



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

# Udyami Bangla



**MSME-Development Institute**  
**Kolkata**



**From the Desk of Director:**

*I find it very hard to communicate with you in this edition. An emotional turmoil is gripping me. This is my last month in this office. Everybody has to stop somewhere. Now it is my turn. I have to put a period on my 30+ years of long career with M/o MSME.*

*Though I am heavy hearted about my superannuation on 31<sup>st</sup> October 2019, I am also delighted and contented that I have done my bit while in office as the Director of this Institute. All my dream initiatives have roled out, they are bearing fruits and they have the potential to beget big breakthrough for the MSEs in future.*

*The ABCDEF Project has already trained hundreds of artisans in several Durga Puja Mandaps in Kolkata, Coochbehar, Darjeeling, Howrah & Hooghly and I strongly believe that their work will stun the beholders of those area during this festive season.*

*4U Sharod Samman has laready been concluded. We found 40 creative entrepreneurs of West Bengal who, with their creativity and our support, will rule the sectors in future.*

*BANERGISE initiative has already started creating sensation amongst the entrepreneurs of the entire North Eastern region and West Bengal.*

*Works regarding 'A Dozen Cluster' is also in line with our plans. So, these new initiatives shall generate the much needed enthusiasm amongst the potential MSEs and we expect a snow balling of these enthusiasm and entrepreneurship in this part of the World.*

*I hope, the good work will continue in future and in a better way. I must thank all my colleagues for all the successes of the initiatives, who tirelessly worked for the projects. I am also thankful to all those numerous people, industry associations, State Government functionaries, NGOs, social entrepreneurs who worked with me for the betterment of the MSME sector. Wish all a happy and prosperous future.*

*Shuva Sharodiya to all my friends!*



Ajoy Bandopadhyaya

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**Editorial:**

We began as an online platform to give a voice and limelight to changemakers, innovators, and solutions. It has grown from a niche publication which was run as a part-time job of DI, Kolkata to becoming a nationally recognised, independent brand reaching over 10,000 people every month through its digital communication modes. It now comprises of a content wing, and a 'responsible information' wing.



Even as the Puja festival is eagerly awaited, a key question on everyone's mind is: Will the festive fervour cut through the current economic downturn, job crisis and liquidity crunch and boost demand in certain sectors of the economy like food and beverages, apparel, and arts and entertainment, etc? According to an estimate, West Bengal's Durga puja was touted to be a Rs 25,000 crore economy in 2013 that was expected to grow at a compound annual growth rate (CAGR) of about 35 per cent. If that figure were to be extrapolated to 2018, the size would be Rs 1.12 lakh crore and Rs 1.5 lakh crore in 2019. With big budgets, renowned puja organisers target bumper crowds each year providing a perfect platform for corporate groups to grab consumer eyeballs and ensure brand engagement. But the slump in demand due to dip in consumption means India Inc has given up on ad spending this festive season.

Durga Puja has transformed a lot in the last decade. From just a traditional Puja, it has now become a professionally managed event with a mix of tradition, food, and entertainment. Industry observers reckon that more than 10,000 marquees come up in West Bengal every year and nearly 40 per cent of which are in Kolkata, while the number of pandals in Mumbai and the NCR are around 150 and 400, respectively. This entire duration is a bonanza for the brands and consumers and they use every medium to attract eyeballs — from print, hoarding, activation to digital. While the hoarding and activation reach only to the people in the vicinity, they amplify their activities and reach out to a wider audience through the digital medium. So my dear MSME friends- are you hearing? Just chill to find out your role to this Macro economics and devote some time to ponder over this sectoral and seasonal market.

We are now into 24 Pgs ( South ) exploring the district with lots of Programmes conducted in other districts too. And We explored MIZORAM and shared some beautiful moments with you. Our upcoming issues will be featuring other NER states as well.

With all regular topics keeping intact, I can only hope to be within a limit not exceeding 40 pages for a decent reading.

Wish you all শারদীয়ার শুভেচ্ছা.

Debabrata Mitra

Editor : Sri Debabrata Mitra, Deputy Director (G&C)

Sub Editor : Sri Chitresh Biswas, Asstt. Director (Stat)

Cover : Welcoming the Chief Guest Pu Zoranthanga, Hon'ble Chief Minister, Mizoram with Special types of Green Bamboo Bouquet received by Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata at Aijal Club, Aizawl, Mizoram

**SUCCESS STORY****A different Success Story****OUTSTANDING AND INNOVATIVE ACTIVITIES - PART-4**

*by Ajoy Bandopadhyaya, Director MSME-DI, Kolkata*

When got the phone call from none other than Shri Amarendra Sinha, IAS, the then DC MSME, it was a real surprise, when he informed that I was promoted to Director and it was a bit tension too, when he informed that he can't post me in Kolkata, where I was transferred from Dhanbad on own interest for treatment of my ailing wife; and treatment was still continuing. Sinha Shab gave two options of posting at Muzaffarpur or Agartala and assured to allow my leave to visit Kolkata as and when required. I opted for Agartala and joined after completion of my assignments of MSME Synergy on 1st October, 2013.

Agartala office has jurisdiction of both Tripura and Mizoram States and was housed in a rented building and my first job was to expedite the construction of new office building at a land already allotted by the Govt. of Tripura in the campus of ITI, but remained occupied by some local pig farmers. Fortunately, my spiritual Guru stayed and worked here as Head of KVIC and there were many of his disciples and Ashrams located in Agartala. So, using these local contacts and the influence of my PA Shri B. Bhattacharya and team of my office, the land was vacated. The estimate of CPWD was further escalated and the building construction started in full swing. During my period, the super structure was completed and was inaugurated after my transfer from Agartala.

Govt. of Tripura has already started Rubber tree plantation through Tripura Forest Development and Plantation Corporation (TFDPC). About 17,000 Hectors was already tappable, out of 31,000 hectors, yielding about 17,000 MT of rubber every year and the whole latex was going to Kerala and other parts of the country without any value addition. I personally contacted Rubber Board and with the help of Govt. of Tripura a Seminar was organised for possible manufacturing of rubber items like hand gloves, Boots, Rubber Band etc. As an outcome, one young entrepreneur was motivated to set up a rubber hand gloves unit and the project report was prepared in consultation with Rubber Board. The unit is now operating in Agartala.

Bamboo being the major raw material available in the State of Tripura and Mizoram, several interactions were made with Tool Room, Hyderabad and Composite Technology Park, Bengaluru for project ideas for manufacturing bamboo Composite as wood substitute and making of automatic bamboo stick for agarbatti by reverse engineering of imported machines.

Finally, with the help of an ex-Director of Industries and ex-Secretary Horticulture, Govt. of Mizoram, a bamboo composite unit was started with available resources of Bairabi Bamboo Cluster of Mizoram. A similar plant followed in Tripura too. In Sankhala bamboo cluster, training was also initiated for manufacturing of detachable quality bamboo furniture with the help of Tripura Bamboo Mission and Bamboo & Cane Development Institute (BCDI).

I have my wonderful experience in Mizoram, where I visited Baktawang, and had the honour to sit on the throne of the owner of the largest family that stays in one house. In Baktwang, work was initiated for Development of wooden furniture Cluster and Aluminium utensils Cluster for manufacturing Mizo Cookers.

Tripura produces plenty of pineapples, oranges, tomatoes, jackfruits, papaya etc. though there was no concept of processing or preservation. These produces are purely organic, as concept of chemical fertilizers and pesticides were not used by these farmers. A feasibility



study was drafted for Development of processing Clusters with cold chain Facilities for which, Ministry of Food Processing, Govt. was funding with a scheme of 75% grant for NE States and submitted to Govt. Of Tripura.

It was also observed that for major illness, the people from Tripura visits Kolkata or Chennai for better treatment and consultants. A proposal was under Preparation in consultation with local IMA for possible Promotion of Tele-medicine services with a Kolkata based Society with interlinking with Medical Specialists and Hospitals of Kolkata with local Doctors. But my transfer order to Testing Centre, Kolkata was issued as assured by DC shab and I returned to Kolkata again which was very helpful for me and my family.

I joined TC Kolkata on May, 2014 with additional charge of Agartala office. The charges of Director, Agartala was with me till November, 2014.

Testing was never my cup of tea and it was my real challenging assignment to tackle the status quo working culture as head of the office. Though I have my experiences in R&D Business, but testing was performed by trained Chemists and I used their results for practical problem solving. In Govt. system where performance and efficiency have no benefit in progress or promotion, it was a real challenge to tackle the persons, who knows testing better than me and can make any tricks to change the results as per their interests or even refuse a job as per their sweet wills. I got huge support from the then Director of Testing Centre, Chennai, Shri Sammuganathan, who helped me to understand the Quantity Management System and reading the quality manuals properly and use those correctly. I tried to monitor the Customer service cell digitally with grievance redressal of customer and participation of all Laboratory heads and testing personnel for real time data management with the help of my PA Shri Chittamay Bhattacharya and with his untiring efforts could systemize and reduce the delays in Report submission to our customers.

I have well understood that pure government procedure cannot run a business organisation profitably without a highly motivated team and I was not very successful in this effort to energize and motivate the testing team and to stop the infighting with their personal egos and interests, in spite of my various change management strategies. Finally, I recommend autonomy of the Testing Centres as whole and Development of National Quantity Assurance Body with international accreditation as an equivalent of QCI for Quantity Management of MSME Sector of India. Though, some meetings were held on this issue at HQ level too in presence of all Directors of Testing Centres, but it is kept in abeyance till now.

However, I was again earmarked by DC Shab to be posted at NER and now in Imphal, Manipur, where our Hon'ble Minister desired to visit for Development of MSME and no Director was stationed there, which made the office environment very pathetic.

I was not interested to go to Imphal, as a contentious Bandh and Strike was going on in Manipur on demand of implementation of Inner Line Permit. But again my boss assured me to bring back after the visit of the Hon'ble Minister Shri Kalraj Mishra in Manipur. So, I finally reached Imphal on 13th July, 2015 and somehow managed to reach a dingy hotel of Thangal Bazar and had to stay for a week, as the whole city was under curfew due to death of a student protester named Robinhood.

After seven days, I could go to my office and managed to arrange a one room accommodation in an unused guest room of Salai group of companies, kindly arranged by the office in-charge of NSIC Mrs. Ebotombi. In spite of all problems, I continued to stay there my whole tenure without changing my accommodation.

