

FOSMI

Federation of Small & Medium Industries, WB

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Editorial



World is passing through a tough time, with WAR going on between Russia and Ukraine with help from U.S. NATO countries & Europe. China trying to take over Taiwan, as well attempting to change India's LAC status quo by force, yet efforts not successful but bringing huge loss of precious lives, livelihood, unbelievable destruction, downing 1/3rd of the world economy faces recession and uncertainty -IMF. Northbound inflationary trend, Higher interest rates, currency depreciation and downing economy world over. Super Power race between Russia & US. Money/ Land grabbing made China-Russia MAD defacto. Technology upgradation benefitting humanity greatly but unfortunately misuse is random. India is fortunate to have a stronger Economy 5th largest ahead of U.K. and set to be 3rd largest by 2030 eyes \$2 Tn. Exports at record \$770 bn in FY 2023, 14% up from last year. GDP 5.9% higher than China. India's population is now largest in world 142.86 Crore, surpassing China's 142.57 crore 0.2% -2019-World Bank. India poverty 15million in 2022 according to Noah Smith US Blogger. According to SIPRI India 4th largest military spender after US, China & Russia.

Restricted Chinese product import, Boom to MSMEs /Trade, resulting, more indigenous trade and commerce and Export potential. It will be beginning of India's era and with Inflation @4% by 2024 -RBI, it can be a global Manufacturing/ Trade and commerce hub, offering new opening for DESI BUSINESSES, a favourite investment destination, in global risk /gloom. A stable Govt., global skill capital & Indian brains rule the world today De-Facto.

Wishing a very Happy FY 2023-24 with PEACE and PROSPERITY.

Kishan Raj Singhwi
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President's Message



Biswanath Bhattacharya
President, FOSMI

West Bengal is reeling through profuse high temperature and excessive heat, all of us are striving really hard to combat this odd climatic condition and let's cautiously strive our best to sail through this unprecedented weather condition.

The focus of Central Govt. in Union Budget 2023-24 to support MSMEs and industries, will help the digital economy grow by reducing the burden of compliance and emphasising e-governance are very comprehensive initiatives. The creation of 36 international skill centres and the creation of digital platforms are two initiatives that will greatly assist MSMEs. The Union Budget 23-24 have further reinforced the delayed payment provisions of MSMEs and become more stringent. Under the socio-economic welfare measure, for promoting timely payment to MSMEs, it is proposed to include payment made to such enterprises within the ambit of 43B of the Income Tax Act by which, where payment to micro or small vendors registered under MSME Act, is not made within period specified u/s 15 of the MSMED ACT 2006, the expenses from MSME shall not be allowed under Income tax law. This is a very welcome move for MSMEs.

On the other hand, the State Budget of Govt. of West Bengal for the year 2023-2024 placed strong promises, out of which, continuation of running programmes for ordinary citizen, fully waived off fees on irrigation water, exemption from paying the rural

employment cess, stamp duty reduction, tax dispute resolution and the Matsyajeebi Bandhu Program, Bhavishyat Credit Card are the few important initiatives which would help MSMEs and a lot.

The revamped MSME Competitive (LEAN) scheme (MCLS) so introduced by the Govt. on March 10, 2023 has made handholding and consulting more affordable for MSMEs under the scheme. The implementation will be monitored by agencies like, NPC, QCI along with MSME-DFOs.

FOSMI in association with Haldia Development Authority, DIC Haldia and WBPCB Regional Office at Haldia, arranged a day long Awareness programme at Haldia on 9th of Feb., 2023. The program focused on various schemes of State Govt. for MSMEs, also inputs received through program on delayed payment and various provisions of pollution control norms have immensely benefited the participants.

Recently concluded two MSME Banking conclave arranged by FOSMI in association with UCO Bank and Deutsche Bank, helped the members to learn about the numerous cutting-edge financial options provided by the banks to help them achieve their company expansion objectives.

Among the forthcoming events of FOSMI, it is a pleasure to inform that FOSMI joined hands with Aston University, UK & Jadavpur University, Kolkata, have initiated Going Global Partnerships Industry-Academia Collaborative Project titled "Circular Economy (CE) in SMEs", approved by the British Council. The main aim of this project is to facilitate SMEs to adopt CE through green skill development. It would be a golden opportunity to the SME members of FOSMI to associate with this project and can accord credible recognition of being the part of Circular Economy Project.

Further, it has been planned to arrange interactive meeting with different foreign consulate offices situated at Kolkata to help the FOSMI members by promoting their export potential opportunities.

I am really happy to inform that FOSMI Secretariat just bagged approval from Ministry of MSME, Govt. of India to host one International Seminar in Kolkata on the theme MSMEs-Embracing to Circular Economy during Nov.'23. Another one is International Trade Fair i. e. Autumn Fair to be held at Bahrain during Dec.'23 under International Co-operation Scheme of Ministry of MSME, Govt. of India during the year 2023-24.

I wish every success of these two events.

SUSTAINABILITY FOR MSMEs

Despite significant contributions from small businesses and MSMEs to the achievement of UN-led sustainable goals, MSMEs still have a long way to go to realise their full potential.

Sustainability for MSMEs: In 2015, the United Nations (UN) universally adopted a set of 17 sustainable goals intending to end poverty, minimise environmental impact, and ensure peace and prosperity by 2030. Micro, Small, and Medium enterprises (MSMEs) and small businesses play a crucial role in achieving these sustainable goals, as MSMEs and small businesses are one of the primary drivers of employment, reducing poverty and accelerating economic growth.

As per the latest reports by the Udyam portal, in India, over 9.31 crore people, including 2.18 crore women, are engaged in about 1.28 crore registered MSME enterprises. The government intends to add about five crore jobs in the MSME sector by 2025. MSMEs also play a critical role in closing the gender gap, ensuring effective women's participation in the economic activities of society.

Despite significant contributions from small businesses and MSMEs to the achievement of UN-led sustainable goals, MSMEs still have a long way to go to realise their full potential. The MSME sector continues to rely on obsolete technologies and resources, resulting in excessive energy consumption and high carbon emissions.

Low-Carbon Economic Transition by MSMEs

The Indian MSME sector is a notable Greenhouse Gas (GHG) emission-causing sector, as small businesses generally use fossil fuels and natural resources. The MSME sector in India alone consumes about 25 per cent of the total energy consumed by Indian industries. It also accounts for



The MSME sector continues to rely on obsolete technologies and resources, resulting in excessive energy consumption and high carbon emissions.

SMEs require greener solutions to achieve the country's sustainable development goals



about 15 per cent of electricity consumption and a whopping 85 per cent of thermal consumption of the total energy consumption by Indian industries.

Amid the COVID-19 pandemic and rising tensions amongst international economies, MSMEs and small businesses were further pushed into slow economic growth. Due to a lack of working capital and financial resources, many enterprises were forced to shut down, and many resorted to conventional working techniques. Reverting to conventional practices resulted in higher capital costs and contributed towards higher GHG emissions. On the other hand, technology-based, sustainable practices would have helped businesses to limit their carbon emissions. Therefore, Indian small businesses need greener, sustainable solutions to enhance their transition into a low-carbon emitting sector to support and achieve the country's sustainable development goals and

other global climate commitments.

Small businesses require business-oriented policies, technologies, and, most importantly, seamless access to finance in order to scale high-growth opportunities, implement innovative techniques, and eventually transition to sustainable operations.

