WEST BENGAL TEXTILES POLICY 2007-12



Department of Micro & Small Scale Enterprises & Textiles Government of West Bengal



Kolkata



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Government of West Bengal Department of Micro and Small Scale Enterprises and Textiles

No. 127/MSET/O/C-IV/2H-35/2006

Dated 8th February, 2008

Notification

Whereas the Governor is of the opinion that it is necessary and expedient to frame a Textiles Policy for the State of West Bengal for facilitating incessant and robust growth of the Textiles Sector in the State;

Now, therefore, the Governor is pleased to approve and sanction the West Bengal Textiles Policy which shall come into force with immediate effect.

The framing of the West Bengal Textiles Policy has also the concurrence of the Finance Department, Government of West Bengal, communicated under their U.O. No: Group C 675 dated 26.12.2007.

The West Bengal Textiles Policy is enumerated herein below :-

TEXTILES POLICY 2007-12

VISION

1. The Textiles Policy of West Bengal carries the vision of developing a modern, vibrant and competitive textile and apparel industry in the State to enable emergence of the State as a robust outsourcing hub in Asia-Pacific to fulfill the twin objectives of (i) taking the sectoral contribution to the State GDP to 10% and (ii) creating additional direct and indirect sustainable employment of 1 million people by the year 2012.

KEY OBJECTIVES AND GOALS TO REALIZE THE VISION

- **2.** The principal objectives and goals of the Textiles Policy to achieve the vision enunciated hereinbefore would be:
 - a. To develop, sustain and strengthen large-scale infrastructure and conducive fiscal and other policy framework for speedy growth of farmers, weavers, artisans, small entrepreneurs as also for facilitating enhanced investment, larger scales of operation, improved productivity, better market access to various segments of textile industry in the State;
 - To double the existing handloom output of 1056 million meters and to attain an export level of 10% of fabric turnover by the year 2012;
 - c. To take the active powerloom number in West Bengal to 20,000 and enhance the existing powerloom output of 45.10 million meters by at least 300% to reach 180 million meters by 2012;
 - d. To revamp spinning and mill infrastructure in the State in public-private partnership and facilitate fresh investment in superior spinning segment to strengthen backward linkages for garment sector;
 - e. To increase the existing readymade garments output of 400 million pieces of woven wear and 90 million pieces of knitted garments in the State by 300% and to double the readymade garments export from West Bengal by the year 2012;
 - f. To spread sericulture acreage from existing 51,000 acres to 68,000 acres and increase the raw silk production from existing 1,600 MT to 3,200 MT and double the direct and indirect employment in the sector by the year 2012;

- g. To setup three jute parks for incessant diversification of this natural fiber and to support R&D activities in this segment for superior yield;
- To develop Textiles/Silk/Jute/Handloom/Powerloom/Apparel Clusters for facilitating scales, common infrastructure and better access to credit, technology and market;
- To develop traditional market places as also establish Textile/Silk/ Handloom/Powerloom and Apparel Parks and Export Marts in the State for facilitating strong linkages with national, regional and global supply chains of textile products;
- To develop an export oriented Integrated Textile Township in the State;
- k. To encourage, promote and develop cultivation of various other natural fibers like linen, ramie and organic cotton whose potential is increasing substantially and also to encourage, promote and develop a strong technical textiles industry in the state;
- To forge strong and sustained R&D support to textile economy of the State by developing deep linkages between R&D institutions, farming community and industry;
- m. To bridge national skill shortfall in textile sector by providing need-based training to 50,000 youth in the State by 2012 and to ensure that at least 10% of the trained youth develops as textiles entrepreneurs within the State;
- n. To facilitate development and global promotion of a strong textile brand of the State;
- o. To revamp and reorient entire State Administrative setup dealing with textile matters within a defined time frame.

