Phones :
Chairman 2237-3046
Managing Director 2221-6390
Executive Director 2236-7241
Estate Manager 2225-2926
Executive Engineer 2225-7291
Infro Divn. & A/c.'s 2237-3895
Fax : 2234-6057

THE WEST BENGAL SMALL INDUSTRIES DEVELOPMENT CORPN. LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

CIN : U74140WB1981SGC025037

Regd. Office : SILPA BHAVAN
31, Black Burn Lane, 2nd Floor
Kolkata-700 012

No. SB1/3249/2/2018-19 Date. 20/07/2019

NOTIFICATION

In supersession of notification no. SB1/2397/7/2018-19 dated 21.12.2018 and in order to promote Ease of Doing Business in West Bengal, it is necessary that objective criteria for evaluation of Land Allotment application in the existing **'Online Land Application System'** for allotment of land at different Industrial/Commercial Estates in the State under WBSIDCL be provided for more transparency.

Criteria of Evaluation of Land Allotment Application

Applications for allotment of land/module are submitted online by prospective entrepreneurs on the Silpasathi portal or WBSIDCL's portal **http://wbsidcl.in/land-allotment** along with necessary documents required for due assessment of the proposal.

The proposals are broadly appraised on the basis of three parameters, namely: Financial, Socio-Economic and Requirement Land. The details of such appraisal are as follows:

A. Financial Appraisal of project: In financial appraisal of the project, the financial viability, means of finance, implementation capability of investor, experience and background of investors etc are assessed. The following aspects are assessed of a particular firm/company:-

1. The financial achievements based on the past three years balance sheet, turnover, profit margin, breakeven point, internal rate of Return etc are taken into consideration.
2. Market presence is also considered along with the background of the promoters. Future projection of the company regarding performance is to obtained for last 3 to 5 years.

B. Socio- economic Appraisal:
Socio-economic appraisal for a particular project is done on the following parameters:

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No...../ *Date.....201*

1. Academic qualification of Applicant
2. Employment potential-both direct & indirect.
3. Supply of raw materials and source thereof.
4. Market proximity for the intermediate and end products.
5. Benefit to the local community and its neighbourhood in terms of income and employment generation- multiplier effect on the economy.

C. Requirement of Land:

To assess the requirement of land for a particular project, the following broad aspects are considered in the provision of Land Policy 2012 of the State Government (Memo No. 6886-LP/1A-18/2012 dated 26.12.2012:

1. The plant layout of the company.
2. Utilization of land for different purpose.
3. Standard norms for requirement of lard for the project.
4. Production capacity vis-a-vis land requirement etc

Formation of Selection Committee:

The Corporation introduced a Selection Committee for evaluation of Land Allotment application as follows:

The Selection Committee comprises 06 internal members and 04 external members;

- Internal Members:

  a) Chairman, WBSIDC Ltd. (Chairman of Selection Committee)
  b) The Managing Director, WBSIDC Ltd. (Executive Chairman of Selection Committee)
  c) The Executive Director & prescribed Authority, WBSIDC Ltd. (Member Secretary)
  d) Estate Manager, WBSIDC Ltd.
  e) Chief Accounts Officer, WBSIDC Ltd.
  f) Technical Advisor, WBSIDC Ltd. / Executive Engineer, WBSIDC Ltd. (Floating basis)

- External Members:

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a) Representative from Fire & Emergency Services Department
b) Representative from WB Pollution Control Board
c) Representative from Transaction Advisory firm
d) Representative from SIDBI (Small Industries Development Bank of India).

NB: Participation of 06 members out of 10 in the Selection Committee is mandatory to undertake interview process. Participation of 02 external members is mandatory under any circumstances. Either Chairman or Executive Chairman of Selection Committee needs to chair any interview process.

The list of selected candidates may first be recommended by Board of WBSIDCL and then it be forwarded to State Government through MSME&T Department to get the final approval.

Guidelines of Detailed Project Report (DPR):

The Corporation introduced DPR guideline which is easy to follow for small entrepreneurs for evaluation of Land Allotment application as follows:

a) Technical Details:

i. Technical Details of the production process and Plant Layout keeping in consideration the objective of optimal use of horizontal and vertical spaces.
ii. Project cost estimate mentioning cost components of each sections viz. Land & Building, Plant & Machinery and resources deployments etc.

b) Market Details:
i. Present and future aggregate demand for the proposed product.
ii. Landscape of competition
iii. Export possibilities (as applicable)
iv. Marketing strategy

c) Financial Analysis:
i. Investment outlay and cost of project

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ii. Means of Financing
iii. Break-even point and Project Profitability
iv. Potential Risks and mitigation strategy

Memo No.: Date:

20/3/19
Managing Director
The WBSIDC Limited

Copy forwarded for information to:

1. The Hon'ble Chairman, The W.B.S.I.D.C. Ltd.
2. The Hon'ble Additional Chief Secretary to the Govt. of West Bengal, Micro, Small, Medium Enterprises & Textile Department, Hemanta Bhawan, 12th B. B. D. Bag (East), Kolkata-700 001
3. Mr. U. Swaroop, Joint secretary to the Govt. of West Bengal, Micro, Small, Medium Enterprises & Textile Department, Hemanta Bhawan, 12th B. B. D. Bag (East), Kolkata-700 001

20/3/19
Managing Director
The WBSIDC Limited