Initiatives by SIDBI to Promote MSME Lending

Realizing the need for financial resources for achieving low-carbon economic transition by MSMEs, a number of efforts have been made to maximize financial aid for these enterprises. In 2022, the Small Industries Development Bank of India (SIDBI) announced a collaboration with multiple stakeholders to help MSMEs become more energy efficient, supporting India's Sustainable Development Goals (SDGs).

Under the SIDBI Srijan scheme, highly concessional loans of up to Rs. 2 crore for a project are given to MSMEs at 3-5 per cent interest rates for undertaking innovative technology projects at the pre-commercialisation stage. Additionally, in collaboration with the World Bank, SIDBI's End-to-End Energy Efficiency (4E) scheme intends to support energy efficiency and solar projects by

quickly dispensing loans up to Rs 3 crores at 4.90-7 per cent interest rates.

SIDBI also signed an MoU with the Bureau of Energy Efficiency, intending to enhance green financing solutions for MSMEs and explore efficient solutions for helping them attain sustainability.

The Way Forward

MSMEs play a crucial role in attaining the SDGs laid out by the UN. To achieve an equitable transition to a low-carbon economy, MSMEs need to be allocated adequate financial resources for scaling new-age technologies and shifting to cleaner alternatives. Strengthened efforts by international green investors and global green financing institutions for Indian MSMEs need to maximise effective and efficient results.

MSMEs and small businesses can leverage technological capabilities to analyse, optimise, and unlock financial solutions for their operations. Robust, data-backed solutions enable businesses to access finance, streamline payments, and enhance seamless cashflows.

Arun Poojari is the Co-Founder and CEO of Cashinvoice. Views expressed are the author's own. ■





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Saibal Biswas
Financial Expert

An Insight On Personal Finance

Personal finance encompasses the whole universe of managing individual and family finances, taking responsibility for your current and future financial situation, and setting financial goals. It also includes handling individual financial tasks and saving for emergencies.



Personal Finance refers to planning and controlling personal financial activities, which includes income creation, spending, saving, investing, and protection. It includes financial planning for retirement, taxes, and estates, as well as banking, insurance, mortgages, and investments. The main focus is on achieving individual financial objectives, such as holiday planning, retirement planning, or college savings for your children. It will depend on your income, spending, living needs, personal goals, and the arrangement you come up with to achieve those goals within your means and under your personal risk appetite.

What is the Importance of Personal Financial Planning?

Personal finance management is a crucial component of daily living, and in the post-COVID-19 world, it is more important than ever. Financial literacy enables you to distinguish between good and bad financial advice and make wise judgments. In the current economic and social climate, personal finance plays a significant role in shaping the course and essence of human existence. Here are some benefits of personal financial planning.

1. Increase Your Savings

Saving money can be achieved even without a financial strategy. However, it might not be the best

course of action. You learn a lot about your income and expenses when you make a financial plan. With a financial plan, you are better positioned to carefully monitor your spending and reduce it. Long-term savings are automatically increased by doing this.

2. Enjoy A Better Standard of Living

With a solid financial strategy, you wouldn't have to compromise on your way of life. You can accomplish your objectives and maintain a liveable standard of comfort while still managing your finances well.

3. Be Prepared for Emergencies

An essential component of financial planning is setting up an emergency fund. You must make sure that you have a fund here that is at least equal to six months' worth of your monthly salary. In this manner, you can avoid worrying about finding money in the event of a family emergency or job loss or business distress. Your emergency fund can aid in the timely payment of various expenses.

Tips for Personal Finance

Here are some practical tips and tricks for managing your finances in the best way possible.

1. Create A Reasonable Budget

The first and most crucial step in money management is creating a budget. It has been in use for centuries and is a reasonably straightforward measurement. Estimate how much money you will



ideally need to spend each month depending on your income, lifestyle, and wants to create a budget. Having an estimate will enable you to manage your money better and organize your spending and savings as necessary. You can track and reach your financial objectives more successfully without sacrificing your lifestyle if you have more control and knowledge over your spending patterns.

2. Set Financial Goals

A financial goal helps you maintain focus and prevent overspending. Plan accordingly what you want to accomplish with your money both now and in the future. You must begin investing in financial products if you want to attain your long-term financial objectives, such as your dream home, your child's education, retirement, and a host of other things. Always create attainable objectives with clear deadlines. This will keep you motivated and make sure your money is being used wisely.

3. Start Investing early

Starting to save money as early as possible in life is a prudent financial decision. This allows you more time to increase your money and, over time, earn bigger returns. Aim to begin investing and saving with your first salary. You can also enjoy the benefit of compounding interest. Compounding over long term can significantly grow your wealth in a manner which covers for growing inflation.

4. Avoid Credit

Although taking loans to attain your goals in life is a common thing today, they do have their share of drawbacks. The high-interest rate may reduce your funds. Multiple loan applications also lower your credit score, making it more difficult for you to get financing when you need it. Make every effort to keep your debt to a minimum. Being reliant on credit cards or accruing excessive debt might hurt your budget and strain your finances.

Things to remember while doing a financial plan

1. Financial goals

Every plan has some goals that need to be fulfilled. In the same way, while doing financial planning, you

should set some financial goals which you want to achieve in the future. How much money would you need to cover all of your future expenses? In how much time do you want to achieve financial freedom? You must ask questions like these to yourself so that you can define your financial plan by way of your financial goals.

You should try to make your every financial goal a SMART goal. A SMART goal would mean that the goal is specific, measurable, achievable, relevant, and time bound.

2. Risk appetite

While doing financial planning, you should always identify your risk appetite towards investing. By looking at your financial condition and the money you can save on a regular basis, you should first determine how much you can afford to invest and in which asset class.

3. Minimize your expenditure

An ideal financial plan would require you to invest in different investment schemes over an extended period. You should try to reduce your expenses in every little place possible to maximize your savings. More the money you have with you to invest, lesser will be the time taken to achieve your financial goals.

You should always conduct your research about the investment option before taking an investment decision as no one knows what you want to achieve and what you stand to lose better than you.

4. Avoid the herd

Investing, only because everyone else is investing is one of the biggest investment mistakes. You have to understand that your financial status, needs, desires, financial goals; everything that influences your future life are significantly different from everyone else.

You should always conduct your research about the investment option before taking an investment decision as no one knows what you want to achieve and what you stand to lose better than you.

5. Regularly monitor your investments

The share market is highly dependent on the external market forces like the inflation rate, interest rates, and other government policies. That makes the stock market risky and volatile. You should continuously monitor your investments as to know how your money is doing in the market

6. Rainy day funds

Never underestimate the importance of an emergency fund for helping you in your worst times. Always consider saving for an emergency fund that can provide you with a regular source of income for 3 to 6 months. This contingency plan will allow you to cover your expenses if you lose your job or meet with an emergency, without having to sell your investments.

7. Never ignore the taxes

Tax saving is the best tool for increasing your gains and reducing your losses. You will have to pay taxes for every income you make. The slabs may change, the taxable amount may change, but the fact that you are bound by law to pay a certain amount of your income as taxes will never change. It affects every aspect of your financial plan, from your income to every asset you may buy or sell in the future.

You can take the advice of your broker or a tax planner if you think your taxes are lowering your savings in a big way.

Limitations of Financial Planning :

Financial planning is mainly based on estimation and forecasting techniques like future assumptions and past records.

Uncertain Future:

Financial planning is based on the assumption about the future factors associated with the project. The nature of the future is uncertain, and most of the times things do not come as expected. The uncertainty of future events can decrease the reliability of financial planning.