I slowly retrieved my contacts with my School Alumni in Manipur, which helped me get good contacts with important persons of the State including Hon'ble Chief Minister, Industries and Commerce Minister, Chief Justice of High Court, Secretary Education and many social

workers and Entrepreneurs of Manipur. I was also fortunate to have Tali Longchar, who was Dy. Director in-charge of our Nagaland Branch office at Dimapur. With his active support, we conducted Vendor Development Programmes and Buyers Sellers meet in various places of Nagaland and identified new Clusters for Development of Common Facility Centres. One modernization proposal for Nagaland Tool Room was also prepared and sent to our HQ office. The construction of new office building for Dimapur Branch was also initiated in the plot of land allocated by Nagaland Govt.

However, the most interesting and encouraging achievement was planning coordinating and organising of a Regional Conclave of MSMEs for North East Region for Seven Sister States of NER and Sikkim in Dimapur. All earlier NER Seminar or conclaves were organised in Guwahati and that was the first in any other NE States. All State Industries Heads, important Stakeholders and Entrepreneurs participated in the Conclave, which was inaugurated and addressed by the Hon'ble Minister of MSME, MoS MSME, Secretary MSME and DC MSME.

In Manipur too, I got total morale support from none other than the Commissioner of Industries, Mr. Devangan and with his motivation I drafted the practical blueprint of implementation of "Make in Manipur" Initiative for "Employment Generation" which was unavailable by the Hon'ble Chief Minister in a grand State Level Workshop in newly built City Convention Centre.

With the assistance of Govt. of Manipur and NSIC Schemes support, Livelihood Business Incubators was started in three Districts of Manipur for processing Lemon Grass, Stevia, Citronella, Mushrooms, Honey, Ginger and Turmeric for Development of Entrepreneurship and benefits of local farmers.

The problem in Manipur was ever continuing with bandh and blockades in the hill Districts and disruption of movements and transportation problem was a regular feature. However, slowly the renovation work of Office building was started with cleaning and beautification of office campus. One extension centre of Fragrance and Flavour Development Centre (FFCC) Kanauj was also initiated in the food park of Imphal to assist LBIs.

Finally our Hon'ble Minister visited Imphal to inaugurate nine LBIs in Districts of Manipur and with the efforts of Industries Department, Govt. of Manipur the first 'Manipur Industrial Expo 2016' was organised with a grand success and I got my transfer order to Kolkata at DI with additional charge of Testing Centre Kolkata.

To be continued.....

**An underprivileged woman became a role model for the rest underprivileged women.**

## **ATGHARA JYOTI MOHILA UDYOG**

Regd. Office

: Atghara (East), Rajarhat Newtown, North 24 pgs, Kolkata: - 700136.

ATGHARA JYOTI MOHILA UDYOG (AJMU), an NGO which is solely run by women, has its roots in the founder Smt. Nurani Islam's residence where she started her humble tailoring center in 1992 with only three underprivileged women students. With the passage of time, the number of students enrolling in her tailoring centre started increasing by leaps and bounds and so did the number of tailoring training centers under her supervision. She decided to impart training to these underprivileged women under a banner. When asked to suggest a name for her organization, her learned father very aptly named it JYOTI MOHILA UDYOG after his daughter's name Nurani which means "Jyoti" or light. Though the first step taken by her towards self-empowerment stemmed from a dire need to



financially support her family, her benevolent nature eventually prompted her to think of the welfare of hundreds which has now scaled to several thousands of women, of the economically deprived class. She was awarded the honor of brave woman in West Bengal by NAWO (NATIONAL ALLIANCE OF WOMAN) in 1999. In the award ceremony, she was initiated into the concept of SHG (SELF HELP GROUPS) and thereafter with great zeal she implemented the concept of SHG in her neighborhood at ATGHARA near Chinar Park, Kolkata -700136. So, the name of the area ATGHARA was added to the existing name of the NGO, JYOTI MOHILA UDYOG and the NGO got registered in 2006 under West Bengal Societies Registration Act of 1961 as ATGHARA JYOTI MOHILA UDYOG or AJMU.

AJMU's initial focus was on two important socio-economic factors:

1. Empowerment of the local underprivileged women by imparting them vocational training.
2. Providing essential education to the children of the downtown areas for building their future and for enabling them to enjoy the basic human rights.

As of date AJMU is working in 75 villages under 4 blocks and 3 districts. It is running 1324 SHG groups comprising of 13242 members and 19 tailoring centers. Apart from imparting training in the nuances of tailoring and giving micro credit to the women beneficiaries, the NGO works to build capacity of the SHG members, engages them in income generating activities and also tries to improve the quality of their life by teaching them about things like hygiene and sanitation, so that they in turn can teach their family to lead a better and a more decent life. To be very precise, AJMU works for implementing an integrated community development project which involves both interconnected and independent sectors and the modus operandi of the NGO has been formulated keeping in view the following objectives:

- Capacity build-up
- Livelihood formation
- Livelihood sustainability



- Enterprise formation
- Enterprise development

She also graced as a dignitary/speaker in many prestigious forums like:-

- a) Rashtriya Mahila Kosh (Ministry of women and child development).
- b) United Bank of India.
- c) Indian Chamber of Commerce.
- d) Institute of cost Accountants of India.
- e) Goenka College.etc.

In her long and arduous journey which spans 26 years, Mrs. Nurani has been the trailblazer for many unprivileged women who before empowerment by way of AJMU, had been groping in grim despair. She is the messiah of these women, who, she has not only rescued from the throes of injustice but has also empowered them to such an extent that each one of them is now like a candle illuminating at least a few more lives in touch with them. Her AJMU continues to march ahead with diligence and conviction.

**A TURN AROUND STORY****MATRIX IRON FOUNDRY**

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Matrix Iron Foundry in short known as ' MIF ' was established in the year 2002. It is a ferrous foundry setup located in Eastern part of India. Today, the Foundry caters to the requirements of various segments ranging from Automotive, Tractor, Valve, Motor and Pump, Textile and General Engineering Industries. MIF has expertise in the production of Grey Cast Iron Casting with grades ranging from FG 200 upto FG 260. The company is setup with latest, sophisticated infrastructure with Machineries, Testing Equipments, Instruments & facilities to maintain Quality Assurance & Control to high precision accuracy required in the process, production & development of finest Castings.

The man behind the show is Howrah based Mr. Adarsh Jaiswal, who completely transformed Matrix Iron Foundry and led it to International Standard.

The management trainee from RWTH Aachen University, Germany transformed his struggling business against tough times and grew it manifold.

Mr. Suresh Prasad Jaiswal, Adarsh's father did his B.E. Mechanical Engineering from Siddaganga Institute of Technology, Tumkur 1976 Batch and he is also an Old Paulite from St. Pauls School, Darjeeling.



In 2002 Mr. Adarsh Jaiswal (24), after being a successful software developer and worked for couple of years in IT Industry, started as a systems trainee in Indian Oil Corporation systems department, joined his father and both started a partnership firm in the name of Matrix Iron Foundry.

Whereas the family members/friends and industry stakeholders said that the Iron & Steel Industry is based on Credit Economy and simple and educated people will not be able to realize money after selling in credit. Rather we were called as shock absorbers. Both the father and son duo accepted the challenge and decided to go against the grain. They were determined to build a world-class engineering business out of West Bengal.

Today, Matrix Iron Foundry, manufacture castings which are used in Infrastructure Development, Automobile Industry, Pumps and Valves and also in household as Kitchenware items. It matters to the customers because Matrix Iron Foundry provides better quality at right price and at right time of products with over 50 years of legacy attached to it.

**Where all it began**


It was all started as a family business by late Ramashankar Prasad Jaiswal, Adarsh's grandfather in the name of Shankar Iron Engineering Works Private Limited in Howrah, West Bengal and Sindri Iron Foundry Private Limited in Dhanbad, Jharkhand and many other foundries in late 1960s, who were pioneer in making Cast Iron Railway Sleepers. But when the sleepers got converted into concrete there were no demand and those units had gone sick. Tough time does not last long but tough people do.

### Revamping the Product Strategy

The product strategy at MIF is that they manufacture rough castings for Swiss Valves, Tractor Components, Steel Plant Projects, Flour Mill Machinery parts, Jute Mill Machinery parts, Rice Huller parts, Motor Bodies, Stand Fan Base and also our own products as OEM (Original Equipment Manufacturer) like Hand Pumps, Cast Iron Pans, Centrifugal Pumps, Plummer Blocks, Manhole Covers and Gratings. For details visit [www.matrixiron.com](http://www.matrixiron.com)

MIF started exporting very recently. To make an impact in the market for exports, MIF worked on bringing down the cost of its products.

### Some of the products of MIF

INDUSTRIAL CASTINGS			
			
V BELT PULLEY	IMPELLER	FLANGES	FLY WHEEL
			
COUNTERWEIGHTS	ANCHOR	ANCHOR	COUPLINGS
			
MOTOR BODY	PLUMMER BLOCKS	CASTER WHEEL	CRUCIBLES
			
AIR BLOWER		CIRCULATING PUMPS	

### Challenges and plans for the future

MIF growth in the past has not come easy. We identified building buyer trust as a key challenge in scaling up. Managing cash flow in a capital intensive industry and hiring the right talent was some of the other challenges in transforming MIF. But with a new plant coming up in Foundry Park things look positive for MIF. MIF has set a target to expand in next five years as plan to enter more markets and expand product range from Cast Iron to Ductile and Steel Castings.

Most importantly MIF has their CIBIL Score on and above 800 and Debt as low as possible which helps them in surviving the tough times.

## AV SPACE

### Report of the Expert Committee on Micro, Small and Medium Enterprises:

Micro, Small and Medium Enterprises form a vital component of the Indian Economy. The Government and Reserve Bank of India have taken a number of measures from time to time to support this sector. A number of committees appointed by the Government/RBI have identified issues and made recommendations in the past. Many of these recommendations have guided different policy initiatives. However, MSMEs continue to face challenges of formalization, access to knowledge services, access to timely and adequate finance, improving competitiveness, availability of skilled man-power, access to latest technology and marketing. The MSME sector is yet to benefit from the advances in digitization, which can substantially reduce the cost and time for this sector. SHGs and rural entrepreneurship have made very good progress in the last few years, but creating the environment for the next stage of their growth is a task yet to be accomplished. The sector was also affected in the recent past due to structural changes in the economy. In this backdrop, Reserve Bank of India constituted the present Expert Committee on

[Click Here for Details](#)

### The Theme Paper 'Making Indian SMEs Globally Competitive':

The Indian economy has been acknowledged as one of the fastest growing economies and third largest start up base in the world. The constant efforts of the Government of India have resulted in improved ranking in the World Bank's Ease of Doing Business 2019 survey. India jumped to 77th position amongst 190 countries which has been a landmark achievement. Confederation of Indian Industries in its theme paper '**Making Indian SMEs Globally Competitive**' has looked into this potential game changer towards the goal of India becoming a \$5 Trillion economy.

