

III. NAME OF CATEGORY – ‘INNOVATIVE USE OF TECHNOLOGY IN e-GOVERNANCE’

1.0 Coverage – Geographical and Demographic

(i) Comprehensiveness of reach of delivery centres

All the districts of the State

(ii) Number of delivery centres

21 District Industries Centres (DIC) and sub-DIC

(iii) Geographical

(a) National Level – Number of State covered - 1 no. (West Bengal)

(b) State/ UT level – Number of district covered - 19 nos.

(c) District level – Number of Blocks covered - 341 nos.

Please give specific details

(iv) Demographic spread (% of population covered)

There are over 21 lakhs enterprises in West Bengal with employment of 58.5 lakhs with growth rate of around 50% which will be benefited by this initiative.

2.0 Situation before the initiative (Bottlenecks, Challenges, constraints, etc with specific details as to what triggered the Organisation to conceptualise this project):

There are many acts and rules of the government that are applicable to MSME. An entrepreneur is expected to be conversant with them, especially the ones that are applicable to it. However, the information is not available at one place for ready reference. Furthermore, the contents of some of these may be difficult to comprehend owing to complex structure and language.

Due to lack of access to information, the MSME Entrepreneurs are required to run around various departments / agencies / offices for enquiry, consultation, guidance and finally to submit application to various government departments. Apart from the usual harassment they often become victims of unscrupulous agents/touts. Even after all this, multiple visits are required to the concerned offices for follow up and for final collection of certificate/license. This remains one of the biggest challenges and a disincentive for an entrepreneur to start a new venture or to diversify or expand.

Micro, Small & Medium Enterprises and Textiles Department, Government of West Bengal in interaction with the MSME entrepreneurs and Industry Associations felt the need to create a business-enabled environment towards demystifying and simplifying the process of establishing and doing business in the State. Launching of *myEnterprise.wb.gov.in* portal is an initiative by Department of Micro, Small and Medium Enterprises & Textiles (MSME&T)

towards innovative use of technology for ease of doing business among entrepreneurs in MSME sector in West Bengal.

3.0 Scope of Services / Activities Covered (relevance of choice of application for client/ agency, Extent of e-enablement in terms of services, Extent to which step in each service have been ICT-enabled)

Key Features of the Portal

Acts and Rules

myenterprise.wb.gov.in portal provides simplified versions of these acts and rules in an attempt to make them easy to understand even by an ordinary person. FAQs are provided for further assistance to the users. The acts and rules provided here are the ones that are generally applicable to MSMEs. There may be some that are specific in nature for a particular enterprise but not covered here. The applicability is with special reference to the state of West Bengal.

Government Incentives

Providing incentives to MSME is a priority of the government. These incentives are both fiscal and non-fiscal in nature facilitating the growth and promotion of MSMEs. This portal provides a brief of such incentives as covered under various policies of Government of West Bengal viz. MSME Policy 2013-18, Textile Policy 2013-18, Public Procurement Policy 2013. Incentives as available to Handloom and Khadi have also been included.

Statutory Compliances

There are several acts and rules that require compliance from enterprises, new as well as existing. Often an entrepreneur is not aware of the ones that apply to its enterprise. This portal attempts to reduce the burden of search on the entrepreneur. There is a format given here that the entrepreneur needs to fill in to provide all the necessary information about its enterprise. Once the fully filled-in proforma is submitted a checklist of statutory compliances required for that particular enterprise is provided. The accuracy of this checklist is as much as the accuracy of the information provided by the user. There could be some more very specific statutory requirements not covered here and therefore, due diligence on the part of the user is expected.

Location of My Government Offices

There are various government offices at the state and field (regional, district, sub-district) with which an MSME enterprise is connected. An entrepreneur may not be aware of the location of a particular office relevant to it. This portal gives the location of the different government offices at state, regional, district and sub-district levels that provide services to the MSME sector. The user will get the benefit of identifying the ones in whose jurisdiction its enterprise falls.

My Entitlement

Reading through different incentive policies and government circulars gives sufficient information on the benefits/ incentives that an entrepreneur is entitled for. However, there

could be lack of clarity at the level of the entrepreneur in some cases. Based on the information provided by the user of this portal, a checklist of entitlements is displayed that would help the entrepreneur plan its project accordingly or claim them from the concerned department office.

Entrepreneur's Memorandum

This portal provides on-line registration facility for both EM I and EM II.

Factory Act

This portal provides the facility of making application for registration or renewal of Factory license on-line.