Lack of Accuracy in Based Data:

Financial planning is the future estimates based on past or researched data coming from different sources. The results of financial planning may go wrong if the based data itself is inaccurate. The authenticity and accuracy of based data are most important as all the estimates may go wrong.

Rapid Changes in Environment and Policies:

Drastic changes in government rules and regulations about the economic environment can affect financial plans adversely.

External Factors:

External factors that are not directly stakeholders of your business plan but may affect your planning adversely for example war, natural disaster, etc are extremely difficult or impossible to predict.

You can take the advice of your broker or a tax planner if you think your taxes are lowering your savings in a big way

Why do we need a financial planner and guide

1. The planner should be given sufficient time and tools and he will be able to guide you through the process.
2. He can gather information and data from a very reliable source. The base data should be cross-checked with other sources to make it more reliable.
3. He can involve concerned persons to make the planning more accurate and error-free. Like a tax consultant or estate planner.
4. He can set up the information system which gathers processes and makes reports of relevant data.
5. He is aware of current political and economic signals coming from government sectors to base his predictions more accurately.



6. He should know your goals and aspirations and target them but keeping in mind your risk appetite.
7. He should be able to review the portfolio and lastly be with you over your life cycle.

Conclusion

The study of personal finances is not complex. You will need to take care of more than one part of it, though. Therefore, keeping things simple pays off. If we attempt to execute several things at once, we risk complicating the situation.

In actuality, all we need to do is develop straightforward plans and carefully adhere to the course set forth by those methods. You can concentrate on making significant and crucial financial decisions if you automate your long-term investing. You can reach your intended financial goals by being consistent, persistent, and using the right personal finance tactics. ■■

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MSME Conclave of Techno India University with FOSMI



A conclave on Quality, Research and Workshop on Project Management was organised under the able leadership of Dr.(Prof.) Goutam Sengupta, Vice Chancellor, Techno India University, West Bengal, and Advisor to FOSMI Advisory Board.

The Techno India University, West Bengal hosted the Conclave in Collaboration with QCFC HQ, FOSMI and CRIMM (Centre for Research in Materials Management) on 9th of January 2023 at Techno India University Campus.

The Conclave witnessed the presence of eminent personalities like Shri Alope Mookherjee, Chairperson, Emeritus, Flakewood as Chief Guest, Shri D. K.Srivastava, Executive Director, QCFC, Dr. Abhijit Mitra, Director- Research, Techno India University, West Bengal, Shri H. K. Sharma, National President, IIMM, Shri Biswanath Bhattacharya, President, FOSMI and other eminent personalities from academia. The conclave was attended by the members from FOSMI and students from academia.

The Conclave focused on possible tie up of FOSMI, Techno India University & CRIMM on project Management under Industry Academia Collaboration for innovative research products of the University and available support system for adoption and marketing of such innovative products. The conclave also focussed how academia to collaborate with industry for furthering the academic advancement of materials management and its application to industry.

The deliberation and presentations of QCFC under the concept-One Lakh MSME, in respect to quality enrichment among MSMEs and the supportive role of QCFC towards quality awareness among industries under the concept was the special highlight of QCFC.

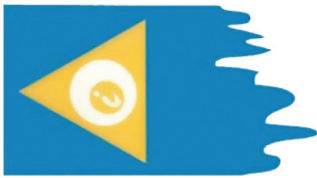
The entire Conclave was comprised of three Technical Sessions. The Technical Session 1 was the presentation of Shri D. K. Srivastava on One-Lakh –MSME, in respect to quality enrichment among MSMEs and the supportive role of QCFC towards quality

awareness among industries. Shri Srivastava also spoke about the possible Tie up with FOSMI & TIU.

In the Technical Session 2, there were highly informative presentations, made by Dr. Abhijit Mitra, Director- Research, Techno India University, Shri Biswanath Bhattacharya, President FOSMI and Shri H.K. Sharma, National President IIMM on the topic The Role of Research in Industry – Academia Collaboration.

The Technical Session 3 was for a workshop on Project – Procurement and it was the joint effort of TIU & CRIMM and at the end of the workshop participants were awarded with Certificates.

The component of the Conclave has been pragmatically designed to support the MSMEs who want to excel and this Conclave will provide research information and created opportunity to FOSMI members to reap the benefit of Industry academia collaboration to their product diversification venture. It was a truly a conclave of high standard and with all merits for the development of MSMEs. ■

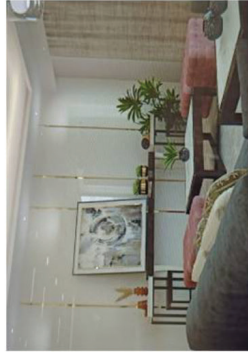
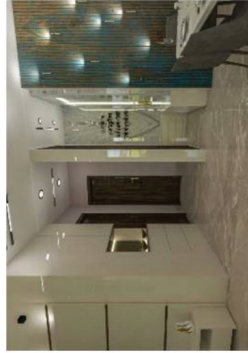
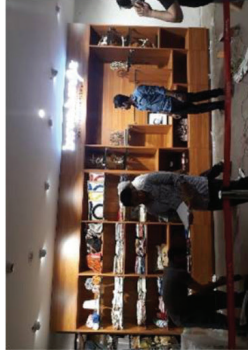
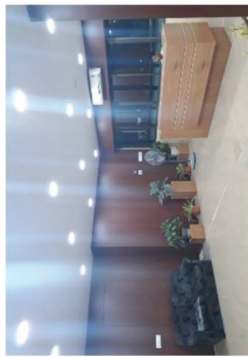


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Visit to SBI Kolkata Circle office lead by President, FOSMI



President FOSMI ShriBiswanath Bhattacharya alongwith ShriS.K.Kedia,Vice President and Shri Mahesh Kedia, Member FOSMI visited the Office of Chief General Manager, SBI Kolkata Circle ShriPremAnupSinhaon 25th January 2023 to reinforce FOSMI's association with SBI and to ensure more closer collaboration with SBI for FOSMI's future activities. It was a very successful and productive meeting for FOSMI.

Meeting with GM DIC Nadia



Shri Goutam Das of M/s. Das Roto Print, FOSMI District Chairperson of Nadia District and his team have taken a great initiative to work with closest proximity of DIC Nadia and in this respect he and his team paid visit to the office of GM, DIC Nadia, Shri Debabrata Roy and Additional District Magistrate (ADM) Shri Sekhar Sen to discuss about our line of activities and to plan FOSMI's future programs for the benefit of MSMEs of Nadia District.

MSME Conclave



A MSME conclave was organised by UCO Bank in association with FOSMI on 21st February 2023. The Conclave was held at The Lalit Great Eastern Kolkata.

Shri Biswanath Bhattacharya, President FOSMI in his inaugural address said that Micro, Small and Medium-sized Enterprises (MSMEs) have gained increased attention in India in recent times, considering their strategic importance to the economy and the country play an important role in generating employment. Shri Bhattacharya said that banks reflect their unique role as the kick-starter of growth in any economy and said that Commercial and specialized banks always play an important role in the growth and development of entrepreneurship.

Shri Bhattacharya added that, MSME fraternity truly expect that Institutions like Banks need to change their perspective from that of being just a lender to that

of being a strategic business partner. They must try to establish long-term relationships with the MSMEs and extend co-operation to make them successful in their ventures.

