

TETSD-21021/1/2024-C&P-Dept. of TET&SD



Government of West Bengal
Technical Education, Training & Skill Development Department
'Karigari Bhawan', 3rd Floor, B/7, Action Area – III,
New Town, Rajarhat, Kolkata – 700 160

Memo No.58/TETSD-21021/1/2024

Date: 06/12/2024

ORDER

The Synergy & Business Facilitation Conclave 2024-25 of MSME&T Department, Govt. of West Bengal scheduled to be held from 7th December, 2024 to 17th January, 2025 in different Districts. Following officials will attend the synergy meeting as per schedule outlined below.

Sl. No.	Name of District where Event would be held	Date	Districts to be covered	Venue	Suggested Name of ANO who may attend	e-mail id	Contact No.
1	2	3	4	5	6	7	8
1	Malda	07.12.2024	Malda Uttar Dinajpur, Dk, Dinajpur	Durgakinkar Sadan, Malda College Auditorium	Sri Avik Golui, OSD, TETSD	avikgolui@yahoo.in	7381076678
2	Jalpaiguri	09.12.2024	Jalpaiguri, Alipur Duar, Coochbehar	Batabari Auditorium Jalpaiguri	Sri Paritosh Das, JDIT, R.O. Siliguri	rosiliguri@gmail.com	9433773356
3	Siliguri	10.12.2024	Darjeeling, Kalimpong	Mainak Tourist Lodge, Siliguri	Sri Goutam Bhowmick, DDIT, Regional Office Siliguri	gb3170@gmail.com	7980446437
4	Sonarpur South 24 Parganas	17.12.2024	South 24 parganas	Jai Hind Auditorium, sonarpur	Dr. Sanghamitra Pradhan, JD, DTET	dtsp2013@gmail.com	8902279133
5	Durgapur	19.12.2024	Paschim and Purba Bardhaman	Srijani Durgapur	Sri Narayan Chandra Monadal, JDIT, RO, Durgapur	mandal.nc65@gmail.com	8918335131
6	Medinipur Town	20.12.2024	Paschim and Purba Medinipur, Jhargram	Sahid Prodyot Smriti Sadan, Midnapore Town	Dr. Udayan Gautam, OSD, TETSD	ugautam88@gmail.com	6289873750
7	Chinsurah Hoogly	03.01.2025	Hoogly	Rabindra Bhawan, chinsurah, Hoogly	Sri Surojit Mandal, Addl. DIT, HQ	addl.ditwb@gmail.com	9830657095

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8	North 24 Parganas	07.01.2025	North 24 Parganas	Biswa Bangla Convention Center, New Town	Sri Debabrata Pradhan, Principal/PIC, Basirhat Govt Polytechnic	basirhatgovpoly2019@gmail.com	9903774102
9	Bankura	10.01.2025	Bankura and Purulia	Rabindra Bhawan Purulia	Dr. Santanu Chakraborty, Deputy Director, DVET	dvet.santanu@gmail.com	9433994822
10	Howrah	15.01.2025	Howrah	Sarat Sadan, Howrah	Sri Shankha Mishra, ADIT, HQ	shankhamishra@gmail.com	9831357146
11	Behrampore	17.01.2025	Murshidabad, Nadia, Birbhum	Rabindra Sadan, Berhampore, Murshidabad	Sri Anirban Nag, ADIT, HQ	ani.4.only.u@gmail.com	7699252085

The officers in the meeting will be responsible for outreach activities following details given in “Standard Operating Procedure” attached as Annexure. The officials may work in coordination with Dist. TET&SD officers on the day of meeting.

- A PPT presentation will have to be made which will be handed over from the Department.
- The industry brochure will also be collected from this Department for distribution among industry.
- The Annexure-I of “Standard Point of Discussion”, will be the base document for interaction with industries.

This has the approval of the competent authority of this Department.