CURRENT STATUS OF TEXTILE INDUSTRY IN THE STATE

3. Despite a long history and tradition, the textiles sector in West Bengal continues to remain embedded largely in family-driven, micro and small scale operations with structural distortions and large gaps in the value chain. Lack of investment, deficiencies in infrastructure, technological backwardness, low volumes of operations

and disconnect with large emerging markets within and outside the country have contributed to the industry having remained a source of subsistence for most stakeholders.

- West Bengal has 3.51 lakh handlooms employing 6.7 lakh persons in 43 clusters and produced 1056 million meters of cloth in 2006-07. Handlooms in West Bengal are twice as efficient as average loom in India with output of $10.17\,\mathrm{sq.mtr}$ per day per loom as against all India average of 5.12 sq. mtr.
- 5. A total of 5930 powerlooms employing about 28,000 persons produced a little over 45.10 million sq. meters of cloth in 2006-07 of which 50% was coarse dhoti and saree, 25% was markin with balance 25% accounting for tarpaulin cloth, synthetic fabric, industrial cloth and grey cloth.
- The State has 17900 hosiery units employing around 1.10 lakh persons and produced 1600 million Sq.Mtrs of hosiery cloth including 90 million pieces of knitted readymade garments last year.
- 7. A total of 21200 readymade garment units providing direct employment to about 2 lakh people West Bengal produced around 400 million pieces of woven wear during 2006-07. The readymade garments turnover in the State was Rs. 10,350 crore in 2006-07.
- 8. Twelve spinning mills, three in the state sector, three in cooperative sector and remaining six in private sector, employed about 6500 persons and produced over 10000 tonnes of yarn during 2006-07.
- 9. The only State producing all four varieties of silk, namely Mulberry, Tasar, Eri and Muga, West Bengal produces 1600 MT of raw silk and 512 MT of silk waste annually with sericulture being undertaken on an area exceeding 51,000 acres by 1.20 lakh farmers in 2405 villages within 15 districts. 70% of the acreage under sericulture related to Mulberry and 26% to Tasar with very small area under Eri and Muga. Nearly 60 lakh sq.mtr of silk fabric is annually produced in the State in 5000 active handlooms. To support sericulture activities, State Government has 77 sericulture farms, 26 grainage centers, 4 cold storages, 59 Technical Support Centers, 2 filatures, 5 reeling training centers and two Sericulture Training Institutes. Total employment in the sericulture activities in the State is nearly 4 lakh persons including sericulturists.

10. The jute industry occupies an important place in the State economy. Of the 78 jute mills in the country, 61 are in West Bengal. The State has the largest share in national jute production and produces 85 lakh bales of jute with an area of 6.36 lakh hectares under jute cultivation due to favourable climatic conditions. The state has a large population of traditional jute cultivators but conventional fiber extraction process leading to sub-optimal production. The critical areas meriting improvement in the jute sector include research and development, technology upgradation, creation of infrastructure for storage and marketing of raw jute, and product and market development activities for jute and diversified jute products.

POLICY FRAMEWORK

Handloom

- 11. Handlooms are the backbone of textile sector in the State as they provide large employment and eco-friendly, low-energy, low cost mass usage products with wide array of designs. However, these are facing sustained and deepening distress due to forces of competition within and outside the State, limitations on large production with uniform quality parameters as also on technology, market intelligence and weak organizational network, etc.
- 12. World-wide, handloom products with improved designing, processing, variety, diversity and superior ethnic appeal are becoming part of a niche market segment. Environmentally conscious and urbane consumers across the world are getting increasingly drawn towards handloom products. The Government of West Bengal shall accord high priority to sustained qualitative improvement in the products through a variety of technological interventions and help increase competitiveness of this highly potential sector through multi-pronged approach to enable the handloom weavers and artisans to improve their lot and become part of national, regional and global supply chains.
- 13. The sectoral vision for Handlooms shall be to double the handloom output and to attain an export level of 10% of fabric turnover by the year 2012.
- 14. In order to achieve the sectoral vision, the State Government shall further strengthen its efforts to develop handloom clusters and set up 50 additional clusters by 2012 and provide common infrastructural, access to superior process and design technology, logistical and marketing support facilities. The parks and clusters shall also be enabled to develop strong backward linkages with reliable and competitive raw material and financing sources and improved processing infrastructure.

