

Press Release

Howrah : 2nd August, 2014

At the Synergy 2014 at Howrah held at 'Sarat Sadan', Howrah Maidan, aspiring entrepreneurs, existing entrepreneurs, various government departments, banks and organizations met to share information and facilitate the process of entrepreneurs to start their own enterprise.

Synergy is an event held every 3 months as an initiative of Department of Micro Small, Medium Enterprises & Textiles (MSME&T), Government of West Bengal. Earlier, it has been held in Kolkata at the 'Milon Mela' and Siliguri. The DIC mobilizes entrepreneurs from the entire district to a prominent location where for 2-3 days, Entrepreneurship Development Programmes (EDPs) and Financial Literacy Programmes are organized by NIESBUD apart from other awareness sessions.

During this event, The National Institute for Entrepreneurship and Small Business Development (NIESBUD) signed an agreement with Department of MSME&T, Government of West Bengal, a project for making it easier for entrepreneurs to start their own enterprise.

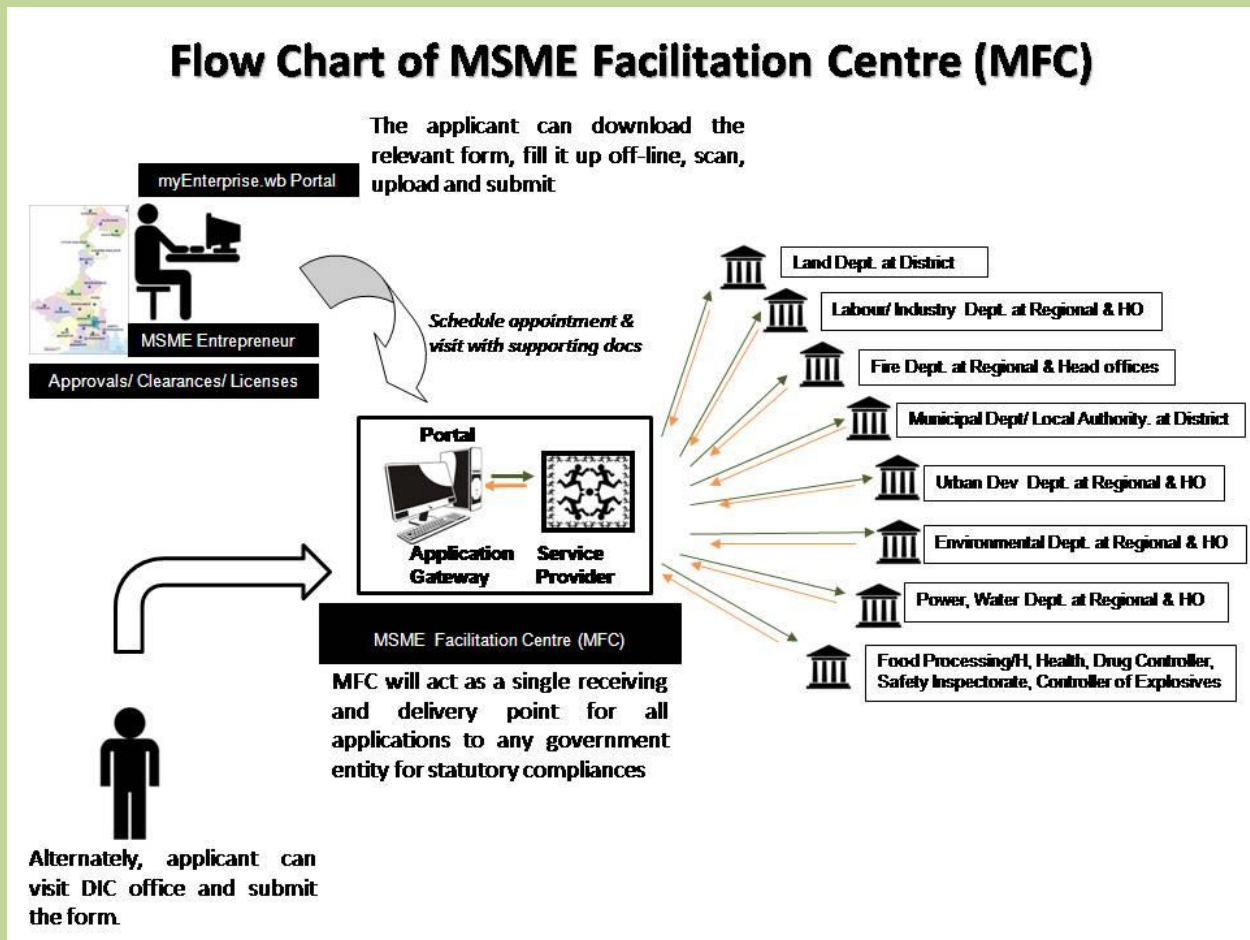
The Department of MSME&T has launched myEnterprise web portal with the objective of seamless information dissemination including approvals/ clearances/ licenses required to start and operate business for the MSMEs in the State. Presently online registration of EM 1 & EM 2 and online filling up factory licence form are operational in the portal. With the proposed implementation of the Application Gateway facility, the entrepreneurs can also make online applications for all approvals/ clearances/ licenses as listed in the Annexure.