Special Secretary
to the Govt. of West Bengal

Memo No.58/1(13)/TETSD-21021/1/2024

Date: 06/12/2024

Copy forwarded for information to:

1. The Sr. Special Secretary to this Department.
2. The OSD to HMOS(IC) to this Department.
3. The Additional Secretary to this Department.
4. PD, PBSSD.
5. The OSD (SM) of this Department & Nodal officer for “Shilper Samadhane-MSME Camps”.
6. The Sr. Deputy Secretary to this Department.
7. The Director, DTET/DIT/DVET, WB
8. The CAO, WBSCVESD
9. The Secretary, WBSCVT
10. The PPS to Addl. Chief Secretary to this Department.
11. Guard file for record.


Special Secretary
to the Govt. of West Bengal

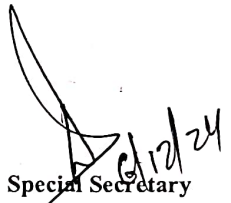
TETSD-21021/1/2024-C&P-Dept. of TET&SD

Memo No.58/2(11)/TETSD-21021/1/2024

Date: 06/12/2024

Copy forwarded for information & necessary action to:

1. Sri Avik Golui, OSD, TETSD
2. Sri Paritosh Das, JDIT, R.O. Siliguri
3. Sri Goutam Bhowmick, DDIT, Regional Office Siliguri
4. Dr. Sanghamitra Pradhan, JD, DTET
5. Sri Narayan Chandra Mondal, JDIT, RO, Durgapur
6. Dr. Udayan Gautam, OSD, TETSD
7. Sri Surojit Mandal, Addl. DIT, HQ
8. Sri Debabrata Pradhan, Principal/PIC, Basirhat Govt. Polytechnic
9. Dr. Santanu Chakraborty, Deputy Director, DVET
10. Sri Shankha Mishra, ADIT, HQ
11. Sri Anirban Nag, ADIT, HQ


Special Secretary
to the Govt. of West Bengal

SOP for stalls at MSME month

1. Stalls will be set up at the district/ Blocks as per dates scheduled by MSME.
2. The stalls will be managed at the District level by Officers of the department along with district TETSD Officers and the DPMU of the district.
3. At the block level the stalls will be managed by the Block Level officers and staff and staff and officers of the Labour Department.
4. For the IEC activities the following will be distributed
 - a. Banners @ 5 per stall
 - b. Brochure for industries
5. Two Helpdesks will have to be set up at each stall
 - a. Industry Registration
 - b. Registration for EDP training of prospective entrepreneurs.
6. The officers at the stall will not only handout the brochures to industries but also explain the various initiatives as listed in the brochures and how it is beneficial to the industries to get registered in the Common Registration Portal
7. One laptop/ desktop with internet facility will be provided for the stall/ block for registration.
 - a. One may be exclusively used for the registration of industries in the common portal.
 - b. The other laptop may be used to get registration of probable entrepreneurs for Entrepreneurship Development Training.
8. The Officers at the stall may also maintain a separate register of the visitors at the stall as per format provided.
9. Registration data to be pushed/ uploaded to Duare Sarkar Portal for MSME month.

Standard Points for engaging with Industries

All officers/ staff who are responsible for industry outreach may follow the following set of norms:

1. When visiting the industry the talking points may be kept handy. Brochures as supplied may be distributed also but before distribution of brochures the initiatives of the Technical Education Training and Skill Development Department may be briefly explained.
2. All Industry has to be introduced to all the activities undertaken by TETSD department as per the manual given in the next part of SOP. (Annexure-I)
3. The industry may be registered at Common Industry Registration Portal (User Manual for the same is attached Annexure-II)
4. While registering the industries in common portal the industries may be requested to opt for multiple industry intervention options available. If they are not willing to undertake the exercise at that point, they may be encouraged to revert at any time and opt for other initiatives with same login without having to re-register
5. For industries registered at district level, the verification may be done by the Principal/ Principal in Charge of Polytechnics and ITI.
6. Industries who have already registered but not participated in any initiative of the department may be followed up (especially those having 4 or more employees). Officers and staff may call them up and encourage them to participate in the initiatives like- Engaging Apprentices, Train existing workforce under RPL/ RPL + Bridge course for certification, reskilling and upskilling, make fresh requisitions for skilled workforce either directly through industry led training programme or through registered Training Providers of PBSSD and directly hiring through Rojgar Seva Portal.
7. **One SPOC from the district may be assigned. One SPOC may deal with multiple industries in a geographical area or based on some cogent parameter.- action ADM Skills**
8. The officers/ staff undertaking outreach activities may make at least biannual visits to the industry parks/ clusters in their area, talk to industries regarding any support that they may need regarding skilled work force and facilitate the industries accordingly.
9. A register may be maintained as per annexed format to record the number of industries visited, number of industries who have made enquiries/shown interest, number of industries that are registered in Common Registration Portal for each of the activities. (Annexure-III)
10. Follow-up meetings with this industry should focus on whether the industries have participated in the activities for which they have registered, and if not, what were the impediments.
11. The same exercise may be followed for all the industries registered in the MSME month 2023. (List of industries provided in Annexure-IV) The district wise list is being provided. All industries/ enterprises with 4 or more employees may be contacted and their status is to be verified. The current status of industries vis-à-vis TETSD department may be noted in the register and continuous outreach may be made with industries where the industries are expressing interest.