- 15. The State shall develop 10,000 self-help groups of handloom weavers by 2012 and facilitate their self-reliance through a variety of facilitation including credit and marketing linkages, access to computer-aided designing, superior market intelligence, etc. and strong and continuous linkages with garment manufacturers / dealers / exporters.
- 16. West Bengal handloom products like Tangaail, Dhaniakhali, Santipuri, Murshidabadi, etc. have developed national brand appeal. To protect these brands and thereby protect the artisans and craftsmen behind them in the face of unfolding liberalized and borderless trade, the State shall take steps to register these products under the Geographical Identification laws. State shall also facilitate establishment of a strong 'Bengal Handloom brand' in both domestic and international market and create systematic brand promotional activities.
- 17. West Bengal produces limited quantity of cotton and almost 95% of cotton requirements are met by procurement from other States. While cotton production would be increased systematically to reduce import dependence to 75% in next five years, it shall also be the policy of the Government to encourage use of available non-cotton textile fibers on handlooms, cultivation of other natural fibers like linen, ramie and organic cotton, etc. and also create additional production bases for manmade fibers in the State under public-private partnership.
- 18. Fresh investment by private sector in enhancing the quality spinning capacity in the State would be encouraged and state sector spinning capacity would be revamped through systematic public-private partnership to alleviate dependence of weavers on raw material import from other states.
- 19. The Government shall facilitate improvement in production related infrastructure by integrating modern technology in pre-loom and post-loom activities and enable involvement of research institutions and textile colleges in loom modernization and bringing improvements in weaving, dyeing and printing processes.
- **20.** Weavers and artisans shall be brought under a rolling state-wide training and reorientation process of camps to upgrade their skills, develop interface with new markets and their demands in terms of process, inputs and output testing. Textile parks and clusters shall be provided with testing facilities on need basis.

Powerlooms

- **21**. West Bengal has a very small powerloom base with barely 5930 powerlooms (All India 18.36 lakh) operating in small clusters in the districts of Nadia, Howrah, Kolkata and North 24-Parganas and producing around 45.10 million sq. mtrs of cloth (All India 30,254 million sq. mtrs or nearly 62% of total fabric production). Most powerlooms in the State are technologically outdated needing modernization of varying degree.
- **22.** State Government acknowledges that to emerge as a large-scale manufacturer of textiles, expanding a strong base of powerlooms is a *sine qua non* and is keen to ensure that powerloom economy takes deeper root in the State. Powerloom sector plays an important role in producing a wide variety of fabrics at economical prices for a variety of fabric requirements.
- **23.** The sectoral vision for powerlooms in the State would be to take the active powerloom number in West Bengal to 20,000 and enhance the powerloom output by at least 300% to reach 180 million meters by 2012.
- **24.** To achieve the sectoral vision, the Government shall facilitate setting up of three powerloom parks in public-private partnership with comprehensive common support infrastructure, including common facilities for fabric dyeing, processing and finishing.
- **25.** In order to facilitate modernization of powerlooms including induction of shuttle less and airjet and waterjet looms, Government shall encourage entrepreneurs to avail assistance under Technology Upgradation Fund Scheme (TUFS) and other similar schemes. Government shall also encourage increased use of manmade/synthetic fibers on powerlooms in the State as synthetic fiber manufacturing is taking deeper roots in the State.
- **26.** The Government of West Bengal believes that handloom and powerloom economies can and should harmoniously co-exist since both have distinct markets, focus areas and space for future growth. It shall be the policy of the Government to encourage a liberal yet harmonious growth of both components of textile business in the interest of the State.