Application Gateway *(not fully developed and under construction)*

This portal provides facility of applying for various permissions, NOCs, licenses, permits, intimation etc. to different government offices. It may be noted that this is only a gateway to apply. The user is expected to pick up the right form, fill it up off-line, upload and then submit the same. It will be taken to the relevant office by the system. The processing of the application will take place on-line or off-line as per the prevailing practice in the concerned department office. The user will have to follow up its application by visiting/ communicating with the concerned office.

Notice Board

This is a platform created for putting up notices for various events that an entrepreneur may be interested in. Some tender notices can also be found here.

4.0 Strategy adopted

i. The details of base line study done

Micro, Small & Medium Enterprises and Textiles Department, Government of West Bengal carried out extensive interaction with the MSME entrepreneurs and consultation with Industry Associations to improve the business environment and easy of doing business.

ii. Problems identified

Due to lack of access to information, the MSME Entrepreneurs are required to run around various departments / agencies / offices for enquiry, consultation, guidance and finally to submit application to various government departments. Apart from the usual harassment they often become victims of unscrupulous agents/touts. Even after all this, multiple visits are required to the concerned offices for follow up and for final collection of certificate/license. This remains one of the biggest challenges and a disincentive for an entrepreneur to start a new venture or to diversify or expand.

iii. Roll out/ implementation model

myEnterprise.wb.gov.in portal is web-based and can be accessed free of cost from any location on 24x7 basis, even at remotest place if a computer and internet connection is available.

iv. Communication and dissemination strategy and approach used

The portal provides simplified version of all information to make them easy to understand even by a lay person. The portal is also being developed in Bengali language to ensure citizen friendliness for all categories of users.

5.0 Technology Platform used

i. Description

myEnterprise.wb.gov.in portal is web-based and can be accessed free of cost from any location on 24x7 basis

ii. Interoperability

myEnterprise.wb.gov.in portal is web-based and hosted in the state government data centre for maintenance.

iii. Security concerns

The portal is hosted in the state government data centre with ensured data security.

iv. Any issue with the technology used

Nothing significant.

v. Service level Agreements (SLAs) (Give details about the presence of SLA, whether documented, whether referred, etc.?)

The documentation of the initiative shall be undertaken by the Department of MSME&T with assistance from professional agency.

6.0 Demonstrate innovative use of ICT for development (Give details about use of new and emerging technology, innovative usage of ICT for process change to improve quality of the life/ organisational effectiveness, relevance of technology to provide the service)

myEnterprise.wb.gov.in portal is an initiative by Department of Micro, Small and Medium Enterprises & Textiles (MSME&T), Government of West Bengal towards demystifying and simplifying the process of establishing a business in the State. There are many acts and rules of the government that are applicable to MSME. An entrepreneur is expected to be conversant with them, especially the ones that are applicable to it. However, the information is not available at one place for ready reference. Furthermore, the contents of

some of these may be difficult to comprehend owing to complex structure and language. *myEnterprise.wb.gov.in* portal act as a one-stop-shop for an entrepreneur to access simplified easy-to-understand Laws, Acts, Policies, Incentives and Statutory Compliance forms for establishing an enterprise in the Micro Small and Medium Enterprises (MSME) sector in West Bengal.

The portal is to be integrated with an *Application Gateway* that provides facility of applying for various permissions, NOCs, licenses, permits, intimation, etc. to different government offices. The *Application Gateway* is to act as a 'virtual single point' to receive all applications made by an entrepreneur to different government entities for statutory compliance and for availing of government incentives.

7.0 Citizen Centricity (Give specific details on the following)

i. Impact on effort, time and cost incurred by user

myEnterprise.wb.gov.in portal is web-based and can be accessed free of cost from any location on 24x7 basis, even at remotest place if a computer and internet connection is available. The portal provides simplified version of all information to make them easy to understand even by a lay person. The portal is also being developed in Bengali language to ensure citizen friendliness for all categories of users.

ii. Feedback/ grievance redressal mechanism

Various entrepreneurs and industry associations have provided positive feedback (over 30,000 nos.) on the benefits of the portal particularly related to significantly reducing the difficulties faced by entrepreneurs and businesses in complying with regulatory requirements and savings in the cost and time for obtaining information and getting approvals for starting and operating a business.

iii. Audit Trails

Based on feedback, interaction and technical audits, a reputed professional agency has been responsible for maintenance and updating the portal on regular intervals.

iv. Interactive platform for service delivery

The portal is to be tagged with an *Application Gateway* that provides facility of applying for various permissions, NOCs, licenses, permits, intimation, etc. to different government offices. The *Application Gateway* is to act as a 'virtual single point' to receive all applications made by an entrepreneur to different government entities for statutory compliance and for availing of government incentives.

v. Stakeholder consultation

Based on the evaluation of the initiative, MSME&T Department proposes to set up MSME Facilitation Centres (MFC) tagged with a Single Application Gateway (SAG) at the District Industries Centres (DIC) to provide facilitation services to entrepreneurs in the area of statutory compliances and availing of government incentives. The MSME Facilitation Centres (MFC) are envisaged to act as authorised representative of the entrepreneur for receiving applications, follow-up and collection of certificates/ licenses after processing by the departments/agency for onward delivery to the entrepreneur.