[Click Here for Details](#)

### Govt asks banks not to declare any stressed MSME as NPA till March 2020:

In a major relief for micro, small and medium enterprises (MSME), Finance Minister Nirmala Sitharaman on Thursday announced that stressed MSMEs would not be declared non-performing assets (NPA) till March 31, 2020.

[Click Here for Details](#)

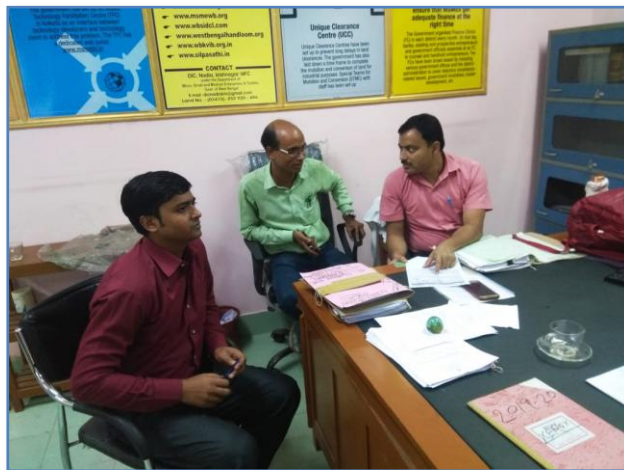
## FROM THE DISTRICT

### NADIA

#### 10<sup>TH</sup> INTRA DEPARTMENTAL MEETING

The 10th Intra Departmental meeting held at DIC, Nadia on 27th August, 2019 on Cluster Development Programme (CDP), Vendor Development Programme and Programmes to be organized by MSME-DI, Kolkata. The meeting was attended by Sri Rathindra Biswas, GM, DIC, Nadia, Sri Rajarshi Maji, AD (Hosy.), MSME-DI, Kolkata and Subhasish Bhattacharyya, IDO, DIC

The officers discussed the issues and interchanged their views on them. Sri Rathindra Biswas, briefed that DPR of two prominent clusters in Nadia districts i.e. Matuary Brass & Bell Metal Cluster, Matuary, Kaliganj and Jafarnagar Silver Ornaments, Jafarnagar has been allocated to National Metallurgical Laboratory, Gamsheedpur. Regarding VDP programme it was decided that one vendor development programme will be organized by DIC, Nadia on 29.08.19 at Nadia Zilla Parishad Hall, Nadia. Sri Rajarshi Maji, AD (Hosy.) informed that one IMC (Y) and one awareness programme on IPR will be organized by MSME-DI, Kolkata at Nadia District.



#### VENDOR DEVELOPMENT PROGRAMME FOR SCST AT NADIA

District Industries Centre, Nadia organized a Vendor Development Programme at Nadia Zilla Parishad Hall, Nadia on 29.08.19 for SCST category MSME.

The programme has been inaugurated by **Rikta Kundu** Hon'ble Savadhipati, Nadia District, Krishnagar. During her inaugural speech, she informed that Govt. of West Bengal is taken various initiatives for development of MSME. She also informed that, dependency of MSMEs on Govt. should be reduces and simultaneously they should put their efforts to increase the business by their own.



During inaugural session, Sri Shri Vibhu Goel, IAS, District Magistrate, Nadia informed that Govt. for West Bengal has taken various initiatives for development of prospective and budding entrepreneurs. She requested all to avail the benefits. He also informed that, meeting has been fixed with Amazon, Flip carts etc for e-marketing and he will try to boost the marketing of MSME by the help of Amazon, Flip carts.

After formal inauguration, details of initiatives and role of DIC, Nadia has been elaborated by Sri Animesh Roy, Manager, DIC, Nadia.



Details role of Lead District Manager, UBI, Krishnanagar has been briefed by Sri Bimal Kumar Bhattacharyya, LDM.

Sri R. Maji, AD(Hosy.) delivered lectures by power point presentation on Public Procurement Policy 2012, MSME Sambandh and MSME Samadhan, Role and important scheme of DCMSME, New Delhi i.e. Cluster Development, IC, PMS, Lean Manufacturing, UAM registration, IPR etc for development of MSME.



The programme has been attended by approx 80 MSME participants from various clusters and others. During interaction, queries raised from the visitors were properly addressed by the officials of MSME-DI, Kolkata.

### INDUSTRIAL MOTIVATION CAMPAIGN FOR YOUTH AT KRISHANAGAR, NADIA

MSME-Development Institute, Kolkata organized an Industrial Motivation Campaign for Youth at Krishanagar, Nadia on 12.09.19 & 13.09.2019 for the unemployed youth of Krishanagar, Nadia. In the first day, the programme has been attended by 138 participants {Male 118 (SC 35, ST 4, OBC 38, Gen 41), Female 20 (SC 4, ST 1, OBC 3, Gen 12)} plus 13 Guests from different Government and Private organization. On 2<sup>nd</sup> day of programme 16 participants has been attended the programme for one to one discussion.



### VISIT OF M/S SOUL TERACOTTA UNIT, KRISHNANAGAR

In context of organisation of District Udyam Samagam in Nadia District, the unit M/s Soul Teracotta Unit, Chunari Para lane, Krishnanagar, Nadia West Bengal – 741101 on 12.09.19 has been visited by R. Maji, AD(Hosy.) and J. Das, Instructor. The above mentioned unit manufactures various types of sculpture, mural and interior decoration items from clay. The proprietor of the unit got skill development training from our office and right now he is a successful entrepreneur.





## BANKURA

### CLEANLINESS DRIVE AT WOOD CARVING CLUSTER,MAGRA ,BANKURA, ORGANISED BY BRANCH MSME-DI, DURGAPUR



One Cleanliness Drive was organized at Wood Carving Cluster, Magra, Bankura from 23.09.2019 to 24.09.2019 by Branch MSME-DI, Durgapur. Branch MSME-DI, Durgapur and Wood Carving Cluster, Magra joined their hands together to clean the Cluster area. The Cleanliness Drive programme started with a brief inauguration and dignitaries detailed the need for Swachhta at every place. Thereafter, the participants were given T.Shirts, Cap, nose musk, hand gloves for the cleaning purpose and they started cleaning that area. Cleaning activities were done on the roadside area and the surroundings places of the Cluster. Local people were also present in the programme. People were made aware about the benefits of Swachhta in our daily life and also Swachhta Pledge was taken by all of them to make our country cleaner and greener. A procession was taken out by them for making the local people aware about the Swachhta and

also cleaning of the roadside area was done.

## DARJELING

### ONE DAY AWARENESS PROGRAMME ON THE SCHEME "SUPPORT FOR ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT OF SME'S THROUGH INCUBATORS" AT SILIGURI

An Awareness Programme On The Scheme "Support For Entrepreneurial And Managerial Development Of SME's Through Incubators" was Organised by MSME-Development Institute, Kolkata In association with Bengal National Chamber of Commerce & Industry on 04.09.2019 at Conference Hall , BNCCI, 23, RN Mukherjee Rd, Esplanade, Chowringhee North, Bow Barracks, Kolkata-700001.



Dr. Arpan Mitra, President, BNCCI, Kolkata addressed during the inaugural function as Guest of Honour & Prof. Dr. Saikat Moitra, Vice Chancellor MAKAUT were present during the inaugural function as Chief Guest.

In this programme, professors from various technical colleges / Universities / other professional colleges / institutes, R&D institutes, MSME-Tool Room Kolkata, MSME-TC, Kolkata department of MSME Govt. of WB, representatives from different industry association, SC/ST & Minority Enterprises mainly from the micro units were invited.

Shri, Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata, delivered a lecture on Emerging trend with the help of modern technology infusion in MSMEs during the inaugural session of the programme.



Shri P.K Das Dy. Director MSME-DI, Kolkata and Shri Firoz Ahmed Asstt. Director MSME-DI, Kolkata Explained the entire scheme in power point presentation during technical session.

## HOOGHLY

### AWARENESS PROGRAMME ON ABCDEF PROJECT AT HOOGHLY



MSME-DI, Kolkata organized the 4<sup>th</sup> Awareness Programme on Art Based Cluster Development and Enterprises Festival (ABCDEF) at Netaji National Institute for Consumer Education, Hooghly on 7<sup>th</sup> September, 2019 in association with **Herald Society for Entrepreneurship and Management**. Publicity of the programme was made through Facebook, e-news letter apart from e-mails sent to various other Govt. organizations/ Associations for dissemination of information among the MSME artisans/crafts sectors. The

programme was attended by 90 approx. participants including MSMEs, MSME-DI officials, guests etc.

The welcome address was given by Shri D. Mitra, Dy. Director, MSME-DI, Kolkata who welcomed all participants and requested all participants to come forward with innovative ideas/products/events so that art based enterprises could be promoted by the various Govt. schemes and facilities.



In the inaugural session, Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata focused upon the guidelines for implementation of the ABCDEF Project. He also explained the definition of art and creative industry as defined by WIPO and informed that MSME-DI, Kolkata has launched a competition viz. **Udbhavani Udyog Utkarsha Utsav Sharod Samman (4U Sharod Samman 2019)** for four different categories of art, the best of which would be judged by a Panel of Jury member set



up by the Institute for this purpose. The best products would be awarded and recognized for their quality/design/craftsmanship etc. by MSME-DI, Kolkata. All participants were requested to actively participate in the competition.

Shri Narayan Nandi, Art Director & Shri Biswanath Das, Art Personal being the Guest of Honour addressed the gatherings on artisans engaged for Durga Puja festival. They emphasized on the fact that at least more than 500 artisans are involved in a single Durga Puja and it could easily be calculated the total number of art based MSMEs engaged in it throughout West Bengal and earning their livelihood.

The programme was formally inaugurated by Joydeep Chatterjee, Artist as the Chief Guest. During his inaugural address, he applauded the initiatives taken by MSME-DI, Kolkata to promote and support the art based MSME sector. His deliberation focused upon the various types of products required for Durga Puja Pandals and also informed the audience that all are manufactured by MSMEs.