Special Activity for MSME month

1. BLS/ officer designated from the district to ensure that their details are uploaded in the Duare Sarkar Portal. In case of municipalities, the 'Assigned officer' details will be uploaded by the DIC.
2. DPMs to monitor that there is an Assigned Officer in all the blocks and the details are uploaded in the portal.
3. The Districts will print the 5 Banner Templates (Banner Size 3' x 6'). 5 banners per camp will be printed and put up in camps.
4. Brochure will be shared soon. 50 Brochure/ camp may be distributed at the initial phase for every such Blocks/ municipalities where camp is being held.
5. Each camp should have a Laptop/ desktop with internet facility for hand holding industries/ entrepreneurs on the respective portal.
6. SOP and talking points with industry have been shared. This may be kept in hand while talking to industry. It must be ensured that all initiatives are shared with the industry and they are encouraged to onboard in all the new initiatives.
7. All industry outreach for fresh industry registration/ updation of old registered industry has to be entered in Duare Sarkar Portal at <https://www.pbssd.gov.in/> and details have to be maintained in the Hardcopy Register.
8. All new registration of either fresher application for Entrepreneurship or by those who are already running a business or has applied for loan has to be entered in the portal at https://www.pbssd.gov.in/employer/entrepreneurship_development/entrepreneurship_application as well as Hard copy Register (Annexure-III).
9. A remark column is also given to list out those who came for queries. The query may be noted against their details.
10. PDF format for Industry Registration/ EDP trainee registration (to be used only if there is no internet) has been shared through MSME WhatsApp group.
11. If any Hard copy details are captured in these formats, it will be the duty of the BLS /Assigned Officer to enter the details in the portal within the next day.
12. The Assigned Officers will be responsible to ensure that the end of the day report is registered for her/his block every day from the block end.
13. The daily end of day report has to be entered by 'Assigned Officer' with their log in ID and password.
14. In case the BDO office decides that daily report for all departments and all initiatives will be entered by Block nodal as is also allowed- the BLS have to ensure that the Departments' report is uploaded.
15. DPM were requested to coordinate with ADM Skills to nominate an 'Assigned Officer' in such cases where the nominated person cannot join due to personal problem

Annexure-I

Manual for Industry Outreach Oriented Function

It has been decided that anyone who connects with industries or makes any outreach to industry individually or at industry clusters / industry parks will ensure that the Industries are introduced to all the initiatives of the TETSD Department.

The idea is to get the industries to understand the activities of the Department and how the industry participation in various other activities will be beneficial for the industries.

All Officers and staff reaching out to the Industries will talk of the following initiative:

Industry Led Training Programme

- Industries raise requirements for training fresh candidates, upskilling and reskilling of existing workforce. Industries can even certify their experienced workforce through Recognition of Prior Learning (RPL) scheme.
- Industries can act as training provider and train at industry premises or at any ITI/Polytechnic or can engage through recognised training centers of PBSSD
- The Department can help in mobilisation of trainees in case of fresh skilling
- Customized course can be created as per the skill need of industry
- Training can be sponsored under PBSSD scheme if linked to placement.