Spinning / Organized Mill Sector

- **27.** West Bengal has 12 spinning mills of which 6 are in private sector. Most of the mills in State and cooperative sector are facing acute financial sickness for a variety of reasons including inadequate investment in modernization, structural rigidities and inability to move in step with fast changing global market needs. While mills have large skilled manpower, they suffer from conventional spinning process and technological obsolescence.
- **28.** The State shall encourage fresh private sector investment in enhancing the quality spinning capacity in the State. The existing state sector spinning capacity would be revamped through systematic public-private partnership to substantially meet requirement of weavers in the State.

Hosiery and Apparel Sector (Readymade Garments)

- **29.** Readymade garments sector has made considerable progress within the State and has emerged as a globally competitive export earner. The scale of the industry is still sub-optimal and needs to be expanded through additional investment, addition / improvement of suitable infrastructure, superior market access and establishment of better brand equity. Government shall encourage growth of this sector in multiple ways.
- **30.** The vision for this sector would be to increase the readymade garments output in the State by 300% and to double the readymade garments export from West Bengal by the year 2012.
- **31.** In order to achieve this vision, Government will set up 20 integrated textile/apparel/hosiery parks in public private partnership at suitable locations in the State, facilitate establishment of world-class common infrastructure therein to facilitate larger output especially oriented towards exports, encourage modernization of process houses/stitching plants to meet emerging qualitative and quantitative demands.
- **32.** West Bengal has a large pool of skilled and traditionally evolved manpower for readymade garments sector. However, there is a need for rapid product diversification and qualitative improvement in this sector to partake the opportunities within global supply chains. With this in view, the State shall assist in setting up of Research & Development-cum-Training Center for skill upgradation amongst the workforce.

Sericulture and Silk Industry

- **33.** The State shall strive to develop silk sector by facilitating transformation of existing agrarian, low income generating, rural subsistence-oriented occupation to a robust agro-industrial composite activity by a host of horizontal and vertical expansion measures. The sectoral vision will be to spread sericulture acreage to 68,000 acres and increase the raw silk production to 3,200 MT and double the direct and indirect employment in the sector by the year 2012.
- **34.** For achieving the sectoral vision, horizontal expansion will be done in non-traditional areas including areas like western tracks, including forest lands, spread over West Midnapur, Bankura, Purulia, Burdwan (West) and Birbhum districts where scope exists for growth of *Tasar* as also Sunderbans where *Eri* has significant potential. Encouragement shall be given to progressive farmers with larger land holding size and higher investment capacity to initiate *mulberry* sericulture.
- 35. Vertical expansion of the sector shall be done by:
 - development of season-specific and climate-friendly stable hybrid and bivoltine races suitable for different parts of the State in active collaboration with research institutions and Central Silk Board
 - converting entire mulberry cultivation into high yielding variety in a phased manner
 - taking up a special project for developing post-cocoon activities, especially, in Tasar.
 - systematic introduction of improved package of practices and technology
 - facilitating appropriate technological interventions in collaboration with academic and research institutions for improvement in reeling, dyeing, spinning, weaving and finishing techniques
 - developing technologically sound practices of gainful, diverse utilization of cocoon and silk wastes, castor seeds, etc. to strengthen value realization from sericulture activities
 - ensuring dissemination of technology through awareness programs amongst farmers, demonstration farms, entrepreneurship development programs, education tours, etc.