Consequently, Smt. Barnali Bhattacharjee being a successful entrepreneur shared her story from the beginning to end and the problems faced by her and how she overcome it.

Shri D. Mitra, Dy. Director, MSME-DI, Kolkata explained the objective, scope and implementation steps of the ABCDEF Project in details. He stressed upon the importance of creating innovative products with an eye towards the export markets which offer opportunities for such eco-friendly products.

The valedictory session concluded with the vote of thanks.

## HOWRAH

### DISTRICT VISIT

Shri S. K. Mandal, Asstt. Director, MSME-DI, Kolkata attended the Seminar on VDP (under SC-ST HUB of NSIC) at Sarat Sadan, Howrah, organised by DIC-Howrah on 29.08.19, in presence of GM, DIC, Howrah, Manager, Metro Rail, Kolkata, Manager, NSIC, Kolkata, Dy. Manager, GRSE, Kolkata, Other DIC, Howrah Officials and around 40 MSE-Participants. A PPT presentation was delivered by Shri Mandal on PPP-2012 & MSME-DI Activities.



## PASCHIM BARDHAMAN

### VENDOR DEVELOPMENT PROGRAMME UNDER NATIONAL SC-ST HUB SCHEME

A Vendor Development Programme under National SC-ST Hub Scheme was organized by DIC, Paschim Bardhaman at Netaji Bhaban, A Zone, Durgapur on 04.09.2019. In the programme Shri N D Sarkar, General Manager, DIC, Officials briefed about different schemes available for the SC ST Entrepreneurs. Shri Tarak Kansabanik, Asstt. Director, Branch MSME-DI, Durgapur delivered Lecture on DC (MSME) Schemes during the Programme. Official from NSIC-Durgapur were also present in the programme and made SC ST Entrepreneurs aware about different NSIC Schemes for them. In the programme officials from ECL and DSP also informed their procurement policy to the SC ST Entrepreneurs. LDM, Paschim



Bardhaman also delivered a lecture in the programme. Approx. 250 SC ST Entrepreneurs were present in the programme.

### VENDOR DEVELOPMENT PROGRAMME UNDER NATIONAL SC-ST HUB SCHEME

A Vendor Development Programme under National SC-ST Hub Scheme was organized by DIC, Paschim Bardhaman at City Centre, Asansol on [20.09.2019](#). In the programme Shri N D Sarkar, General Manager, DIC, Officials briefed about different schemes available for the SC ST Entrepreneurs. Shri Tarak Kansabanik, Asstt. Director, Branch MSME-DI, Durgapur delivered Lecture on DC (MSME) Schemes during the Programme. Official from NSIC-Durgapur were also present in the programme and made SC ST Entrepreneurs aware about different NSIC Schemes for them. In the programme officials from ECL and DSP also informed their procurement policy to the SC ST Entrepreneurs. LDM, Paschim Bardhaman also delivered a lecture in the programme. Approx. 250 SC ST Entrepreneurs were present in the programme.



### KOLKATA

#### REGIONAL CONFERENCE OF ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS) ON “NEW PARADIGMS IN MANAGEMENT”

A seminar on “New Paradigms in management” was conducted by Association of Indian Management Schools at Bharatiya Vidya Bhavan Institute of Management Science (BIMS), Salt Lake, Kolkata on 24<sup>th</sup> August, 2019. The conference was attended by all management



schools of Eastern Region. Dr. Professor, Saikat Mitra, VC, MAKAUT, Govt. of West Bengal was present as Chief Guest in the inaugural session. Dr. Dhurbajyoti Chottopadhyay, VC, Amity University, Kolkata and Dr. Prof. R.C. Bhattacharya, Chairperson, AIMS, West Bengal Chapter were the other dignitaries attended this seminar. Sri S. Mukhopadhyay, Asstt. Director, MSME-DI, Kolkata was present in the inaugural session on behalf of Director, MSME-DI, Kolkata. There were more than 150 participants from various Management Schools. The theme of the programme was on “New Paradigms in Management”.



Seminar was continued with panel discussion and paper presentation submitted by various Business Schools. Topics of panel discussions were:

(1) Industry 4.0 in the new area-Imperative for Business Schools where Sri S. Mukhopadhyay, Asstt. Director, MSME-DI,

Kolkata participated as Moderator in the Technical Session along with other Industry personnel from Dabor India Ltd. and Tractor India Ltd.

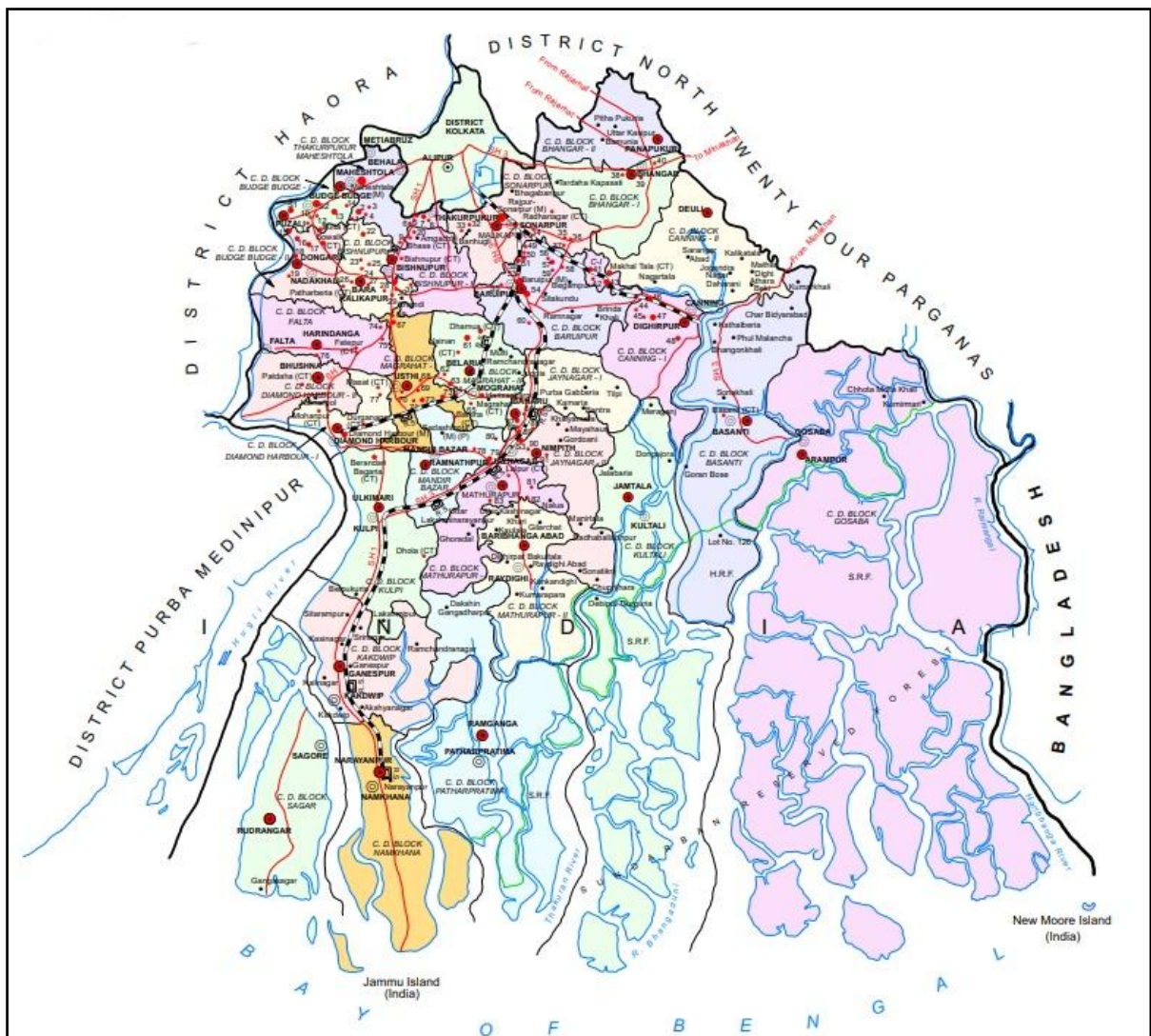
(2) Touch Point to Trust Point where Professor Santonu Roy, Director, SNU, along with other successful entrepreneurs had taken participation.



## FOCUS DISTRICT – SOUTH 24 PARGANAS

*The nomenclature 24-Parganas has been in vogue since 15 July 1757 when Mir Jafar whom the East India Company had just established as Nawab of Bengal ceded to the Company the rights of 24 mahals. The treaty by which the cession is recorded says that "all the land lying to the south of Calcutta as far as Culpee, shall be under the Zemindari of the English Company and all the officers of this Zemindari shall be under their jurisdiction. The revenue to be paid by it (the company) in the same manner with other Zemindari". The Parwana notifying effect to the Treaty mentions the name of the 24 units of granted land.*

**Introduction:** South 24 Parganas is, indeed, a complex district, stretching from the metropolitan Kolkata to the remote riverine villages upto the mouth of Bay of Bengal, Apart from its staggering size and population, the district administration has to contend with problems typical of metropolitan living in the urban area, such as high population density and overload civic infrastructure, and in complete contrast, in the rural area the lack of transport and communication facilities and weak delivery systems. 84% of the population lives in the rural areas, where development is taken care of by the panchayat bodies. The remaining





16% population is looked after by the Kolkata Municipal Corporation and seven municipalities. The scheduled caste comprises 39% of the total population and B.P.L. families constitute 37.21% of the population.

The Sundarbans, the largest mangrove forests on earth, are spread over thirteen of the twenty-nine development blocks in the district. Due to its peculiar geographical location and the dictates of geography, the means of transport and communication in this region are not well developed, with all the attendant consequences. Lack of irrigation has meant mono-cropped agriculture. Breaches in earthen embankments and cyclonic storms mean loss of life and destruction of crops and property on a regular basis. Any development strategy in this ecologically fragile environment must be carefully designed and implemented.