Shri Rajeev Gupta, GM, Mid Corporate Department, UCO Bank, greeted the participants in the conclave and expressed that the basic reason of organising a MSME conclave is to get the opportunity to interact with the entrepreneurs and to understand their various requirements vis-à-vis Banks also get the opportunity to make the MSMEs aware about the available products from the basket of the Bank. Shri Gupta also added that the shared opinion of the participants help the Bank to understand the various needs of MSMEs and helps the Bank to understand the improvements in Banking activities to fulfil such requirements.

Followed by Shri Rajeev Gupta, Shri Prem Shankar Jha, GM, MSME, UCO Bank, shared his opinion about the functional areas of the Bank and said that MSME can grow with mutual co-operation. He expressed that the ambit of MSME have increased in many folds with the new definition. Shri Jha further corroborated that, despite all good effort of the Banking sector, 80% fund requirement are met by informal sector even with high interest rate and hence this kind of Conclave helps the entrepreneurs to make them aware about the different systems offered by the banks and can reap the benefit. Shri Prem Shankar



further added that with the changing industrial scenario and involvement of global players, the challenges before the MSMEs in the financial front becomes more crucial and thereby banks play important role in meeting the

financial challenges of MSMEs. He also defined the areas of improvement of Eco System and explained several areas like Cash flow lending, Customised loan, Digital Lending, Supply Chain Financing, Cluster based approach, Partnership lending etc. in a very elaborative manner.

Shri Prem Shankar also felt that financial literacy is very important and in the Banker's perspective the lead District Managers to come forward to educate MSMEs about various financial options.

Shri Alok Kumar, Dy. General Manager, Zonal Head, Kolkata Zonal Office, in his turn explained the various business portfolios of UCO Bank namely retail, MSMEs, Agriculture etc. and added that the specialised branches through their operational activities are engaged to support the requirements of Entrepreneurs. Shri Kumar presented a detail MSME overview and its contribution to the Indian Economy. He gave brief account of new products added to the basket of UCO Bank. Also, very precisely, Shri Kumar explained the methods adopted by the banks for granting of loan and defined the various essentials which are preconditions for getting sanction on loan application.

There was a very encouraging interactive session and program ended with a very successful note. ■

Meeting with Shri Rajesh Pandey IAS, Principal Secretary, MSME&T Deptt., Govt. of West Bengal



A delegation from FOSMI led by FOSMI President Shri Biswanath Bhattacharya met Shri Rajesh Pandey, IAS, Principal Secretary, MSME&T Deptt., Govt. of West Bengal on 6th February 2023 to discuss issues of State MSMEs and invited him in FOSMI's forthcoming MSME Conclave with UCO Bank. FOSMI President also appraised Shri Pandey about current and proposed activities of FOSMI for the benefits of State MSMEs. Shri Pandey assured for all co-operation from his end to FOSMI. It was a very successful meeting.

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Awareness Programme on Schemes of MSMEs at Haldia

An awareness program was organised by Haldia Development Authority, Haldia, Purba Medinipur in association with FOSMI on “Schemes of MSMEs” on 9th February 2023 held at Satish Samanta Banquet Hall, Haldia Trade Centre during HaldiaUtsav.

The program was designed to create awareness in the following specific areas:

- a. Schemes of Govt. of West Bengal for MSMEs
- b. Ease of Doing Business
- c. Norms of Pollution Control Board
- d. Delayed Payment
- e. Activities of CIPET

The Vice President Shri Gautam Ray of FOSMI in his welcome address appreciated the effort of Haldia Development Authority for arranging this kind of useful programs with different useful aspects for the benefits of MSMEs.

Shri Jyotirmoy Kar, Chairman, Haldia Development Authority, in his inaugural speech detailed about the various achievement of Haldia Development Authority and the on-going work of the Haldia Development Authority.

Shri Kar gave a brief account of various initiatives of Govt. of West Bengal for the uplifting of industrial scenario of the State and various other pro-active approaches of the State Govt. to support MSMEs of the State. Shri Kar further added that to make it easier for business houses, the Authority has made arrangements for online applications by which applicants would need to upload the detailed project report and company registration certificate with the application. He said that, to look after the urban development and infrastructure growth in the region of Haldia, the Haldia Development Authority (HDA) has been formed to oversee a conclusive development of the area. Shri Kar well appreciated the EODB concept of the State which immensely helping the MSME sectors in resolving their issues well in time.

Followed by Shri Kar, Shri Kontham Sudhir, IAS, the Chief Executive Officer of Haldia Development Authority, supplemented with more additional information. Shri Sudhir explained that Haldia Development Authority (HDA)

oversees everything, from housing to industrial facilities. The Authority discharges its function in various fields, including planning, land acquisition and allotment, engineering and projects, finance, estate, establishment, social welfare, public relations and information. He corroborated that this kind of Utsav always creates opportunity to show case the products of entrepreneurs that help them for their product marketing.

Shri Prasun Kumar Mondal, Asst. Environmental Engineer & In-Charge, WBPCB, Haldia Regional office, explained the various norms of Pollution Control Board. Shri Mondal added that, with increased intensity of development of Haldia Region, adherence to pollution control norms for the every industry became very essential. Shri Mondal also expressed his concern about the pollution generated out of plastic and various means adopted by the Regional office of WBPCB to create public awareness about the subject and how to arrest pollution, created due to use of plastics.

Contd. on page 30.



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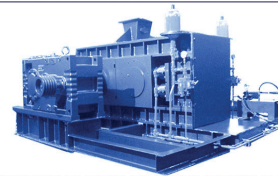
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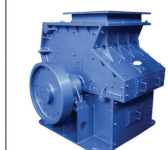
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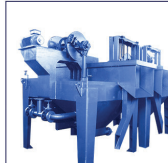
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Following the change of the company name, the enterprise should renew various documents to reflect the new name such as its bank account, company seal, permanent account number, tax deduction and collection account number, letterheads, employment contracts, and more



How to change your company name?

Here's a quick guide to switching to a new name and identity

Many enterprises including MSMEs go through a change in company name at least once in their early or mid years of formation and growth. The reasons could be multiple viz., change in nature of the business or pivot to a different business model, maybe you realise the name is too generic and doesn't stand out among the competition, you expand to a new geography or go international, the name is not relevant to the industry you serve, there is a clash in the name with another company having a similar name, and more.

However, changing the name can risk a change in brand identity or positioning in the market among consumers. Hence, a company must be sure about its future goals and target before looking for a new name. Nonetheless, here's how one can change the company name online:

▶ Call a board meeting to pass a resolution among the board to change the name of

the company

▶ If approved, a director or company secretary has to be authorised to check for a suitable name and apply for it under the RUN (Reserve Unique Name) facility of the Ministry of corporate affairs, similar to the process for getting the initial name of the company.

▪ Enter details such as Corporate Identification Number, proposed name (after verifying it with 'Check Company Name' under 'Company Services' tab under the 'MCA Services' tab

▶ After MCA approval, call an 'extraordinary general meeting' (EGM) to pass a special resolution for changing the name and for incorporating the new name in the Memorandum of Association (MoA) and Articles of Association (AoA)

▶ File the special resolution

within 30 days of passing it along with form MGT-14 having details about the resolution with the registrar of companies (RoC).

▶ File the INC-24 form with the Service Request Number of MGT-14 with the RoC. INC-24 is to take the government's approval for the name change

▪ Documents required with INC-24 are copy of minutes of the EGM, copy of resolution passed, MoA, AoA with the new name, etc.

▶ Once RoC approves INC-24 with documents, it will issue a new certificate of incorporation in around 15-20 days.