- **36.** State shall set up an apex research and training institute to address sericulture and silk industry related issues and challenges specific to West Bengal due to geoclimatic, locational and other factors. The institute shall devise critical technological interventions as also act as the nodal agency for education, training, retraining of sericulture and silk industry professionals and undertake collaborative research and development activities on various issues including techno-commercial, ecological and other matters facing the sector.
- **37.** The Government of West Bengal believes that although state sericulture seed farms currently supply only about 10% of the total requirements of Disease-free Layings (DFLs) or eggs, they act as key catalysts for extension, education and training activities for sericulturists. The Government shall accordingly strengthen the infrastructure at these nurseries and provide better equipments including installation of climate control devices like humidifiers and air-conditioners for improving agrahayani and falguni crops. Similarly, grainage centers in the private sector shall also be encouraged to use technologically improved practices.
- **38.** State shall develop silk parks with comprehensive, world-class common infrastructure at suitable locations for developing and fostering entrepreneurship, facilitating marketing interface, building of regional brand equity and encouraging clusterization of silk related activities. Similarly, marketing linkages shall also be strengthened through 'cocoon haats', silk weaving clusters and 'silk export complex' in the State.
- **39.** Serampore has emerged as a national centre for silk printing. However, the printing units are facing distress primarily due to ecological reasons. The Government shall set up a Silk Processing and Printing Complex (SPPC) at Serampore to foster, encourage, improve and expand printing activities by providing required common infrastructure and technological support for refinement of the processes and inputs.
- **40.** West Bengal silk products like *Baluchari*, *Jamdani*, *Tangaail*, *Murshidabadi* have developed global name. It is necessary to protect these brands and thereby protect the artisans and craftsmen behind them in the face of unfolding liberalized and borderless trade. State shall accordingly take steps to register these products under the Geographical Identification laws. State shall also facilitate establishment of a strong 'Bengal Silk brand' in both domestic and international market and create systematic brand promotional activities.

41. It shall be the objective of the State Government to dovetail various poverty alleviation and rural development/rural employment programs of the Government with the sericulture activities for the benefit of large number of vulnerable sericulturists.

Jute Industry

- 42. Jute has established itself as an eco-friendly natural fiber with versatile application prospects, ranging from low value packaging material, bags and geotextiles to high value carpets, apparel, composites, decorative, furnishing, fancy non-woven for new products, decorative colour boards, technical textiles, etc. Jute-diversified products are also being used as useful alternatives to non bio-degradable petrochemical products. Jute composites are replacing consumption of scarce forest resources by way of jute composite boards and laminated sheets. Jute geo-textiles are gradually catching up as a suitable material for use in construction of rural roads, embankments and horticulture applications. Government shall encourage varied diversification of jute by collaborating with R&D and other institutions within and outside the country.
 - **43.** Despite such varied diversified uses, Jute growers and conventional jute industry face enormous challenges. However, the Government believes that with suitable technological infusions, jute has the potential of emerging as a major source of diversified products.
 - 44. Government aims at setting up three jute parks in the State during the next five years to principally emerge as focal points for diversified activities. The parks will be set up in public-private partnership mode with a special purpose vehicle driven by entrepreneurs at the helm. Jute parks would house large, medium and small-scale units and provide world-class physical infrastructure including developed industrial plots, road network, common effluent plant etc. The much required inputs to achieve marked improvement in the quality of the jute products in the form of common facilities centre, design and testing centre, tool room facilities, training and skill up gradation facilities for the workers etc. would be provided in a centralized fashion. These parks will support sustainable and regular backward linkages with jute growing farmers in the State reducing their demand and price vulnerability.

- **45.** West Bengal being the largest jute producer of the country shall strive to ensure a remunerative minimum support price for the jute growing farmers in the State and also focus its efforts on enhancing capacity to produce adequate jute seeds required in the State. Self Help Groups will be encouraged in the farming community and they shall also be brought under the cover of various social welfare schemes of the Government.
- **46.** Jute requires sustained research and development work. West Bengal shall encourage R&D efforts and shall support Jute Technology Mission of the Government of India and various initiatives being taken under the Jute Technology Mission.

