

**GOVERNMENT OF WEST BENGAL**  
**Department of Micro Small & Medium Enterprises and Textiles**  
**Silpa Sadan, 7<sup>th</sup> Floor, 4, Abanindranath Tagore Sarani,**  
**KOLKATA-700016**

**No. 600-MSMET-19099/6/2025**

**Dated: 07/02/2025**

**NOTIFICATION**

**WHEREAS** the need of providing various services in the Directorate of MSME under Department of Micro Small & Medium Enterprises and Textiles through the online mode for "Ease of Doing Business (EODB)" has been under active consideration of the State Government for some time past;

AND

**WHEREAS**, it is found necessary to provide a streamlined, efficient, and prompt resolution of grievances of businesses.

**NOW, THEREFORE**, for effective grievance redressal, the Department of Micro Small & Medium Enterprises and Textiles, Government of West Bengal, through Directorate of MSME, has developed an Online Grievance Mechanism, with detailed Standard Operating Procedures (SOPs), including an escalation matrix with timelines and, for reverting to businesses, among others, for handling and prompt resolution of ODOP related Grievances.

Businesses shall be able to submit their grievances through this online system and this platform will facilitate the efficient handling of grievances, ensuring timely and satisfactory resolutions.

**Detailed SOP of the Online Grievance Mechanism and escalation matrix**

**I. Procedure to be followed by the Businesses for Grievance Redressal.**

**A. Submission of Grievances:**

- Grievances can be submitted through online portal, URL:  
<https://wbmsme.gov.in>
- The applicant will click on "GRIEVANCE REDRESSAL" link available on the portal.
- After clicking on "GRIEVANCE REDRESSAL" link, choose 'Raise Grievance' Option.

- Write details of grievances in the comment box after putting the applicant's details.
- If any supporting document needs to be uploaded, that may provide further clarity on the issue, the applicant may upload the same in PDF/ JPEG format by clicking on the 'Upload' Document tab.
- Now, the applicant may review, edit, save the above grievances as draft or finally submit the grievances post review;

#### **B. Acknowledgment of Grievances:**

Upon successful submission, an acknowledgement number will be generated.

#### **C. Tracking of Status of Grievance Redressal:**

The applicant shall be able to track Status of Grievance Redressal in the system through the acknowledgement number. The status shall automatically be intimated to the applicant through SMS/Email.

#### **D. Resolution of Grievances and reverting back to the Businesses:**

- The designated officer will resolve the grievances within 7 working days from the date of submission. General Manager, District Industries Centre shall be the designated Officer (Level 1- Officer).
- System generated resolution report will be intimated to the applicant through SMS/Email. The applicant will also be able to see the resolution report in the Dashboard.

## **II. Escalation Matrix, Timelines and procedure for reverting back to businesses with the resolution of grievances.**

### **A. Grievance Redressal by the designated officer:**

#### **i) Level 1- Officer**

**(Designated officer):** General Manager, District Industries Centre

**Timeline:**

7 (seven) working days

**Action:**

Examine and resolve the grievances and send a resolution report to the applicant through the online system. If not resolved within 7 days, it will automatically get escalated to the Level 2 Officer for resolving the grievances.



**B. Auto escalation by the system if the grievances are not resolved within 7 working days by the Designated officer:**

**i) Level 2- Officer:** Joint Director of MSME (HQ), Directorate of MSME

**Timeline:** 2 (two) working days

**Action:** Examine the issue, when escalated, and forward the updated resolution report to Level 1 Officer with observations/comments for resolving the grievances. If not forwarded within 2 days, it will get automatically escalated to the Level 3 Officer.

**ii) Level 3- Officer:** Director, MSME, West Bengal

**Timeline:** 2 (two) working days

**Action:** Examine the issue, when escalated, and give directions to Level 1 Officer for resolving the grievances.

**iii) Level 1- Officer  
(Designated officer):**

General Manager, District Industries Centre

**Timeline:** 3 (three) working days

**Action:** Act upon as per observations/comments/directions of Level 2/ Level 3 Officer and send resolution report to the applicant through online system.

This Notification shall take immediate effect.

Sd/-

Principal Secretary to the Government of West Bengal

No. 600/1(4)-MSMET-19099/6/2025

Dated: 07/02/2025

Copy forwarded for information and necessary action to:

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

  
Additional Secretary to the Government of West Bengal