**Brief History of North 24 Parganas:** References to this portion of the Gangetic delta have been found in the great epic of Mahabharata and some of the Puranas (Hindu holy book) which shows the importance of the landmass even at the dawn of the history. At the time of Raghuvansa, the Pillars of Victory on the isles in the midst of the Ganges was established by Raghu, in all probability, these islands represented the present area of the Twenty Four Parganas. A part of the country of people variously called Gangaridae, Gangaridai, Gangarides etc. were the main habitant in this landmass but till date very little is known about these people. References to this country is also found in the writings of Greek navigators, geographers, chroniclers and historians writing between the first century B.C. and the third century A.D. Accounts taken together of Diodorus Siculus, the B.C. first century historian, Pliny, the first century A.D. historian, Ptolemy, the famous second century geographer and Q. Curtius Rufus, the first century A.D. writer, it seems that the whole of deltaic Bengal lies between the Bhagirathi-Hugli rivers in the west, the Padma Meghna rivers in the east and the Ganga-Padma rivers in the north and was the land of the Gangaridai people and the present day district of South Twenty Four Parganas occupies the southern part of this tract. Ptolemy's map of the second century A.D. shows the south of the delta as cut up by rivers and estuaries to such an extent that it was practically a collection of islands. In the seventh century, A.D., the district may have formed part of the land referred as 'Samatata' as described by the Chinese pilgrim Heuen Tsiang (Yuan Chwang). It was a low-lying country bordering of the sea and rich with crops, flowers and fruits. Its climate was soft and its inhabitants were of small stature, hardy and with black complexion. He also mentioned that Buddhism was represented by a large number of Monasteries (Bihar) and Priests but the numbers of Hindu Temples were far greater. Samatata is also mentioned as a tributary frontier kingdom of the Gupta Empire in an inscription of the great Gupta King Samudragupta. In the opinion of General Alexander Cunningham, often referred as the father of the Archaeological Survey of India during the nineteenth century, the whole of the delta was between the Bhagirathi River and the main stream of the Ganges River with its Capital as Jessore in present day Bangladesh which was included in the Samatata. But the distances given by Heuen Tsiang seems to indicate that the site of this city must be identified either with Decca (present day Dhaka in Bangladesh) or with some places in the Bikrampur Pargana in the same district. However, there is also a possibility that Samatata appears to be merely another name applied to Vanga on account of its flat and low coast line. A few details of the district may also be granted from a Bengali poem of Bipradasa, dated 1495 and from 'Ain-i-Akbari', the sixteenth century book of on the account of the administration and socio-political events during the rule of Mughal Emperor Akbar. The poem of Bipradasa, which describes the voyage of a merchant named Chand Saudagar from Bardhaman district to the sea, mentions several river-side villages i.e. Bhatpara, Baruipur, Ariadaha and Ghusuri. From 'Ain-i-Akbari', we find that the district formed part of the Sarkar or revenue division of Satgaon, which extended from near Sagar Island on the south of a little above Plassey on the north and from the Kabadak river of the east to beyond the Hugli river on the west. Modern

day Kolkata (Kalikata) is mentioned with two other mahals (area) and several of the present Parganas are found in the list of mahals.

It is found that the actual ruler of the Sundarbans have been a Hindu Chieftain named Pratapaditya, who ruled from 1561 to 1611 A.D., who really enjoyed independence in the south and south-east of the Gangetic delta. There were twelve or more kingdoms which paid no tribute or displayed royal splendour. They did not call themselves kings but Bhuiyas (Chiefs). Pratapaditya was one of the famous Baro-Bhuiyans (literally meaning Twelve Chieftains) of Bengal and established an independent Hindu rule in Bengal. Pratapaditya fought against the Mughal imperial army during its inroad into Bengal in the early 17th century. His father Shrihari (Shridhar), a Kayastha (a Hindu caste), was an influential officer in the service of Muslim ruler Daud Khan Karrani, the last independent Sultan (Emperor) of Bengal. On the fall of Daud, he fled away and set up a kingdom for himself in the marshy land to the extreme south of Khulna district (presently at Bangladesh) and took the title of Maharaja. Pratapaditya succeeded to the kingship in 1574. The travel diary of Abdul Latif and the contemporary European writers, all testify to the personal ability of Pratapaditya, his political pre-eminence, material resources and martial strength, particularly in war-boats. His territories covered the greater part of what is now included in the greater Jessore, Khulna, Barisal of present day Bangladesh and large portions of present day South Twenty Four Parganas districts. He established his capital at Dhumghat, a strategic position at the confluence of the Jamuna and Ichhamati rivers. He built Jashoreshwari Kali Temple, two big and four small domed Hammankhana which have a great archaeological value.

It is known from the history of the district that during the Muslim rule in Bengal, the area covered by the district at present was included in Satgram Kingdom in Bengal. The civic, criminal and revenue jurisdiction of the district underwent some changes during the period from 1757 to 1800 A.D. In order to overcome administrative inconvenience, the district was divided into parts in 1814 and 1834 A.D. respectively. The jurisdiction of the Sub-divisions was changed as and when required. But afterwards, for administrative exigency the district remained intact for a pretty long time.

During the Wahabi Movement in Bengal under the leadership of Titu Mir (Titu Miyan), a resident of undivided Twenty Four Parganas, against the British Government, the district got highlighted. Another most notable event in the history of the district was the mutiny which broke out among the Sepoys (soldiers) stationed at Barrackpur during the Burmese War (1824). The Sepoys had not enlisted to serve beyond the seas but only in counties to which they could march. Later, again in 1857, the Mutiny broke out in Barrackpur town of the Twenty Four Parganas district. At that time Barrackpur was the Head Quarters of the Presidency Division of the Army, under the command of General John Hearsey. The Sepoys refused in a great extent to use the cartridge greased with fat of cows or swine which the Sepoys had to bite before loading. The mutiny had a great impact not only in the army but also in the civic body. This area achieved its aristocracy through all these events.

In 19th Century, some police stations of Nadia and Jessore districts were amalgamated with the district. In 1861, the district was formed with 8 Sub-divisions viz. (1) Alipur (2) Diamond Harbour (3) Barasat (4) Barrackpore (5) Dum Dum (6) Baruipur (7) Basirhat, and (8) Satkhira. The physical features of the district Twenty Four Parganas are those common to deltaic land within the limits of the Gangetic delta and it is little raised above flood level. Lastly, on 1st March 1986, Twenty Four Parganas district has been bifurcated into two districts and North Twenty Four Parganas and South Twenty Four Parganas districts have been commissioned.

#### **General Characteristics of the District:**

The district of South 24-Parganas has the unique salient features of proximity to the highly urbanized metropolis of Kolkata on the eastern sides as well as the virgin and beautiful natural

environs of Sundarbans. It is one of the Southern-most districts of West Bengal and has significant position in the industrial arena of West Bengal.

The district can be categorized into three broad groups (i) the marshy riverine land of Sunderban (ii) The non-Sundarban rural areas and (iii) the Urban and Semi-urban areas. As regard industrialization, the three noted area have contribution in the field of industrialization for the district.

The vast rural area of Sundarban suffers from poor infrastructural and educational facilities which are great hurdles for industrialization. The whole area is prone to storms & cyclones during monsoon and agriculture is mostly monoculture. 89% people depend on agriculture. There is little impact by the presence of humble no. of large, medium and some small scale industries in the Sundarban area. The urban and semi-urban areas viz. Thakurpukur, Mahestala, Bishnurpur, Sonarpur, Baruipur which are adjacent to Kolkata has locational advantage for industrialization.

#### **Location & Geographical Area:**

The South 24-Parganas district is located between 22°33'45" to 21°29'00" North latitude and between 89°04'50" and 88°03'45" East longitudes bounded by the river Hooghly in the West. Bay of Bengal in the South, Calcutta city and North 24 Parganas in the North & Eastern boundary is demarcated by Bangladesh and Bidya & Matla River.

Latitude	North	22°33'45"
	South	21°29'00"
Longitude.	East	89°04'50"
	West	88°03'45"

#### **Topography**

The soil is alkaline due to excessive presence of Sodium chloride. It causes the soil more fertile and scanty. The soil is also classified as Gangetic alluvium and Saleni. The texture varies from stiff clay to clay loam.

The district has numbers of river, the major rivers are Bidhadhari, Herobhang, Matla, Thaneram, Mridhangabhang and Saptamukhi. There are numbers of cross connected canals in the North /Western block of main land.

#### **Availability of Minerals**

No such mineral reserve found in South 24 Parganas

#### **Forest**

In the whole district of South 24 Pgs, Sundarban occupies sole forest area consisting 426300 hectares which is about 41.54% of the total geographical area. Sundarban is the largest tidal mangrove-ecosystem with 4263 sq.km. area and a magnificent gamut of flora and fauna in India. This is the only mangroves tiger land on globe. Sundarban forest comprising of more than 65 species of mangrove varieties which form the largest nursery for fish and shell fishes and are responsible for the coastal fishery of whole eastern India. There is the significant influence of Mangrove tract on weather condition on Kolkata and its adjacent Metropolis area. The main Forest produce are Timber like ghoran, ghewra, sundari, bean, dhundul, Fuel and Honey. The honey productions of the area have been increasing noticeably for the last

few years. This has been possible for enhancement in Mangrove Planning in flowering season in Sundarbans



#### Administrative Setup :

The South 24-Parganas district got its reorganization as full fledged district on 1<sup>st</sup> March, 1986. The present Head Quarters of the district is at Alipore. There is proposal for shifting the H.Q. to Baruipur sub-division. There are 29 Blocks, 31 Police Stations, 7 Municipalities and 5 Sub-Divisions. The details of administrative set up of the district are given in the following table:

Sl.	No. of Sub-Division: 5	No. of Blocks: 39	No of Municipality: 7
	Name of the Sub-division	Blocks under Sub-division	Municipalities under Sub-division
1	<b>Alipore (Sadar)</b>	Bishnupur-I, Bishnupur-II, Budge Budge-I, Budge Budge-II, Budge Budge(m), Thakurpukur, Maheshtala, Pujali(M)	Budge Budge, Pujali, Maheshtala.
2	<b>Baruipur</b>	Baruipur, Bhagore-I, Bhagore-II, Joynagar-I, Joynagar-II, Kultali, Sonarpur, Rajpur-Sonarpur(M), Joynagar-Malipur(M) Baruipur(M)	Baruipur, Rajpur Sonarpur, Joynagar Majilpur.
3	<b>Diamond Harbour</b>	D\Harbour-I, D\Harbour-II, Falta, Kulpi, Mograhat-I, Mograhat-II, Mandirbazar, Mathurapur-I & Mathurapur-II, D\Harbour(M)	Diamond Harbour.
4	<b>Kakdwip</b>	Kakdwip, Namkhana, Patharpratima & Sagar.	
5	<b>Canning</b>	Basanti, canning-I, Canning-II & Gosaba.	
<b>K.M.C. Area: 41 wards of K.M.C. area. [from ward no.101 to ward no.141] are within this district.</b>			