GENERAL POLICY PERSPECTIVE AND ADMINISTRATIVE SUPPORT

Development of Textiles/Silk/Jute/Handloom/Powerloom/Apparel Clusters

47. Miniscule unit size, low levels of investment, vulnerable forward and backward linkages, low technology absorption, limited designs and concepts, restricted flexibility in responding to market needs, absence of knowledge about fast changing market demands and customer preferences and almost complete detachment from strong supply chains have all contributed to limited viability of the textile units in the State. Cooperatives as a response to these constraints have had only very limited success. The State Government, therefore, proposes to aggressively pursue the cluster system of collaborative functioning for enhancing productivity, capacity, flexibility, resource especially credit availability and access to superior market information and strategy. The clusters will encompass publicly funded common facilities and strong infrastructure base by dovetailing multiple schemes of the Government. Formation of Self-Help Groups in various activities would be a key objective of the Government.

Incentivization of Investments in Textile Sector

48. The State acknowledges enormous potential of the textile sector in socio-economic betterment of people of the State and would accord high priority to encourage, promote and incentivize growth of strong textile economy in West Bengal. To begin with, the incentives and benefits available under the West Bengal Incentive Scheme 2007 for Micro and Small Scale Enterprises shall also be available to the textile industry. The incentives and benefits shall be periodically reviewed to suitably align them with the emerging textile industry requirements.

Development of Traditional Market Places

49. Some of the traditional, old textile/garment market places in and around Kolkata (e.g. Bara Bazaar and Mangla Haat) and in some of the districts have become focal business centers for national and international trade. However, they remain intensely congested, devoid of modern infrastructure and do not have conducive setting for growth. The State shall accord priority to bring superior infrastructure facilities to these market places or relocate them by facilitating creation of better infrastructure in active collaboration with private stakeholders. Some of these market places would be developed into export-complexes.

Development of Textiles/Silk/Jute/Handloom/Powerloom/Apparel Parks

50. Textile market across the country is rapidly growing and is integrating with regional and global supply chains. Technical and qualitative requirements of textiles are increasing. Scales of operation are important to partake the benefits of marketplace. The State Government will aggressively pursue the process of clusterization in West Bengal to facilitate markedly superior common infrastructural availability, improve technical profile of stakeholders, enhance their market intelligence and access, build volumes and scales on a collaborative platform to meet the requirements of customers. The parks would be developed dovetailing a variety of schemes of the Central and State Governments.

Development of export oriented Integrated Textile Township (ITT)

51. In order to create a large hub and anchorage for growth of textile industry in the State and ensure development of large downstream activities, the State shall set up a world-class Integrated Textile Township (ITT) with modern infrastructure, excellent rail, road, seaport connectivity. To be driven in partnership with one or more major entrepreneurs/investors, ITT would be aimed at capturing a substantive share of regional / global markets in one or more textile segments.

Encouragement to Technical Textile Industry

52. Technical textiles are textile materials and products used primarily for their technical performance and functional properties rather than their aesthetic or decorative characteristics. Technical textiles is a knowledge based research oriented industry and has been slowly but steadily gaining ground due to one or more of the reasons such as: functional requirement, health & safety, cost effectiveness, durability, high strength, light weight, versatility, customization, user friendliness, eco friendliness, logistical convenience etc. Its usage is in diverse industries from aero space to railways to construction etc. and is developing in other industries also due to technological advances. The global technical textile business is estimated at \$ 100 bn with a rapid year on year growth.

53. Government of West Bengal considers the potential of the State in establishing technical textile industry to be very high and shall accord high priority to sustained growth of this industry in the State. An interface of technical textile market will be developed with handloom and powerloom sectors of the textile economy to enhance their forward integration and improve revenue generation.

Major R&D Collaboration to be Encouraged

- **54.** Major portion of Textile industry, especially made-ups and readymade garments segment, has moved into fast moving consumer goods (FMCG) category with market being driven by quality conscious, nuanced, ecologically sensitive global consumers. Fashion houses, professional designers, interior decorators, furniture manufacturers, environmentalists and a host of other stakeholders from a variety of fields have become key drivers of textile demand paying pivotal role in global supply chains. In this scenario, consistent improvement of quality and market driven innovations from the stage of fiber extraction right through weaving, processing, dyeing and finishing of textiles have become crucial. Accordingly, State Government believes that constant R&D support to various sectors of textile industry is a must and the endeavour of the Government shall be to create industry-institution, cluster-institution, park-institution sustained tie-ups for sustained R&D support. The Government proposes to utilize IITs/textile colleges/universities/Central Silk Boards/ National Institute of Fashion Technology as also independent laboratories and test houses with this effort.
- **55.** A State level Textile Research and Training Advisory Board shall be constituted with key stakeholders for spearheading this effort. The board shall have sub-groups to address sector-specific issues and challenges.