8.0 Adaptability and Scalability (Give details about Local Language support, ability to leverage shared Government infrastructure, Standardization of technology used (hardware, software, application, etc)

The initiative can be replicated to provide application facility for various banks for availing loans. The portal is also being developed in Bengali language to ensure citizen friendliness for all categories of users.

9.0 Adaptability Analysis

i. Measures to ensure adaptability and scalability

The portal is hosted in the state government data centre and therefore leverage upon the shared government infrastructure. The application can be adopted as model by other departments wherever applicable and also the banks/ financial institutions by using the portal as platform for bank loan processing.

ii. Measures to ensure replicability

The application can be adopted as model by other departments wherever applicable and also the banks/ financial institutions by using the portal as platform for bank loan processing.

iii. Restrictions, if any, in replication and or scalability

No significant restrictions are envisaged.

iv. Risk Analysis

Efforts are put in place to ensure that the information and forms available from the portal are latest and are always updated within standard timeframe from the date changes in the information and forms are notified.

10.0 New Models of Service Delivery (Give details about type of partnership model use, Link to/ Supported by Public/ Private Organisation, Links provided to relevant websites etc)

- This portal provides on-line registration facility for both EM I and EM II.

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- This portal provides the facility of making application for registration or renewal of Factory license on-line.
- This portal provides facility of applying for various permissions, NOCs, licenses, permits, intimation etc. to different government offices. It may be noted that this is only a gateway to apply. The user is expected to pick up the right form, fill it up off-line, upload and then submit the same. It will be taken to the relevant office by the system. The processing of the application will take place on-line or off-line as per the prevailing practice in the concerned department office. The user will have to follow up its application by visiting/ communicating with the concerned office.

11.0 Efficiency Enhancement (Give specific details about the following)

- i. Volume of transactions processed

Already the portal has over 30,000 hits and it is expected that over 30,000 entrepreneurs have been benefited since launch of the portal.

- ii. Coping with transaction volume growth

The portal is web based and the application is able to handle the traffic volume. Also. Capacity building training has been imparted to the DIC offices to handle the transaction request from the entrepreneurs with respect to EM I & II registrations and statutory clearances.

- iii. Time taken to process transactions

EM I & EM II registration takes around 30 mins. Time to complete statutory clearances applications varies with the type of the business and information that need to be provided.

- iv. Accuracy of output

EMI & EM II registration are successfully operating. The registration of statutory clearances are happening offline at present and will be online after the Single Application Gateway is operationalised.

- v. Number of delays in service delivery

Nil till date

12.0 User convenience (Give specific details about the followings)

- i. Service delivery channels (web, email, SMS, etc)

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myEnterprise.wb.gov.in portal is a web based application and acts as a *virtual MSME Facilitation Centre* and provides all sorts of information on acts, rules, compliance requirements, various formats, incentive entitlements etc. at a single point.

ii. Completeness of information provided to the users

myenterprise.wb.gov.in portal provides simplified versions of these acts and rules in an attempt to make them easy to understand even by an ordinary person. FAQs are provided for further assistance to the users. The acts and rules provided here are the ones that are generally applicable to MSMEs. There may be some that are specific in nature for a particular enterprise but not covered here. The applicability is with special reference to the state of West Bengal.

iii. Accessibility (Time Window)

myEnterprise.wb.gov.in portal is web-based and can be accessed free of cost from any location on 24x7 basis, even at remotest place if a computer and internet connection is available.

iv. Distance required to travel to Access Points

myEnterprise.wb.gov.in portal acts as a *virtual MSME Facilitation Centre* and provides all sorts of information on acts, rules, compliance requirements, various formats, incentive entitlements etc. at a single point.

v. Facility for online/ offline download and online submission of forms

This portal provides facility of applying for various permissions, NOCs, licenses, permits, intimation etc. to different government offices. It may be noted that this is only a gateway to apply. The user is expected to pick up the right form, fill it up off-line, upload and then submit the same. It will be taken to the relevant office by the system. The processing of the application will take place on-line or off-line as per the prevailing practice in the concerned department office. The user will have to follow up its application by visiting/ communicating with the concerned office.

vi. Status tracking

The user will have to follow up its application by visiting/ communicating with the concerned District Industries Centres.