However, the entrepreneurs still need to make multiple visits to the concerned department/ agencies offices for submission of application, payment of fees and clarification of queries and finally, collection of the certificates / licenses. The time and effort spend by the entrepreneurs in liaising with multiple departmental agencies could be devoted to other business-related activities.

Therefore there is a need for a dedicated centre where the entrepreneurs can submit all applications for approvals/ clearances/ licenses at a single place by availing professional assistance and can take delivery within a pre-defined timeframe. The centres can operate out of the DIC offices wherever there are available spaces.

It is envisaged that the MSME Facilitation Centre (MFC) will provide application facilitation services to the entrepreneurs through the use of the Application Gateway of myEnterprise portal. The service provider of MFC will act on behalf of the entrepreneurs and represent to the various departments/ agencies for collection of information on

application procedure, fee structure, submission of application with supporting documents, follow up, furnish clarification, deposit fees and collect certificates/ approvals.



The Director General, NIESBUD mentioned this was a project which it would facilitate the Dept. in setting up and handholding the various DICs to create MSME Facilitation Centres (MFCs) in all districts of West Bengal.

The Principal Secretary, Department of MSME&T, Government of West Bengal interacted with the large gathering of entrepreneurs and said the MFCs would have a Single Application Window. Those who presently needed to get approvals from various government departments like Pollution Control, Fire, Water, Electricity, by going to all these departments, would now get these from one place, the MFC.

The Additional District Magistrate and President of Howrah Chamber of Commerce among other dignitaries were also present on the occasion. They welcomed this project as it would make the lives of the entrepreneurs much easier. It would also make them believe in the initiatives of the state government of West Bengal.

Members of the audience expressed their thanks since they were earlier required to spend time, effort and money to travel to so many different departments located in various parts of the city.

Notice in NIESBUD website

NIESBUD has been assigned by the Dept. of MSME&T, Govt. of West Bengal to set up MSME facilitation centres(MFCs) in all districts of West Bengal.

1. The broad scope of the MFC project includes :

- i. Development of Single Application Gateway module and its integration with the myEnterprise portal ensuring that all relevant information can be accessed including online application (in digital form) and also downloading blank application form.
- ii. Maintenance of myEnterprise portal and updating with latest information from all departments/ agencies regarding application procedure, application forms, fee structure, supporting documents, timeline, collection, etc.
- iii. MSME Database creation, management and provide security solutions.
- iv. Enrolment of entrepreneurs to the myEnterprise / Application Gateway portal service and provide personalised guidance to applicants.
- v. Educating and advising entrepreneurs on application procedure through dissemination of information via the portal and also printed matter, media and call centre.
- vi. Distribution of application forms and printed material for which online application facility is not available.
- vii. Publish and display information on fees for each application prescribed by the departments/ agencies and tentative timeline for processing of application.
- viii. Provide helpdesk support to entrepreneurs for online filling up of application forms and preparation of supporting documents.

2. The broad deliverables of the MFC project by the Implementing Agency includes :

Planning : Suggestions on the layout design, infrastructure and logistics requirement, training requirements, system requirements for SAG, operation process and procedures, etc.

- i. Resource mobilization (to be utilized for MFCs)
 - a. Train DIC staff for interacting with various departments, and;
 - b. Facilitate process of understanding needs of the SAG with the IT Application Provider in coordination with Dept of MSME&T.
- ii. Operations
 - c. Set up operation procedures, and;
 - d. Handholding support to DIC staff
- iii. Implementation of process & system
 - a) Preparation of guidebook, checklist, manual, SOP, dummy forms, and;
 - b) Provide training for identified staff of DIC
- iv. Providing a compilation of all acts, rules, orders, circulars, amendments, dummy, forms, application fee, etc.
- v. Setting up of a resource library (information center, etc)
- vi. Facilitation in Integrating SAG with the MFC operation.

3. Implementation Timelines:

- i. Phase I – 2 MFCs - Kolkata & Howrah (within 3-4 months from date of engagement)
- ii. Phase II – 5 MFCs - Siliguri, South 24 Parganas, North 24 Parganas, Durgapur, Malda (within 5-6 months of engagement)
- iii. Phase III – Rest 15 (within 8-9 months of engagement)

Proposals are invited from various implementation agencies who have expertise in all the following areas :

- a) IT-related projects in govt. or public sector
- b) Education & training in govt. or public sector
- c) Multi-location Project Management
- d) Experience in Training DICs in MSME sector
- e) Experience of working with MSME sector
- f) Experience of working with District Industry Centres (DICs)
- g) Entrepreneurship Development with programmes of the apex Institutes of the Govt. of India

All agencies must have a working base in Kolkata and one of the districts of West Bengal.

Proposals to include an approach note and how they will implement the project and also include their charges. Last date to receive proposals by : 11th August, 2014.

Proposals to be sent to :

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