deliberation of Sri Sudarshan Das, Asst. Director, O/o DC (Handicrafts), GoI. He explained in details about the various schemes of his organization including welfare schemes, pension schemes, schemes for national and state level awardees, various trade fairs, design development workshops etc.

The next speaker of the session was Sri S.K. Gurung, District Officer, KVIB, Cooch Behar. He too highlighted the schemes of KVIB for the promotion of MSME sector with special emphasis on the cluster projects at Ghugumari, Tufangunj of Cooch Behar and other districts of North Bengal.

The technical session was continued with the deliberation of Sri Rajarshi Das, a successful entrepreneur working with showcasing of handloom products and organizing handicrafts fairs. He explained the need of the hour for promoting the handicrafts sector through e-marketing platforms.

Sri Mahipal Oraon, Manager, DIC, Cooch Behar, in his deliberation explained different schemes of Govt. of West Bengal for promotion of the handicrafts sector.

The technical session concluded with the deliberation of Sri Subrata Banerjee, Asst. Director (EI), MSME-DI, Kolkata, who stressed upon the various activities proposed to be undertaken under the ABCDEF project and the scope of expansion and diversification of art-based activities in Cooch Behar.

The programme concluded with the valedictory session and interactive meet with Sri Dipak Vaid, Secretary, Byabasayee Samity, Dinhata, Cooch Behar, a prominent business guild of the district and other members for promoting marketing aspects of art-based products, garments, jewellery, footwear etc.

The valedictory session concluded with the vote of thanks.
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