Following the change of the company name, the enterprise should renew various documents to reflect the new name such as its bank account, company seal, permanent account number, tax deduction and collection account number, letterheads, employment contracts, and more. ■

Recordent revamps tech stack to provide automation for MSMEs

The easy-to-implement, easy-to-use tech platform will harness the power of data and technology to enable businesses to optimise cash flows and accelerate secured growth.



Recordent, a new-age credit management platform, has upgraded its technology stack to provide end-to-end Credit-to-Cash (C2C) management for MSMEs, reinventing the credit management industry. The automated and seamless Credit-to-cash process shall help businesses to optimise resources better,

improve collections, mitigate credit risks and increase efficiencies. The platform adds two unique features: legal notices and Data powered business analytics, enabling bureau-style notification assistance for smaller businesses and providing data-driven insights into payment behaviour.

"The biggest challenge for MSMEs today is cash flow management, which impedes their growth and operations. In many cases, not receiving payments worsens the situation. Recognising this, we at Recordent designed our platform with a strong emphasis on better cash-flow management and business expansion unique to this community. The new enhanced features will help to strengthen seller-buyer relationships through data & analytics," said Recordent India CEO Winny Patro, in a statement.

The easy-to-implement, easy-to-use tech platform will harness the power of data and technology to enable businesses to optimise cash flows and accelerate secured growth.

The key features automating the business process include; Buyer onboarding, a thorough credit check of buyers using Equifax-powered credit reports, and Recordent report for buyers reported on the platform. Invoice Management, Invoice Reconciliation, Payment Reminders, and the SoA (Statement of Account)

feature will supplement this. The upgraded Payment Reminders will provide the buyer with a buyer dashboard and reminder messages via SMS, email, and IVR.

The new feature has also introduced the ability to report buyer dues exclusively to the buyer first without influencing the buyer data for Recordent B2B reports. In the event of an overdue, the buyer data is analysed on the Recordent platform, and a bureau repository payment reminder is shared to inform on the consequences of delayed payments and improve recovery chances. ■

Recordent platform has over 37000+ users in India and has registered over 8 Lakh+ invoices valuing over 4,688 crores.

MSME sector to soon become the largest employer of the country : MSME Secretary



The government is working towards a comprehensive and coordinated response to help the MSME sector face the current challenging phase, B B Swain said. Despite facing a challenging phase, the country's MSME sector continues to create employment and foster entrepreneurship across the length and breadth of the country, said B B Swain, Secretary, Ministry for Micro, Small and Medium Enterprises (MSMEs).

"I don't think we are very far away from the situation when this sector becomes the largest employment provider in the country," he said, speaking at the session titled "Envisioning MSMEs for Bharat@100", organised in the capital yesterday by the industry body ASSOCHAM.

Citing the latest available data of the National Sample Survey (NSS), he said the MSME sector has been creating 11.10 crore jobs. The NSS 73rd round conducted during the period 2015-16, has found that the MSME sector has been creating 11.10 crore jobs (360.41 lakh in manufacturing, 387.18 lakh in

trade and 362.82 lakh in other services) in the rural and the urban areas across the country.

To help the MSME sector face the current challenging phase, the government is working towards a comprehensive and coordinated response, Swain added. "We are working with stakeholders to provide an enabling environment to MSMEs, with a focus on access to credit, low cost of finance, equity inclusion, technology upgradation, access to green technology, enhanced procurement, and domestic and international market access and information dissemination."

Touching upon the MSME specific announcements made in the Budget 2023, the MSME secretary further mentioned that several fresh measures have been initiated this time to promote timely payments to MSMEs. He asserted that in order to promote timely payments to MSMEs, the Budget 2023 proposed to include payments made to MSMEs within the ambit of Section 43B of the Income Tax Act, 1961. This means that a deduction for such payments is only permissible when the payment is actually paid within the time prescribed under the Micro, Small and Medium Enterprises Development Act.

"The budget also announced that 95% of the security amount that used to get forfeited in case of failure by the MSMEs to execute contracts in the Covid period will now be returned by the government and its undertakings," he said, adding that the budget has announced revamping the credit guarantee scheme under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) with the infusion of Rs 9,000 crore in the corpus, effective April 1, 2023.

Worldline joins hands with SignCatch to launch Merchant Digitisation Programme to empower MSMEs



SignCatch and Worldline will enroll a base of 100,000 merchants in India, leveraging SignCatch's super-app Bech platform across multiple business categories.

Worldline, a payment services player, on Thursday announced the partnership with India based SignCatch, a Retail Tech firm, providing one-stop cloud-based Retail Solutions for MSMEs to roll out the Merchant Digitisation Programme (MDP) through Worldline's Android POS terminals.

Under the partnership, SignCatch and Worldline will enroll a base of 100,000 merchants in India, leveraging SignCatch's super-app Bech platform across multiple business categories like modern retail stores, supermarkets, grocery shops, bakeries, cafes, and restaurants in the first three months of launch.

Fueled by Worldline's commitment for 'Pioneering PayTech for a Buland Bharat' and SignCatch's vision of enabling cutting edge Retail Technology for Indian MSMEs, through the MDP initiative, Worldline and SignCatch will empower many small business owners to instantly digitise their brick and mortar store operations, activate digital payments and set up an online presence to help them to grow their business digitally.

Vishal Maru, Executive Vice President of Financial Institutions of Worldline in India, said in a statement, "In 2022, we announced our collaboration with SignCatch and now we are all set to launch the offering to empower the Micro and SME segments retailers. We are thrilled to offer this integrated technology solution through our Android POS terminals branded as ANTERA. We have a strong network of over a million merchants through all our managed banks across the country and we will be extending this offering to our partner Banks and their merchants. I believe that the offering will become more exciting by enabling the ONDC features in the near future.

Sumit Duggal, Founder and CEO of SignCatch, said, "The Worldline and SignCatch partnership signals the dawn of a new phase in the digitalization of small and micro retailers across India. In the past, SignCatch has worked closely with large retail aggregators such as Walmart, Grofers, and Metro Cash & Carry to facilitate purchasing & supply chain automation across neighborhood retail stores. Now, working with a global payment solutions giant like Worldline will open up a plethora of unique business opportunities for MSMEs and brands to partake in this new digital evolution!"

SignCatch's super-app platform Bech enables Small Business owners to automatically create product catalogs for billing, purchasing, and promoting their businesses with in-app marketing tools, thereby significantly improving their operational efficiency. ■

