



GOVERNMENT OF WEST BENGAL
Directorate of Micro, Small & Medium Enterprises
New Secretariat Buildings, 9th Floor,
1, K. S. Roy Road, KOLKATA-700001

No: D/179/EODB/2025

Date: 03 MAR 2025

CIRCULAR

WHEREAS One District One Product (ODOP) programme aims at fostering balanced regional development across all districts of the State by way of establishing a robust support system.

WHEREAS ODOP Facilitation Centres have been established in each district of the State in terms of notification bearing no. 599-MSMET- 19099/6/2025 dated.07.02.2025 of the Department of Micro, Small & Medium Enterprises and Textiles, West Bengal to handhold businesses related to ODOP products.

AND

WHEREAS different Schemes like MSME Incentive Schemes, Artisan Benefit Scheme, Export Policy for export promotion including branding & packaging, Credit Scheme (West Bengal Bhabishyat Credit Card) etc. are in force in the State for the benefit of MSMEs, Artisans etc.

AND

WHEREAS the aforesaid Promotional Schemes are also applicable to the ODOP manufactures for their benefits.

NOW, THEREFORE, it is decided that ODOP Facilitation Centres established in each district under the control of General Manager, District Industries Centre will reach out ODOP manufacturers and make them aware of these benefit Schemes to promote ODOP programme in the State. Moreover, the ODOP manufacturers are now able to have the access to the data through ODOP portal on the number of applications received, approved, average time required for approval and benefits provided etc. as applicable. The dashboard is updated in real-time and it has further facility to display date-wise and application-wise details like applications no. and date, approval date, benefits provided etc. as applicable.

Furthermore, in ODOP portal, dashboards, updated in real-time have been developed to display (i) businesses registered under ODOP, including type of products, location and services utilised and (ii) updated list of upcoming trade fairs, exhibitions and promotional events where businesses can participate.



Director
MSME, West Bengal

No: D/179/1(3)/EODB/2025

Date: 03 MAR 2025 **U. SWAROOP, IAS**
Director
Micro Small & Medium Enterprises
Govt. of WB

Copy forwarded for information and necessary action to:

1. Joint Director, BG/ Empl. / HQ/ Baharampore Zone/ Siliguri Zone/ Durgapur Zone / Howrah Zone
2. OSD & Ex- Officio Deputy Director of MSME, EoDB Cell
3. General Manager, District Industries Centre _____


Director
MSME, West Bengal
Director
Micro Small & Medium Enterprises
Govt. of WB