Bridging the Talent Crisis in Textile Industry

56. Textile industry across the country is facing acute human resource crisis since adequately trained and skilled manpower commensurate with growth prospects is not available in India. The shortfall in textile sector during the next five years is

estimated at 50 lakh persons. Of this, nearly 40 lakh shortfall is expected in garments segment itself. An ambitious plan to train 4 million workforce is under consideration of the Government of India. Since West Bengal has strong contribution in garment segment and a reasonable base of skilled manpower, the State Government proposes to embark on a large skill development strategy to support its growth plan.

- 57. The State Government accordingly shall train 50,000 educated unemployed youth of the State in textile related activities during the next 5 years in active handholding with Government of India, ITIs, Textile Colleges, private sector players, universities and colleges and other related outfits. The training duration and modules together with course design shall be need-based and job-oriented. These broadbased training activities shall have active participation by professionals from various technical segments like yarn extraction, reeling, weaving, dyeing, processing, finishing, etc. and shall also include experts from fields such as marketing, financial planning, fashion designing, interior decoration, hospitality, construction, etc. In this regard, the State Government shall facilitate setting up of an Institute of Apparel Management by the Apparel Export Promotion Council in or around Kolkata. This trained workforce shall be available to the textile industry across the country.
- **58.** At least 10% of the trained youth shall be brought under self-employment schemes of the Government to enable growth of entrepreneurship within the State.

Brand Building for Bengal

- **59.** A strong brand is always crucial in shoring up demand, especially in national, regional and international markets. The Government shall play a catalytic role in developing a strong pan-Bengal brand reflecting both the rich historical, cultural heritage of Bengal and its buoyant and resurgent present. The brand building exercise would be done with involvement of key stakeholders and in active handholding with professionals.
- **60.** State shall play an active role in establishing, promoting and publicizing brand-Bengal not only within the country but in various key international markets by facilitating participation in fairs, exhibitions, organizing buyer-seller meets, workshops, bringing out state of the art information brochures, insertions in print and electronic media and through involvement of professional outfits within and outside the country.

61. The State in assistance with all key stakeholders shall ensure the brand utilization is done strictly on the basis of agreed quality parameters.

Revamping of State Administrative Setup

- **62.** State Government in the Department of Micro and Small Scale Enterprises and Textiles shall carry out fundamental administrative changes from the lowest field outfits to the apex level for making the administrative system more sensitive and responsive to the needs of various stakeholders like farmers, weavers, artisans, traders, industry, investors including institutional investors, foreign investors, infrastructure developers and strategic entrepreneurs.
- **63.** The process has already started by merging the erstwhile Directorate of Handloom and Textiles and Directorate of Sericulture into one integrated Directorate of Textiles headed by a Commissioner of Textiles with three separate divisions handling different market segments. Corresponding changes are being brought about in the field offices now.
- **64.** In order to ensure that investors including foreign investors in the textile sector are facilitated in their efforts, the office of the Commissioner of Textiles shall function as single window facilitator.

The Government of West Bengal is committed to enable the textile potential of the State to be optimally utilized and shall strengthen an investor-friendly environment and supportive infrastructure and policy perspective for this purpose. The Government shall seek active and constructive involvement of all stakeholders in this endeavour.

Sd/(Dr. G.D. Gautama)
Secretary to the Government of West Bengal

Principal Secretary
Department of Micro & Small Scale Enterprises and Textiles.

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