

PRESS RELEASE

WBSIDCL bags/wins three awards at the prestigious 'Governance Now 9th PSU awards'

17th February, 2023, New Delhi:

In a matter of great pride for the state of West Bengal, **West Bengal Small Industries Development Corporation Ltd. (WBSIDCL)** won three awards at the prestigious 9th edition of Governance Now PSU Awards. The awards are supported by Govt of India's Ministry of Heavy Industries and Ministry of Jal Shakti. The objective of the awards is to honor the efforts of Public Sector Undertakings (PSUs) that have been key to country's growth. The nominations have been evaluated in several rounds under six prominent parameters by eminent jury members consisting of industrialists and journalists.

WBSIDCL, a state-owned PSU constituted in 1961 under the aegis of Department of MSME & Textiles, has won in the categories of (1) State PSU Leadership Award - Best MD (2) Use of Emerging Technologies and (3) Nation Building. WBSIDCL received these awards from **Hon'ble Mr. Justice Dipak Misra, Former Chief Justice of India of Supreme Court** at an event conducted in New Delhi in the presence of prominent industrialists and representatives of Central and State PSUs.

In the 1st segment **Sri Nikhil Nirmal, IAS**, The Managing Director of WBSIDCL was awarded with the '**State PSU Leadership Award - Best MD**' in recognition of his contribution to Strategic Development and innovation in the Corporation. He expressed his gratitude, credited the staff and thanked the Department of MSME&T for continuous guidance in the pursuit of facilitating MSME growth and employment generation. He further noted that the award is a recognition of the Hon'ble Chief Minister of West Bengal's pledge to give renewed focus and impetus to industries, industrial growth and industrialization in the State which has created a fresh air of hope and vigour in the State's industrial landscape.

In recognition of the pioneering digital initiatives that have been implemented at WBSIDCL, the organization won its second award of the day in the category of '**Use of Emerging Technologies**'. Some of the digital initiatives at the Corporation include Land Allotment (which is now integrated with Shilpasathi portal), GIS based Land bank, Data analytics in marketing, SAP integration in Accounting, Asset Management System etc. In this regard, **Sri V Teja Deepak, IAS** Executive Director of WBSIDCL who spearheads the IT initiatives said that WBSIDCL is leveraging cutting edge digital technologies to transform and revitalize MSME engagement, to bring in transparency in business operations, and to establish operating models in order to compete and thrive in the new digital economy. Through these IT initiatives, the need to visit the Corporation

office physically to secure its services is minimized as all Services of the Corporation are available at one's fingertips online thereby greatly facilitating MSMEs.

For its continuous support to MSMEs through land allotment and marketing assistance, WBSIDCL received its third award in the category of '**Nation Building**'. Presently the organization is managing 57 Industrial and commercial complexes across the state providing assistance to about 3000 MSMEs thereby contributing to 350000 direct and indirect employment. The WBSIDCL is also the nodal Corporation which renders marketing assistance and support to the MSMEs spread across the State and has more than 200 MSMEs which are empaneled with it as vendors. The role of the organization during the Pandemic was also specially noted at the event. During the pandemic, the Corporation not only took initiatives for free vaccination of labor force at the Industrial Parks but also was responsible for meeting urgent supply requirements at Government hospitals and COVID centers like beds, surgical and medical equipments, sanitizers etc. The Corporation was also involved in the supply of hand-wash, soaps and sanitizers through Mid Day Meal network and also in the Duare Sarkar camps.