13.0 Sustainability (give details about sustainability w.r.t. technology (technology used, user privacy, security of information shared – Digital Encryption etc), Organisation (hiring trained staff, training, etc) , financial (scope of revenue generation etc)

The updation of the contents of the portal with respect to latest Laws, Acts, Policies, Incentives and Statutory Compliance forms and other related information are undertaken by professional agency to ensure that the information provided to the entrepreneurs are always up-to-date.

14.0 Result Achieved/ Value Delivered to the beneficiary of the project (share the result, matrices, key learnings, feedback and stakeholders statements that show a positive difference is being made, etc)

i. To organisation

- *myEnterprise.wb.gov.in* portal acts as a *virtual MSME Facilitation Centre* and provides all sorts of information on acts, rules, compliance requirements, various formats, incentive entitlements etc. at a single point.
- This portal provides on-line registration facility for both EM I and EM II.
- This portal provides the facility of making application for registration or renewal of Factory license on-line.

ii. To citizen

- *myenterprise.wb.gov.in* portal provides simplified versions of these acts and rules in an attempt to make them easy to understand even by an ordinary person.
- This portal provides a brief of the incentives covered under various policies of Government of West Bengal viz. MSME Policy 2013-18, Textile Policy 2013-18
- The portal provide interactive solution of checklist of statutory compliances required for particular enterprise based on information provided by user.
- This portal gives the location of the different government offices at state, regional, district and sub-district levels that provide services to the MSME sector.
- The portal provides interactive solution based on the information provided by the user and a checklist of entitlements is displayed that would help the entrepreneur plan its project accordingly or claim them from the concerned department office.

iii. Other stakeholders

- This portal provides facility of applying for various permissions, NOCs, licenses, permits, intimation etc. to different government offices. It may be noted that this is only a gateway to apply. The user is expected to pick up the right form, fill it up off-line, upload and then submit the same. It will be taken to the relevant office by the system. The processing of the application will take place on-line or off-line as per the prevailing practice in the concerned department office. The user will have to follow up its application by visiting/ communicating with the concerned office.

15.0 Extent to which the Objective of the Project is fulfilled – (benefit to the target audience ie. G2G, G2C, G2B, G2E or any other, size and category of population/ stakeholder benefited etc)

Due to lack of access to information, the MSME Entrepreneurs are required to run around various departments / agencies / offices for enquiry, consultation, guidance and finally to submit application to various government departments. Apart from the usual harassment they often become victims of unscrupulous agents/touts. Even after all this, multiple visits are required to the concerned offices for follow up and for final collection of certificate/license. This remains one of the biggest challenges and a disincentive for an entrepreneur to start a new venture or to diversify or expand. *myEnterprise.wb.gov.in* portal initiative is a leap forward to create a business enabled environment and awareness among entrepreneurs in MSME sector in West Bengal.

16.0 Comparative Analysis of earlier vs new system with respect to the BPR, Change Management, Outcome/ benefit, change in legal system, rules and regulations

myEnterprise.wb.gov.in portal acts as a *virtual MSME Facilitation Centre* and provides all sorts of information on acts, rules, compliance requirements, various formats, incentive entitlements etc. at a single point. Thus the opportunity and compliance costs for businesses are significantly improved, as the time and effort spent in liaising with multiple agencies are devoted to other business-related productive activities.

On-line registration facility of EM I & EM II have increased the capacity of the District Industries Centres (DIC) significantly. The DICs can facilitate more number of entrepreneurs than before when the registrations are done manually.

Lastly and not the least, the processing of application for statutory clearances by different government offices has become easier and less time consuming as the application made through the Application Gateway are being verified before submission for its completeness with respect to checklist and chances of rejection/ resubmission are minimised.

17.0 Other distinctive features/ accomplishments of the project

- i. Based on the evaluation of the initiative, MSME&T Department proposes to set up MSME Facilitation Centres (MFC) tagged with Single Application Gateway (SAG) at the District Industries Centres (DIC) to provide facilitation services to entrepreneurs in the area of statutory compliances and availing of government incentives. The MSME Facilitation Centres (MFC) are envisaged to act as authorised representative of the entrepreneur for receiving applications, follow-up and collection of certificates/ licenses after processing by the departments/agency for onward delivery to the entrepreneur.

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- ii. The portal is to be tagged with an *Application Gateway* that provides facility of applying for various permissions, NOCs, licenses, permits, intimation, etc. to different government offices/ agencies. The *Application Gateway* is to act as a 'virtual single point' to receive all applications made by an entrepreneur to different government entities for statutory compliance and for availing of government incentives.
- iii. **Screen Snapshot of *myEnterprise.wb.gov.in* portal**