## District at a glance (South 24 Parganas)

Description	Year	Unit	Particulars
<b>Administrative set up :</b>			
District Head Quarters			Alipore
Sub-divisions	2014	Number	5
Police Stations	"	"	39
Inhabited Villages	2011	"	1994
Mouzas	2001	"	2139
Municipalities	"	"	7
Blocks	"	"	29
Panchayat Samity	"	"	29
Gram Panchayat	"	"	310
Gram Sansad	"	"	4882
<b>Area and Population :</b>			
Area	2011	Sq. Km.	9960.00
Population	"	Number	8161961
Density of Population	"	per sq. Km.	819
Percentage of Population :			
Male	"	per cent	51.14
Female	"	"	48.86
Rural	"	"	74.42
Urban	"	"	25.58
<b>Climate :</b>			
Annual Rainfall	2014	m.m.	1412
Temperature : Maximum	"	Degree Celsius	41
Minimum	"	"	10
<b>Workers :</b>			
Total workers	2011	per cent	36.32
Non-workers	"	"	63.68
<b>Agriculture and Irrigation:</b>			
Cropped area	2013-14	' 000 Hectares	361.55
Percentage of Irrigated area to Cultivated area	"	per cent	13.08
Yield rate of Rice	"	Kg. per hect.	2515
<b>Medical facilities :</b>			
Hospitals, Health Centres etc.	2014	Number	324
Sub-centres	2013-14		1068
Family Welfare Centres	"	"	46
Total beds	2014	"	5595
Beds per lakh of Population (Census 2011)	"	"	69
<b>Education :</b>			
Primary School	2013-14	"	3756
Middle School	"	"	264
High School	"	"	275
Higher Secondary School	"	"	501
General College	"	"	38
University (Gen. & Tech.)	"	"	-



Literates : Male	2011	per cent	83.35
Female	"	"	71.40
Total	"	"	77.51
<b>Industry:</b>			
Registered Working Factories (C)	2014	Number	7740 (P)
Micro & Small Scale Enterprises	(As on 31.03.19)	"	20883
<b>Employment in:</b>			
State Government Offices	As on 31.01.2014	"	20944
Registered Working Factories (C) (Average Daily Employment)	2014	"	480164 (P)
Micro & Small Scale Enterprises ***	2013-14	"	96437
<b>Employment situation:</b>			
Applicants on Live-register	2014	"	575499
<b>Electricity :</b>			
Mouzas Electrified	2013-14	"	2069
Consumption of Electricity	"	' 000 KWH	1179010
<b>Co-operative Societies :</b>			
Societies	"	Number	1150
Members	"	"	683203
Working Capital	"	' 000 Rs.	8554695
<b>Banking :</b>			
Commercial Bank	June, 2014	Number	416
<b>Transport &amp; Communication:</b>			
Post Offices	2013-14	Number	1682*
Post & Telegraph Offices (Combined)	"	"	-
Surfaced Road	"	Km.	17110.02
Unsurfaced Road	"	"	19936.12
Registered Motor Vehicles	"	Number	449646
<b>Finance :</b>			
Net Collection from Small Savings	"	' 000 Rs.	-723680
Total Revenue Receipt	"	"	10961677
* Combined for South 24 Parganas, North 24 Parganas & Kolkata			

#### Existing Status of Industrial Areas in the District of 24 Parganas (South)

Sl. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No.of Units in Production
1	Behala I.E	15.43 acre	15.43 acre	Rs.2/sq.ft./ month	101	101	-	99
2	Baruipur I.E	4.70 acre	4.70 acre	Rs.30,000/Sq.ft. covered area & 64,000/ Sq.ft. uncovered	2	2	-	2
3	Santoshpur I.E	16.889 acre	16.889 acre	Rs.1 lakh per katha	113	113	-	113
4	Falta Ph-I	172 acre	109acre	-	-	-	-	20
5	Falta Ph-II	200 acre	41 acre	-	-	-	-	-
6	Falta SEZ	280 acre	280 acre	-	-	-	-	-
7	Food Park at Santosh-pur	12 acre	12 acre	-	-	-	-	-

Source:- WBSIDC &amp; WBIIDC



**INDUSTRIAL SCENARIO OF SOUTH 24 PARGANAS DISTRICT****Industry at a Glance****Micro & Small Scale Enterprises**

**Micro & Small Scale Enterprises with corresponding Employment in the district of South 24-Parganas (Number)**

Year	Unit		Employment	
	During the year	Upto the year	During the year	Upto the year
(1)	(2)	(3)	(4)	(5)
2009-10	903	3795	11327	48845
2010-11	959	4754	11575	60420
2011-12	1056	5810	13745	74165
2012-13	963	6773	11493	85658
2013-14	905	7678	10779	96437

**Udyog Aadhaar Memorandum :**

Total UAM Registration In the district as on 31.03.2019	MICRO	SMALL	MEDIUM
20924	19788	1095	41

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

NIC ' 08 Code	Type of description	No. of units	Invested Capital (Rs. in Lakh)	No. of Employees
(1)	(2)	(3)	(4)	(5)
10	Manufacture of Food Products	90	90841	4555
11	Manufacture of beverages	10	31418	1329
12	Manufacture of Tobacco Products	189	14559	846
13	Manufacture of Textiles	39	66424	16330
14	Manufacture of wearing apparel	47	35187	3567
15	Manufacture of leather and related products	416	190497	20113
16	Manufacture of wood and products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	14	37712	2848
17	Manufacture of paper and paper products	23	20521	558
18	Printing and reproduction of recorded media	29	13565	1095
19	Manufacture of coke and refined petroleum products	14	4153	345
20	Manufacture of chemicals and chemical products	45	42974	2392
21	Manufacture of pharmaceuticals, medicinal chemical and botanical products	46	17317	1105
22	Manufacture of rubber and plastic products	121	80088	6242
23	Manufacture of other non-metallic mineral products	19	16500	647
24	Manufacture of basic metals	45	45117	1628
25	Manufacture of fabricated metal products, except machinery and equipment	83	26394	9560
26	Manufacture of computer, electronic and optical products	17	6120	1049
27	Manufacture of electrical equipment	149	41825	3803
28	Manufacture of machinery and equipment n. e. c.*	104	40318	2555
29	Manufacture of motor vehicles, trailers and semi-trailers	15	2070	331
30	Manufacture of other transport equipment	13	9369	1001
31	Manufacture of furniture	8	1812	185
32	Other manufacturing	13	20551	2093
33	Repair and installation of machinery and equipment	24	5399	625
45	Wholesale and retail trade and repair of motor vehicles and	45	53289	2036

	motorcycles			
52	Warehousing and support activities for transportation	9	1091	III
58	Publishing activities	1	18	24
59	Motion Picture, Video and television programme production, sound recording and music publishing activities	1	23	10
74	Other professional, scientific and technical activities	2	91	5
82	Office administrative, office support and other business support activities	4	3281	162
95	Repair of computers and personal and household goods	2	1847	43
96	Other personal service activities	5	207	99
<b>All Industry</b>		<b>1642</b>	<b>920578</b>	<b>87292</b>

### Some Major Large Scale Industries / Public Sector undertakings

#### List of the units in 24 Parganas (South) & nearby Area

Sl.No	Name of the Unit
1	Down Stream Units of HPL ( 10 Units)
2	Gontermann-Pipers India Ltd.
3	Kohinoor Paper & Newsprint
4	W.B green Energy Dev. Corpn. Ltd.
5	Jute Mills ( 6 units)
6	K.H.leather Industries, Bantala,24 Pg(S)
7	Mr. Nissat Sakeel & Md. Sakeel, Bantala
8	Paymental Tanniries,bantala
9	S.M enterprises, Bantala
10	Seo sankar Das & B.Ram, Bantala
11	Sip Shing Tannery, Bantala
12	Welcome Leather, Bantala

Major Exportable Item is Leather products.

#### Growth Trend

Industrial projects implemented in the district

Year	No. of Units	Inv. (In Cr.)
2008	21	63.88
2009	18	251.01
2010	35	180.94

Source: Economic Review, 2011-12, West Bengal

#### Vendorisation / Ancillarisation of the Industry

Development of ancillary units depends upon the establishment of new industrial unit's mainly large scale/medium scale sector. It is already stated that about 180 large/medium scale units have been set up in the district, in addition to 63 electronic units in Salt Lake Electronic Complex. Most of the large scale units viz. jute mills, engineering units, textile mills, etc. came up in the district during British period and procure huge quantity of their requirement from SSI sector. Hence, the process of ancillarisation can be started by setting up units in the following areas:-

- 1) Corrugated paper boxes for packing
- 2) Card board boxes for packing of Hosiery products and leather shoes
- 3) Bobbin for jute & textile mills
- 4) Polyethene pouch for milk
- 5) Printing of Polyethene bags

- 6) Jute & textile machinery parts
- 7) Electronic parts
- 8) Tin container for paints and varnish
- 9) Parts for engineering items
- 10) Basic drug
- 11) Glass bottles
- 12) Plastic containers for paints & varnish
- 13) Railway wagon parts

### Medium Scale Enterprises

#### List of the units in 24 Parganas (South) & near By Area

Sl.No	Name of the Unit
1	NKB Extrusions Pvt. Ltd
2	Anubhab Biotech Pvt. Ltd.
3	Exodus Futura Knit Pvt. Ltd.
4	Bonnie Exports
5	Leader Health Care Pvt. Ltd.
6	Bhawani Poly Pack Pvt. Ltd.
7	LeMartina Bio Genetics Pvt. Ltd.

Major Exportable Items are Jute Diversified products, Hosiery and Garments, Leather products, Plastic products, Machinery & Parts except.

### Service Enterprises

Potentials areas for service industry are Baruipur, Falta, Canning, Sonarpur, Garia, Joka, Budge Budge, Diamond Harbour etc.