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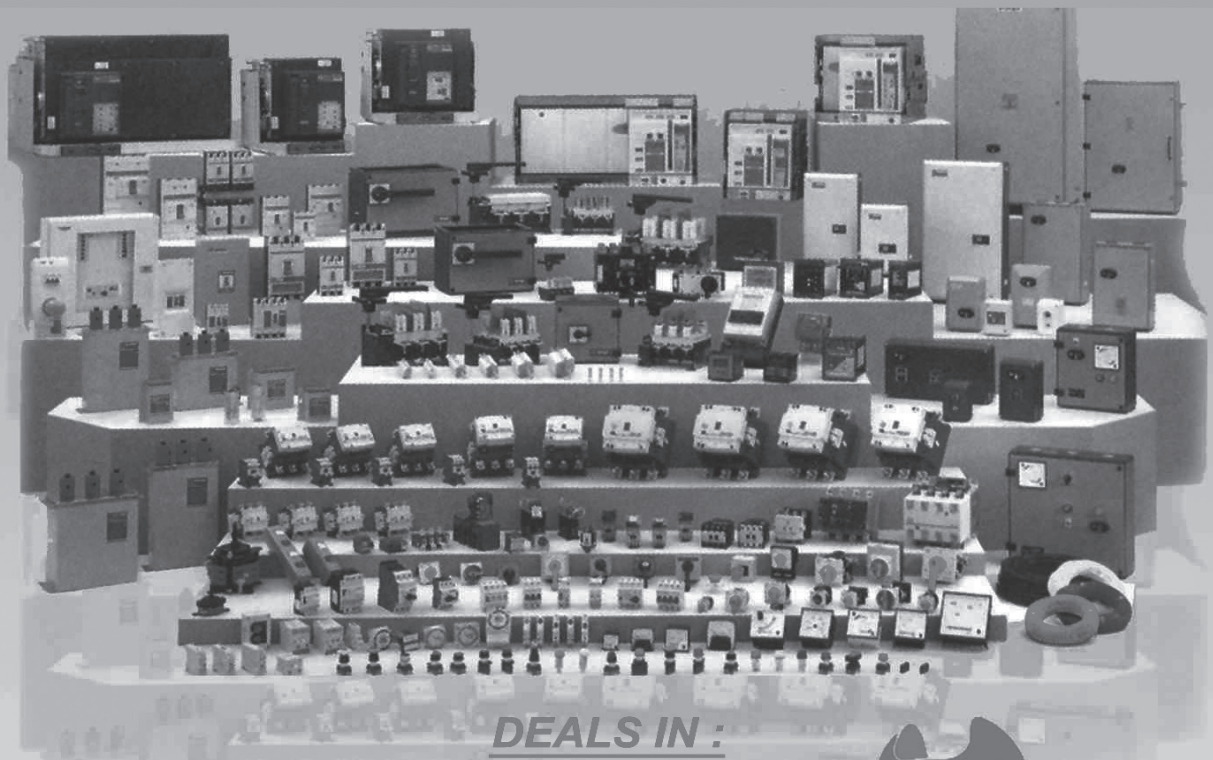
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How MSMEs can leverage data analytics in logistics to optimize operations, reduce costs



Micro, small, and medium-sized businesses (MSMEs) in India play a crucial role in the logistics and supply chain industry which is one of the country's fastest-growing industries. However, the sector's expansion raises new concerns: Effective supply chain management is a major obstacle that may be resolved with the use of data analytics. Supply chain management for MSMEs now leans heavily on data analytics. Data analytics tools and approaches help MSMEs understand their supply chain processes, identify opportunities for improvement, and make more informed decisions. In 2022, the size of the global logistics market reached over \$9.96 trillion and is expected to expand at a CAGR of 6.3 per cent between 2023 and 2028, reaching a valuation of almost \$14.37 trillion by 2028.

MSME bottlenecks choking growth : The MSME movement is focused on expansion. They have the biggest challenge in terms of achieving growth because of their inability to provide the product to the appropriate person at the appropriate time. The frequent occurrence of fake orders is one of the most significant difficulties that the sector faces today.

When it comes to the e-commerce business, there are a few merchants that ship fake

orders. In the same manner, when an MSME obtains an order via a marketing platform, the end consumer could declare, "I never purchased this" or, "I don't want it now." This results in other problems for the e-commerce company, including their merchandise becoming stranded, having to pay for transportation, and the possibility of their packages getting abandoned.

Software-as-a-service (SaaS) platforms that are dynamic in such cases are providing apt solutions to these ordeals. Third-party logistics companies, which are powered by technology at their core, are committing to data analytics and providing a smooth road for the logistics issues that MSMEs are facing. There are ingenious tools that are programmed to automate the order confirmation process. These tech innovations can determine whether or not the customer really intends to buy the goods, as well as determine whether or not the address that was provided is valid. This allows MSMEs to raise their delivery rate and increase satisfaction for their sellers.

Age of data analytics : In today's competitive business landscape, data analytics has become a critical factor in decision-making for MSMEs. With the emergence of new SaaS platforms in logistics

and courier companies adapting to data analytics, businesses can access valuable data points that were previously not visible. This availability of data provides clarity on various matrices such as identifying efficient courier partners, assessing pin code performance, determining regions with higher orders, and obtaining pricing comparison for the same.

Additionally, logistics and supply chain management can help MSMEs better understand their customers' needs and preferences. By analyzing data from sales and marketing channels, MSMEs can make better decisions about inventory levels, products offered, and marketing strategies. This can lead to happier customers and improved customer loyalty, which is crucial for MSMEs to succeed in the long run.

Partnering with third party logistics providers for logistics and supply chain management services can be especially beneficial for MSMEs, as these providers have the resources and expertise needed to help them succeed in the rapidly evolving logistics industry. In conclusion, MSMEs in India can leverage advanced technologies and expertise in logistics and supply chain management to optimize their operations, reduce costs, improve customer satisfaction, and stay competitive in the market.

Data Analytics for sustainable growth : The logistics and supply chain industry is evolving rapidly, and MSMEs in India must keep up with the pace to remain competitive. Fortunately, data analytics has emerged as a powerful tool to optimize supply chain operations. MSMEs can leverage advanced technologies and expertise to better understand their customers' needs, improve inventory management, and streamline logistics and supply chain processes. By embracing data analytics and staying ahead of the curve, MSMEs in India can achieve sustainable growth and make significant contributions to the logistics and supply chain industry.

Zaiba Sarang is the co-founder of iThink Logistics. Views expressed are the author's own. FE

Technology for MSMEs

Implementing comprehensive data security measures may be challenging, particularly for small and medium-sized organisations (SMEs) without the essential skills and resources.



ChatGPT and Cybersecurity

What does it offer for future of Small Businesses

The potential of generative artificial intelligence is harnessed by OpenAI's ChatGPT, which promises to alter how humans interact with computers and automate tasks.

Artificial intelligence (AI) is becoming more common in today's IT world and will gain traction in the next few years. Open AI unveiled their project ChatGPT (Chat Generative Pre-Trained Transformer) in November 2022, an AI chatbot that can rapidly answer basic and difficult inquiries. It has transformed the way jobs are accomplished in a variety of businesses. Despite its advantages, unscrupulous actors utilise it to spread viruses, disguising them from security measures and making them harder to detect.

The potential of generative artificial intelligence is harnessed by OpenAI's ChatGPT, which promises

to alter how humans interact with computers and automate tasks. One of ChatGPT's most remarkable qualities is its ability to communicate like an actual human. It will respond to every enquiry or command with a human-like response. Many in the security community are concerned about whether the technology's critical business data intake puts enterprises in danger of cyberattacks.

Protecting corporate data has become increasingly important in the digital era. Businesses must secure their sensitive information proactively in the face of rising cyber threats and data breaches. On the other hand, implementing comprehensive data security measures may be challenging, particularly for small and medium-sized organisations (SMEs) without the essential skills and resources.

Understanding What is ChatGPT

ChatGPT is an OpenAI AI language model that can talk with people in natural language. It employs a neural network design based on transformers to answer questions and assertions coherently. ChatGPT is trained on a large corpus of text data, allowing it to comprehend and reply to various topics.

Chatbots like ChatGPT can automate boring jobs or improve complicated business interactions by producing email sales campaigns, correcting computer code, or improving customer service.

Increased Social Engineering attacks with ChatGPT

Fake help requests, and even scripting using ChatGPT are all possibilities. The internet is brimming with materials to promote effective social engineering initiatives. Threat actors are advancing social engineering assaults by integrating several attack vectors, such as ChatGPT and other social engineering tactics.