Letter of Intent based training programme

- Industries provide a Letter of Intent showing the intention to engage the workforce to be trained in such Job Roles for which a particular Training Provider is registered by PBSSD.
- Customized courses can be created as per the skill needs of the Industry. The industry gets ready workforce at the end of certification process.
- Industry gets first call to select the certified candidates as per their requirements.
- Placement linked payment is made to TPs under PBSSD scheme.

Industry- Institute Partnership based training programme [i) Supported by CSR fund ii) supported by PBSSD]

- Industry can set up workshops with latest machineries at the infrastructure provided by Government ITI/ Polytechnic.
- Government institutes will also provide all amenities like water, electricity etc for which 10% user charge shall be deducted.
- Industries can conduct training through their own faculties or through the institute faculties who are provided FDP.
- Industries can introduce customised courses for industry required skill set.
- Industries can fresh skill for captive workforce or upskill, reskill their existing workforce.
- Training can also be conducted under PBSSD programme, if linked to placement

Apprenticeship training

- Any industry having 30 or more workforce including contractual workforce are mandated to take 2.5%-15% workforce as apprentices every year as per National Apprenticeship Promotion Act.
 - It is a win- win both for Industries and trainees
- i) For the Industries
 - 1) Industries get ready work force without having to wait out for the training period
 - 2) Engagement is only for a period of 6 months to 1 Year and they do not have to engage the trainees as workforce at end of the period
 - 3) Do not have to pay ESI/EFP or other perks other than the Industry stipends.
 - 4) Industry stipend is subsidised under NAPS where upto 25% to a maximum of Rs.2500/-
 - ii) For the students
 - 1) It is an Earn while you Learn scheme.
 - 2) Candidates get direct access to industry exposure and industry linked training
 - 3) Need not have any prequalification, except for Designated trades taught at ITI
 - 4) Gets a top-up stipend from Government of West Bengal for one year @ Rs.1500/- per month if placed within state or Rs.2500/- per month if placed outside state.
- Apprenticeship Melas are organised separately or dually along with Job Fairs

Various level of education followed by Campus placement and Job Fair through Rojgar Sewa Portal

Besides short term skilling programme, the Technical Education Training and Skill Development Department undertakes Technical and Vocational Education.

- There are 155 institutes in 3 year Diploma in Technical and Vocational Education
- There are 199 Diploma in pharmacy institutes
- There are 3 Diploma in Hotel Management and Catering institutes
- 311 institutes of Industrial Training Institute from where 1 Year/ 2 Year industrial training is imparted.
- 1206 institutes from where students learn vocational 10+2 level of vocational studies at Level-4
- 2663 schools from where Vocational education is undertaken for Level 3 and 4 skilling programme.

The candidates undertaking technical education and training participate in the campus placement. More than 550 industries visit the campuses to select workforce directly from the institute.

To provide better placement opportunity to students TETSD Department holds decentralised Job Fairs

- 100 job fairs are to be held every year
- Industries who have registered for any programme or newly registered industries can participate in Campus interviews and Job Fairs.
- Verified industries/aggregators can raise requisition against vacancies for different job roles.
- The demand raised by aggregators is also verified
- Industries have to state upfront the type of job role, pay, perks and location of placement.
- Certified students of TETSD department, whose profile match the requisition get the message and have option to apply directly.
- Industries gate to see the students profile and can call them for interview at pre-scheduled job fair or they can fix a date and venue for the interview.
- Selection of candidates can only be done by logging into the portal.

Annexure-II

User Manual Attached separately

Annexure-III

Format for Register regarding industry outreach/ industry footfall at Industry outreach camps

Name of District:

Name of Block:

Name of officer/staff engaged in outreach programme

Number of industry/ entrepreneur contacted

No	Name of Industry/ entrepreneur	Address	Name of person visited	Contact ID (Phone no and Mail ID)	Initiative for which interested					Whether registered in CIRP	Activity after registration	If not, the reason	Queries Raised
					ILT	LOI	IIP Apprenti ceship	Campus Job Fair	EDP				

Please Note: only those industries / entrepreneurs can be mentioned that have newly registered/ registered for new activity/initiative under Common Registration Portal. This will be the case during MSME month also.

Annexure-IV

Separately attached.- List of Industries onboarded last year