### Potential for new MSMEs

MSE units cater a wide range of industries. These include plastic and moulded products, mustard oil, wheat grinding, readymade garments, machine tools, corrugated paper, ball point pen refill, hydraulic equipment, electrical signaling equipment, ceramic tiles, refueling of industrial gases, detergent powder, fabrication work, chemical equipment & system, ayurvedic medicine and unani medicine, glass products, plastic granules, electrical light fittings, leather goods, leather shoe upper, cotton cloth knitted, thinner, computer stationery, ice block, spice, fibre glass, phenyl, pharmaceutical products, paints liquid soap, lead ingot, coconut shell powder, taramind seed powder, jute sticks. Apart from these products, there are some items which are 100 percent exported manufactured by SSI units at Falta Special Economic Zone. These items cover base paper, tissue paper, cut paper, cutting tools, garage equipments, builder hardware, zinc base alloy, jute & plastic waste composites, nipple tripped gloves, etc. Export through Falta Economic Zone

### Existing Clusters of Micro & Small Enterprise

#### DETAIL OF MAJOR CLUSTERS

Zari Embroidery, Silver Filigree, Surgical Instruments are the major cluster available in South 24 Parganas district.

### Manufacturing Sector

Zari Embroidery, Silver Filigree, Surgical Instruments

No Service Sector Cluster were formed

### Details for Identified cluster (Under MSME-DI, Kolkata)

**(1) Name of the cluster:- Surgical Equipment Cluster, Baruipur, 24 Pgs (S)**

1	Principal Products Manufactured in the Cluster	Surgical Instruments
2	Name of the SPV	Baruipur Surgical Instrument Manufacturing Apex Association (BASIMAA)
3	No. of functional units in the clusters	200
4	Turnover of the Clusters	Rs.6,17,368
5	Value of Exports from the Clusters	-
6	Employment in Cluster	42
7	Average investment in plant & Machinery	232.27 lakh

**Details for Identified cluster in SOUTH 24 PARGANAS implemented by Directorate of Micro & Small Scale Enterprises**

Sl.	Subject	Name of the Clusters	
		Zari Embroidery	Silver Filigree
1	Principal Products Manufactured in the Cluster	Zari embroidery	Silver ornaments & filigree products
2	Name of the SPV	Budge Budge Block-II Zari Embroidery Cluster Industrial Co-Op. Society Ltd.	The Mograhat Silver Filigree Cluster Development Industrial Co-Op. Society Ltd.
3	No. of functional units in the clusters	4500	650
4	Turnover of the Clusters	Rs. 38 Cr.	Rs. 110 Cr.
5	Value of Exports from the Clusters		
6	Employment in Cluster	12000	1650
7	Average investment in plant & Machinery		
8	Major Issues / requirement	CAD designing; Appropriate packaging; Skill development	Modern designing; Tools / Die making; Skill development
9	Presence of capable institutions		
10	Thrust Areas	Supply of raw materials; training	Designing facility, Energy efficient & reducing wastage; Modern melting / casting technology
11	Problems & constraints		Procurement of raw materials; Pollution; Finance
12	Testing needs		Testing of raw materials
13	Access to export market		
14	Name of the association		
15	Key trade Associations address		

**Problems faced by MSME sector**

The district has a rich agricultural and horticultural base. Floriculture is also well developed. Hence, a strong marketing & infrastructural network is essential for the expansion of these sectors. The Leather Complex at Bantala and SEZ at Falta provide opportunities for industrial development. These complexes should be well equipped with modern technology and infrastructure. Improvement of road transport is also necessary.

MSME-DI, Kolkata promotes MSEs through its various programmes. For any queries regarding MSMEs in South 24 Parganas, feel free to contact:

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## NEWS & VIEWS

### Shri Nitin Gadkari inaugurates 16th Global SME Business Summit

Union Minister for Micro, Small and Medium Enterprises and Road Transport & Highways Shri Nitin Gadkari has said that reducing the cost of capital, logistics and power are crucial for making the Indian MSME sector globally competitive. The Minister inaugurated the 16<sup>th</sup> Global SME Business Summit 2019 in New Delhi. The Summit is organized every year by Ministry of MSME and Confederation of Indian Industries (CII). The theme this year is **Making Indian MSMEs Globally Competitive**. Calling for domestic and foreign investment and collaboration in the sector, Shri Gadkari said that the MSME sector in India has tremendous potential to push growth and generate employment. He said the government's priority is for an integrated development of the rural and agro based enterprises along with the urban based enterprises. Opportunities abound in development of honey, bamboo, textiles, bio-fuels, water transport, fisheries, dairy, food processing in the rural areas and ancillary units of defence, railways, highways, waterways and other industries in the urban areas, he said, and appealed to investors to come forward for investment and collaboration. The Minister said his Government's target is to increase MSME's present share of 29 percent of GDP to 50 percent in next five years and raise its export contribution from 49 percent to 60 percent. To achieve these targets logistics, power and capital cost will need to be reduced. For cheaper capital, the Ministry is in talks with ADB, KfW and World Bank for their credit line. 200 SMEs are registered on the stock exchange, and the Minister is urging more companies to register. The problem of delayed payments to MSMEs is also being looked into and Shri Gadkari said the UK Sinha Committee Report will soon be implemented. For lowering cost of power and logistics the Minister pointed to the necessity of energy audits and energy efficient technologies. He said roof top solar plants will be provided to MSMEs with KfW support. He also said that the use of water transport can reduce logistic cost. Shri Gadkari further said that our Ministry will soon launch a new E-Commerce website '**Bharat Mart**' to enable MSMEs to sell their products in local as well as international markets. Also speaking on the occasion Secretary, MSME Dr. Arun Kumar Panda informed that the Ministry is in the process of developing a digital MSME portal which will work as a virtual meeting place for all stakeholders of the sector. For the over 75 lakh MSMEs currently registered with the Ministry, this will provide a platform where they can interact globally to fulfil their requirements for funding, knowledge, technology, skilling and marketing, making them more competitive and integrated with the global value chain. He also emphasized on the need to enhance manufacturing competitiveness of entrepreneurs, and said that we are in the process of opening new 135 new Tool Rooms & Technology centres to develop the skill of the entrepreneurs. The summit was attended by more than 500 delegates from more than 15 countries. Country sessions with South Korea and Saudi Arabia along with panel discussion on 'Can MSME's Contribute 50 percent to Indian's GDP?' were also organized today. Shri Gadkari also released the theme paper of the Summit 'Making Indian SMEs Globally Competitive'.

### Shri Nitin Gadkari distributes khadi's tool kits among leather artisans

It was dream come true for leather artisans hailing from Delhi and neighbouring areas, when the Union Minister of Micro, Small and Medium Enterprises (MSME) Shri Nitin Gadkari called them as *Charm-Chikitsak* (Leather Doctors) and distributed advanced Leather Tool Kits among nearly 150 Leather Artisans at a function held under the aegis of Khadi and Village Industries Commission (KVIC) in New Delhi. Speaking on the occasion held under 150<sup>th</sup> Birth Anniversary Celebration Year of Mahatma Gandhi, the minister said that leather industry is one of the pioneer village industries and leather craft had immense potential of job creation,

especially in the rural areas. He said that KVIC has manifested the idea of 'Antyodaya' and 'Swablamban' (self-reliance). The idea behind it is to support the leather artisans with a micro financial assistance so that they may start producing the leather products according to need of the market. They will now be known as '*Charm Chikitsak* (Leather Doctors), he said and informed that the KVIC had so far established 419 units within last 3 years under the Prime Minister's Employment Generation Programme (PMEGP). Shri Gadkari said that social and economic equality in society will not come from speeches only but with real action. Distribution of Tool Kit to leather artisans in such an action. It is real dedication to Mahatma Gandhi's spirit. We are working regularly for economically and socially backward sectors. Now Kulhads will be used for tea at 400 Railway Station which will give employment to Kumhars. He also appealed the leather artisans to improve the quality of their produce and assured that government will give all financial assistance to them in this connection. Appreciating KVIC's efforts in uplifting the marginalized community, Shri Gadkari added that in the coming days, leather art and craft industry will be one of the significant village industry under KVIC and the lost glory in this sector will be returned back again MSME has extended an additional support of Rs 25 crores for overall development of leather art and craft industry. KVIC Chairman Shri Vinai Kumar Saxena, in his welcome address, said that believing in Mahatma Gandhi's principle of self-reliance and Prime Minister Shri Narendra Modi's mantra of inclusive growth, KVIC is committed to ensure the development of last man left in the society. With these programmes, we can bring changes in the lives of marginalized people. It will not only increase the income of *charm-chikitsak* in manifold, but will also give them social security and acceptance he said and informed that in the current financial year, KVIC would distribute another 70,000 Leather Tool Kits among the trained leather-doctors.

### **Shri Gadkari says Government will take effective steps to resolve the problem of delayed payments to MSMEs**

Union Minister for Micro, Small and Medium Enterprises Shri Nitin Gadkari has said that non payment and delay in payments to MSME enterprises will be dealt with very firmly. The Minister reiterated the Government's commitment to solve long standing problems of the MSME sector and give it the required support so that it can realize its full potential in terms of its contribution to GDP and employment generation. The Minister was speaking at a national workshop organized by the MSME Ministry to discuss the issue of delayed payments to MSMEs and ways to deal with it. He said that the Finance Ministry has recently taken some initiatives for the sector which will go a long way in strengthening it. Shri Gadkari further assured that the recommendations of the UK Sinha committee will be implemented soon. Besides Ministry officials and bankers, the workshop is being attended by entrepreneurs and various stakeholders from the MSME sector. Presentations were made by TReDS, Bombay Stock Exchange, Chamber of Indian MS&M Enterprises, NeSL (National e-governance Services Limited) on the initiatives that are being taken to tackle the problem of delayed payments. Many stakeholders suffering from delayed payments, spoke about their complaints and placed suggestions before the Minister and senior officials. Shri Gadkari appealed all the stakeholders to use MSME Samadhan Portal so that sufficient data could be gathered about wilful defaulters, register themselves on stock exchanges and also assured them that the ministry will soon launch a marketing portal 'Bharat Craft' for the marketing of their products. Ministry has already notified that all companies registered with the Companies Act, 2013 with a turnover of more than Rs. 500 crore and all Central Public Sector Enterprises shall be required to get themselves onboarded on the TReDS (Trade Receivables Discounting System) platform, set up as per the notification of the Reserve Bank of India. The Ministry has also notified that all companies who get supplies of goods or services from Micro and Small Enterprises and whose payments to suppliers exceeds 45 days from the date of acceptance of the goods or services, shall submit a half yearly return of the Ministry of Corporate Affairs



stating the amount of payments due and reason of the delay. Secretary MSME Shri Arun Kumar Panda assured stakeholders that all their suggestions and problems will be looked into by the Ministry. Shri Nitin Gadkari also Re-Launched the Credit Linked Capital Subsidy (CLCS) web portal on the occasion. CLCS is a scheme that provides 15% subsidy for additional investment up to ₹ 1 cr. for technology upgradation by MSEs. In the relaunched scheme there is an additional 10 percent subsidy to SC-ST entrepreneurs. MoUs were also signed by the office of DC, MSME with 11 Nodal Banks. Additional Secretary and Development Commissioner Shri Ram Mohan Mishra welcomed representatives from PSUs, Banks, Industry association and entrepreneurs in the two day long workshop on Credit Linked Capital Subsidy and Delayed Payment of MSMEs.