ChatGPT can assist attackers in better creating a bogus identity, increasing the likelihood of their assaults succeeding.

ChatGPT Security Risks

One of the most serious commercial issues is that ChatGPT can go too far, creating elegant text with natural language responses that have little substance of value or, worse, inaccurate statements.

A chatbot might expose private and personally identifiable information (PII). Therefore, businesses must be careful about what data is sent into the chatbot and avoid disclosing confidential information. Collaboration with vendors with strict data usage and ownership rules is also essential.

Besides sensitive data provided by common users, businesses should be careful of prompt injection attacks, which may disclose earlier instructions provided by developers while configuring the tool or cause it to reject previously programmed commands.

Controlling data submitted to ChatGPT

ChatGPT is transitioning from hype to reality, and organisations are experimenting with practical deployment throughout their company to complement their other ML/AI-based solutions, but some caution is required, particularly when it comes to exchanging personal information.

Ultimately, the company is responsible for ensuring its users understand what information should and should not be shared with ChatGPT. Organisations should exercise extreme caution while submitting data in prompts. You should ensure that people who wish to experiment with LLMs may do so in a way that does not jeopardise organisational data.

Need for awareness about potential danger of chatbots

Organisations should carefully consider how they may use these new technologies to improve their operations. Don't avoid these services out of fear and uncertainty, but instead devote some employees to investigating new tools that show promise so you can understand the dangers early and ensure proper

safeguards are in place when early end-user adopters want to begin utilising the tools.

Organisations should create policies on their secure web gateways (SWG) to detect the usage of AI tools. They can also apply data loss prevention (DLP) policies to identify what data is being transmitted to these tools for enhanced visibility.

Organisations should update their information security rules to ensure that the types of apps that are appropriate handlers of private data are adequately specified.

ChatGPT is a game changer since it provides a simple and powerful tool for AI-generated interactions. While there are various possible applications, businesses should know how attackers might utilise this technology to better their methods and the added dangers it may represent to their organisation.

A chatbot might expose private and personally identifiable information (PII). Therefore, businesses must be careful about what data is sent into the chatbot and avoid disclosing confidential information. Collaboration with vendors with strict data usage and ownership rules is also essential.



ChatGPT here to stay

ChatGPT is a potent language model with the potential to transform natural language processing workloads. But, like with any technology, knowing the possible hazards while utilising ChatGPT in an application is critical. Data privacy and security, model performance, model bias, legal and regulatory compliance, and reliance on third-party services are all examples. To guarantee easy integration and minimise risks, thoroughly examine the model and the provider before integrating them into your application, and continually monitor and test the model's performance and output. ■



Safety Gear for your Business

From the first stepping stone to its entire life span, a business faces different types and amount of risks. These factors could be the real deal breaker and can harm the business extensively. Business insurance plays an important role in guarding a business's future against losses. It protects your business's assets, income and property from liability that may occur during the operation of a business due to unseen incidents. Business insurance saves your business's future by minimalizing or eliminating financial loss. In a layman language, often referred to as commercial insurance, business insurance is a cushion that protects any business from bad times and liabilities. In present-day business scenario, there are wide varieties of business insurances depending on the nature and risk appetite of a business. Below mentioned are the essential three types of business insurance policies required for any small business-

- ▶ **Business property insurance**
- ▶ **General liability insurance**
- ▶ **Business income insurance**

A small business can plus and minus more types of insurance in their business insurance portfolio, depending on their business profile and needs. Deliberating further into the topic, let us understand different types of small business insurances, their features and benefits.

Business property insurance

Kick-starting a business is a risky affair. To minimalize the risk factors, proper business property insurance should be in place beforehand. Any start-up can own its business property or lease its

workspace. In both the scenarios it is essential to have effective business property insurance. Business property insurance protects the physical location of the business, whether owned or leased, from physical financial losses caused due to uncontrollable events, theft or mischief. Under this insurance, your office space, instruments, inventory, equipment's, electronics, machines etc. will be covered, in case of fire, theft, and vandalism.



General liability insurance

General liability insurance stands guard against the liabilities and claims made for e instances like any physical or bodily injury at your workspace. This insurance acts as a cushion against claims for any physical injury occurred inside your work location by any individual/ customer. For example, if one of your customers gets an electric shock due to an open wire in your store and claims for their medical treatment cost. General liability insurance will assist your business in covering up the cost of the claim and legal cost, if any. In a nutshell, general liability insurance helps your business in covering the extra cost caused by any claimant for mishap or accident inside your workspace. This general liability insurance is subject to limitations of amount of claim and number of claims.



Business income insurance

Business income coverage or Business income insurance shields a business against any losses caused due to uncertain conditions or incidents. This amazing business owner's policy provides coverage to any



new or old businesses in such circumstances, in which it is unable to perform its normal business and generate income. Business income insurance comes under property

insurance and assists a business in recovering the lost income and extra expenses occurred in any business due to hazard, external menace, uncertainty or liability. For example, in case of fire, the production of any xyz product is halted, business income insurance will help your business recover rent, renovation or replacement costs, if any.

Extending Your Small Business Insurance

As your business expands, so does your business insurance needs. Operating only with the above



mentioned insurances might not eliminate total risk and financial losses. To trim out maximum risk and losses, your insurance portfolio needs to develop and

broaden its spectrum. Based on your business requirement, study, analyse and select appropriate coverage. Here are some add-on insurances that are often taken by small businesses-

Workers' compensation insurance

Workers' compensation insurance offers legal protection to the organization from employee front. Workers' compensation insurance offers coverage to employees against any injury, illness, mishap or even death due to work-related injury or illness. Combining the benefits of wage replacement, medical expenses and grave losses, this insurance protects the interest of the employees, and benefits are transferred to the employee or his/her family. This compensation insurance not only protects the well-being of the employees but also safeguards the business against any lawsuits. In exchange of these financial aids employees surrender their rights to sue the company in the event of any mishap. Several states have even



made workers compensation insurance compulsory for businesses and even heavy penalties are levied due to non-compliance of the law.

Commercial auto insurance

Commercial auto insurance or commercial vehicle insurance is a pre-requisite for trouble-free operation of your business. Depending on the size and scale of your business, whether you have a fleet of automobiles or just one loader truck, commercial auto insurance is both essential and mandatory. This insurance coverage provides security against any damage, both physical crash and bodily injury arising out of an accident. This dual protection insurance covers the cost of both repairing the physical damage of the commercial vehicle as well as any bodily injury resulting from the auto accident or collision. Under this dual protection insurance policy, all types of road vehicles are covered.

To function along with numerous high-risk factors, adequate and appropriate business insurance policies can minimise the extra financial cost due to uncertainties. Small businesses having less funds can select and utilise the services of critical insurance policies in their gestational period, and keep on adding the policies as their business spreads its roots. Modern day insurers are now providing commercial insurance policy packages under one legal contract. Also, business insurances can be customised according to the need and scale of the business. To cover a specific risk related to the nature of the business, an additional cover can be included in the company's insurance portfolio. To sum it up, analyse and select a policy that suits the nature of your business. Focus on growth and be ready for unforeseen circumstances as business involves risk, unpredictability, profit and losses as well.

- Sumaiya Khan

Source ; smallenterpriseindia.com

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Awareness Programme on Schemes...

Shri Mondalvery categorically suggested the various steps involved in getting Pollution Clearances Certificate and assured all co-operation of his department to support local industries to make them compliant of pollution norms.

Shri A.K. Sengupta, Secretary, FOSMI in his turn explained about the detail activities of FOSMI and the support system offered to its members for their development. Also explained about various dispute settlement machineries for resolving the various issues of the members through proactive advises and through interaction and representation in various State and Central Govt. Committees and Councils.

Shri Sengupta also drew special attention of the participants about the support systems offered by FOSMI specially to matter concerning to delayed payment and cited various achievements of FOSMI in respect to the settlement of delayed payment issues of members. He very comprehensively covered all the activities of FOSMI and outlined various benefits those can be availed by MSME unit by taking the membership of FOSMI.

M/s. Svidha Consultants Pvt Ltd, Member FOSMI, was entrusted by FOSMI to brief the participants about the various Schemes of Govt. of West Bengal. Shri Sunil Bhoruka, Director of M/s. Svidha Consultants Pvt Ltd., very effectively conducted the session and through power point presentation defined the Banglashree Scheme of the Govt. of West Bengal very vividly and explained the available subsidies for setting up of new manufacturing units and expansion of existing industries under the Scheme. The major components of subsidies as defined by Shri Bhoruka were Capital Subsidy, Interest Subsidy, Subsidy on Term Loan, Power Subsidy, Waiver of Electricity and Subsidy on SGST etc.

Shri Bhoruka also explained during his deliberation about the special emphasis on the benefits made for Purba Medinipur Districts covered under Zone B & C. Shri Bhoruka covered available benefit for SC/ST, Women and Minority Enterprises. Most importantly, the basic eligibility criteria and document requirements was well defined by Shri Bhoruka in respect to making application under the Scheme.

Shri Biswaroop Chakraborty of M/s.

Sividha Consultants, defined the West Bengal Textile Incentive Scheme (WBTS) which is very new Scheme of the West Bengal Govt. for the manufacturing and processing industries under Textile sector. Shri Chakraborty elaborately defined the schemes applicable for both MSME and non MSME sectors and very well made a presentation on document requirements at the time of making application under the Scheme.

There was a very interesting interactive session at the end of presentation made by M/s. Svidha Consultants Pvt Ltd. The session proved highly beneficial for the MSME participants.

Ease of doing business in the State of West Bengal now have gained immense momentum and to explain the various modes under this concept, Shri Goutam Sadhukhan, General Manager, District Industries Centre, Purba Medinipur was invited. Shri Sadhukhan said that the concept of Ease of Doing Business or EODB is the simplification of processes & procedures, decentralization of approval power, reduced documentation, Introduction of self-declaration and self-certification. he explained in details about the areas where EODB has been introduced and how State MSME are getting benefit out of the concept and in this respect Shri Sadhukhan very elaborately defined Silpa Sathi Scheme.

Shri Sadhukhan added that Silpa Sathi is a single window services portal set up by the West Bengal Corporation Ltd. (WBIDCL). This portal serves as a digital gateway for providing the necessary services under the applicable rules. It facilities the investors in obtaining services required for setting up and operating a business in the state. Also, Industry Facilitation Centre (IFC) in every district of the State provides handholding support to the investors seeking services from Silpa Sathi.

Followed by Shri Sadhukhan, Ms. K. Sirisha Devi, Manager, Technical, CIPET, Haldia, briefly defined the activities of CIPET and support system offered by the institute in respect to testing, design and development of plastic products. Also briefed about various courses offered by the Institute.

The program ended with a very interesting Q & A session, wherein various questions were raised and redressed by the concerned officials. It was a very effective program converging to the various areas under the common theme of awareness of schemes for MSMEs which truly serve its true purpose.

The entire programme was well-coordinated by our Council Member Shri Kalipada Bhunia. ■



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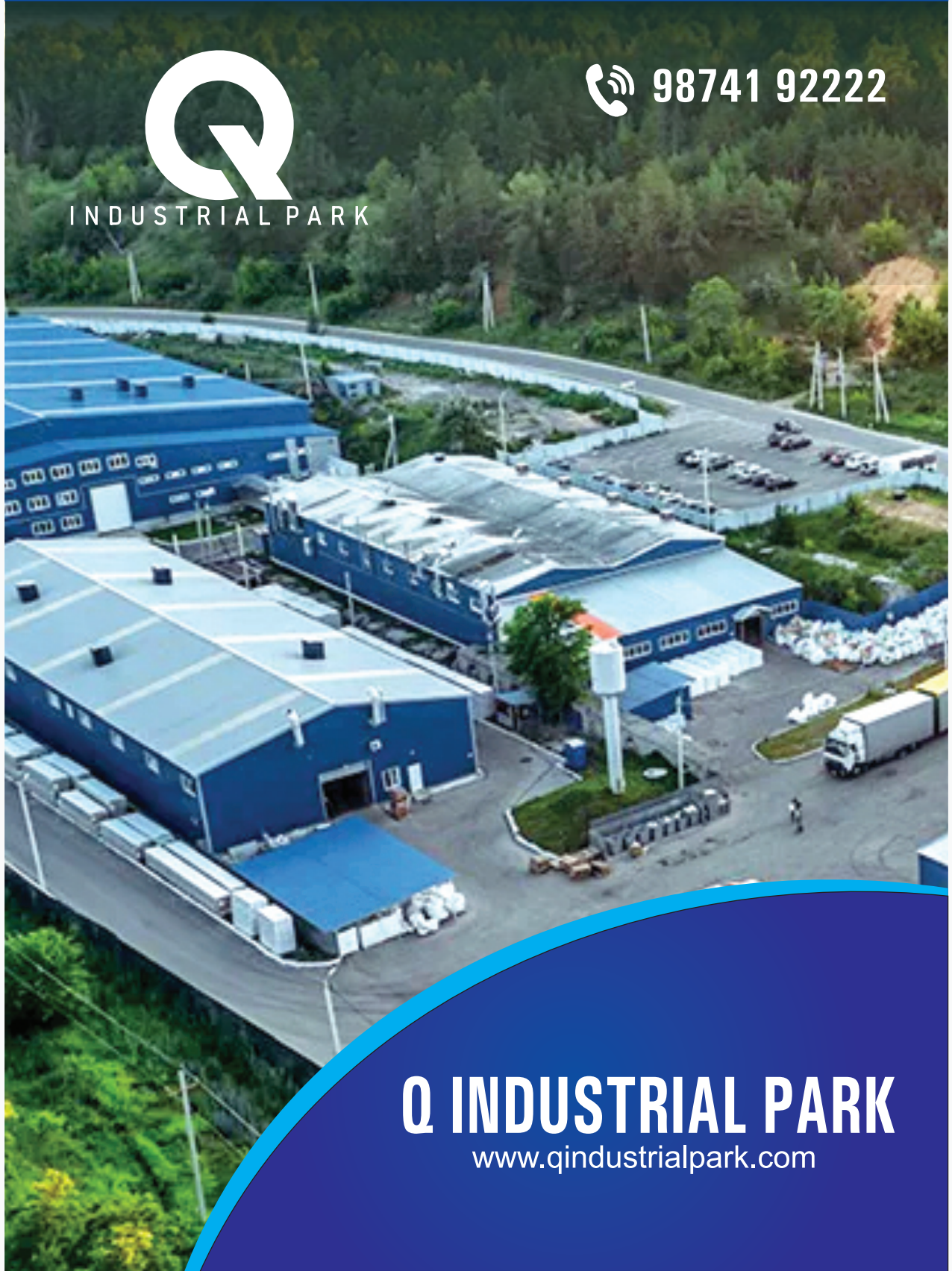
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