### **KVIC Launches 'Terracotta Grinder' at Varanasi to Re-use wasted pottery**

Khadi and Village Industries Commission (KVIC) launched a first ever 'Terracotta Grinder' at Sewapuri in Varanasi. This machine will grind the wasted and broken pottery items for re-using in pottery-making. KVIC Chairman Shri Vinai Kumar Saxena said that earlier the wasted pottery items were grinded in normal *khal-musal* (mortar and pestle) and its fine powder was mixed with the normal clay. Mixing this powder in stipulated ratio to normal clay makes the resulting pottery items stronger. This Terracotta grinder will make grinding of wasted pottery items faster than the traditional mortar and pestle. It will lessen the cost of production, and will also help in solving the problem of shortage of clays. He said the cost of one tractor trolley of clay is Rs 2,600 in the Varanasi area. By mixing 20 percent of this wasted terracotta powder, the potter will make a saving of at least Rs 520. This will also create more job opportunities in the villages. The grinder was designed by KVIC Chairman, and fabricated by a Rajkot-based engineering unit. On this occasion, the KVIC Chairman also distributed 200 Electric Potter Wheels and other pottery machines among the villagers. This will not only create 900 new jobs, but will also meet the growing demand for terracotta products at Varanasi railway station following a direction by the Ministry of Railways to Zonal Railways and IRCTC to take urgent necessary action to ensure use of locally produced, environment friendly terracotta products like Kulhad, glasses and plates for serving passengers through all static catering units at Varanasi and Raibareilly railway stations. This machine will be a boon for potters as Union Minister of MSME Shri Nitin Gadkari has proposed to introduce kulhads and other terracotta products at 400 prominent railway stations. The proposal is under active consideration of the Railways. KVIC, as part of its commitment to Swachh Bharat Abhiyaan, had also started manufacturing of plastic-mixed handmade paper at Kumarappa National Handmade Paper Institute (KNHPI), a KVIC unit in Jaipur under its project REPLAN (REducing PLastic in Nature). In this project, the waste plastic is collected, cleaned, chopped, beaten and treated for softness. After that, it is mixed with the paper raw material i.e. cotton rags pulp in a ratio of 80 % (pulp) and 20% (plastic waste). The institute has sold over six lakh handmade plastic mixed carry bags since September 2018.

**UPCOMING EVENTS**

**Regional Seminar/ Workshop under  
Procurement & Marketing Support  
Scheme on 4U Sarod Samman 2019**

**18.10.2019  
at  
MSME-DI, Kolkata**

**Regional level Trade Fair on Art  
Based Enterprises**

**21.10.2019 to 25.10.2019  
at  
Kolkata**

**Entrepreneurship & Skill  
Development Programme 2 nos.**

**September to October, 2019  
at  
Uttar & Dakshin Dinajpur**

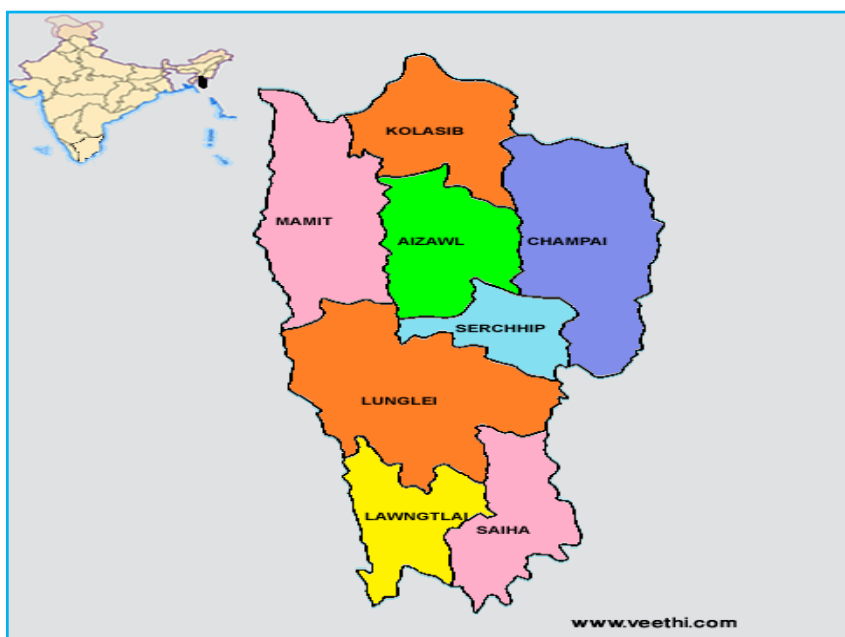
**Management Development  
Programme**

**October, 2019  
At  
Murshidabad**

## SPECIAL FEATURE

### National Seminar/Workshop on Bengal and North Eastern Region Green Innovators & Social Entrepreneurs (BANERGISE)

Tucked away in the southern tip of the North – East region of India, Mizoram is a picturesque mountainous state of lush forests, pulsating with wildlife and dotted with natural wonders and fabled landmarks. Mizoram is a land of exotic beauty, where the lofty peaks and hills are shrouded in a mystique cloak of pale-blue hazes or transformed into islands in a sea of snow-white mists. The total area of Mizoram is 21,087 Sq. Km. and it is divided into 8 districts.



Bengal & North Eastern Region is conceived as the Hub of Green & Social Entrepreneurship in India due to its richness in flora & natural diversities. This Entire Zone (stretched across Bengal, Sikkim & the Seven States of North East India) has huge quantity of underutilized natural resources & structured industry setup - except some notable business identities, so there is huge scope for setting

up some ventures, clusters etc.

Considering this vantage factor, MSME -Development Institute, Ministry of MSME, Kolkata took an initiative to integrate Green Innovators & Social Entrepreneurs through State Level Seminars at West Bengal & North Eastern Region as well as Andaman & Nicobar Islands which will be followed by Regional Level Seminar / Trade Fair / Exhibitions for technical & managerial support along with market linkages between various stakeholders. This initiative of MSME Development Institute, Kolkata under the aegis of Ministry of MSME, Govt. of India is named BANERGISE (Bengal And North Eastern Region Green Innovators & Social Entrepreneurs), which is aimed to identify & aggregate the Green Innovators & Social Entrepreneurs from all over Eastern India (especially Bengal And North Eastern Region), adoption of MSME Clusters of Eastern India mainly the Green Clusters of Bengal & North Eastern Indian states in the financial year 2019 – 2020 as well as synergies with various Govt. Departments, Business Identities & Chambers, Top Technical & Management Institutions for facilitation & handholding to Green Innovators & Social Entrepreneurs.

The programme was envisaged by Mr. Sanjeev Azad, Assistant Director with the help of Mr. Tapas Roy, Investigator. Consequently, Aizawl was visited by them and met the officers of different department viz. Directorate of Industries and Commerce, Directorate of Handloom and Handicraft, Secretary, Planning, Bamboo Development Agency, Directorate of Agriculture, Directorate of Tourism, Directorate of Rural Development, Mizoram Chamber of Commerce, Directorate of Health, Press Information Bureau, Local Entrepreneurs, HNAM

CHHANTU Emporium, Branch MSME-DI, Aizawl and Reserve Bank of India. The programme was published in various e-forums viz. Facebook page of this office, Whatsapp group and in our website.

The programme was held on **13<sup>th</sup> September 2019** at **Aijal Club, Aizawl, Mizoram**. The **programme** was attended by 170 MSMEs participants including the officers of this office and guest faculties. The curtain was lifted by Hon'ble Chief Minister of Mizoram **Mr. Zoramthanga** as Chief Guest with the lighting of Lamp along with the other dignitaries present. He appreciated the initiative taken by MSME-DI, Kolkata towards gathering the entire W.B & NER family under the theme BANERGISE. He pressed upon the fact that there are a lot of opportunities in the field of Horticulture, Handloom, and Transport & Tourism which is yet to be explored.

Consequently, Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata MSME-DI, Kolkata expressed his happiness for playing a pivotal role in enhancing the compliance status for strengthening the Governance of MSMEs in the State of West Bengal to support the skills development initiatives of the Government. Apart from this, he also informed that this institute is organizing seminars and workshops in promoting awareness about the role of MSMEs in the inclusive development of economy; facilitating in establishing MSMEs and providing ground level solutions to issues being faced by this sector. MSME-DI, Kolkata has crossed the geographical barrier and organizing a seminar at every state of North Eastern Region & A & N Islands under the project BANERGISE.

The programme was also attended by Smt. Mary L. Deng, General Manager, Reserve Bank of India, Aizawl, Mizoram; Dr. C. Vanlalramsanga, IES, Secretary, Planning, UD & PA, Government of Mizoram; Pu Rodney L Ralte, IAS, Secretary, DC, MA & Local Administration, Government of Mizoram as Guest of Honor.

An interaction session was held in the programme and all the queries were addressed to properly. The programme was well appreciated by the participating members and requested this office to organize such programmes frequently to disseminate the information to the MSMEs.

#### **GLIMPSE OF BENGAL AND NORTH EASTERN REGION GREEN INNOVATORS & SOCIAL ENTREPRENEURS AT AIZAWL, MIZORAM**



Pu Zoranthanga, Hon'ble Chief Minister received by Sri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata at Aijal Club, Aizawl, Mizoram



Welcome Address by Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata



MSME-DI Kolkata Uniform presented to Chief Guest



Lightening of Lamp by Chief Guest





Inaugural Speech by Pu Zoramthanga, Hon'ble Chief Minister, Mizoram



Memento Presented by Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata



Memento Presented by Shri Sanjeev Azad, Assistant Director, MSME-DI, Kolkata



Participants for the Programme



Stall Visit by Chief Guest







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